

2023 PEDAs Spring Legislative Conference April 17-19, 2023



Hilton Harrisburg
@PEDAtweets
#PEDAspring23
Visit peda.org to register.

REGISTRATION INFORMATION

PIDA Training: On the morning of April 17, 2023, Pennsylvania DCED staff will host a PIDA training – for certified economic development organizations (CEDOs) – in the Commonwealth Keystone Building (400 North Street, Harrisburg, PA).

The training – which is worth 3.00 PDUs in finance – will include administrative updates and will address various underwriting, portfolio management and legal topics, in addition to other matters identified through the PIDA Office’s advance outreach to CEDOs.

DCED staff will directly provide further details as they become available and, in the meantime, questions may be directed to [Jared Lucas](#), Director of the PIDA Division within DCED’s Office of Business Financing.

Full Conference Registration: Fees for the conference include refreshment breaks and meals, as indicated on the agenda. Partial conference registration options are listed on the registration form.

Hotel Accommodations: The conference will be held at the Hilton Harrisburg, located at One North Second Street, Harrisburg, PA 17101. To reserve your overnight room at the discounted rate of \$148/night, please visit our [customized reservation page](#) or call (717) 233-6000 and reference room block group code “PEDA23”. The deadline to reserve rooms at the PEDA rate is March 27, 2023. After this deadline or once capacity has been reached – whichever comes first – reservations will only be accepted upon availability at prevailing hotel rates.

Sponsorship Opportunities: Download the [Sponsorship Form](#) for details regarding available sponsorship and table-top display opportunities for this conference.

GAT Meet & Greet: Join representatives of the Governor’s Action Team (GAT) in a casual atmosphere for an update on their statewide business expansion and attraction services and to engage in Q&A about topics or projects of importance to your community.

Dietary / ADA Restrictions: If you have any ADA restrictions, dietary restrictions or allergies you would like PEDA or the conference venue to be aware of, please list them on the registration form or contact PEDA headquarters.

Cancellation / Refund / Substitution Policies: Requests for cancellations and refunds must be made in writing and received by 4:30 pm on April 3, 2023. No refunds will be granted after that point. All cancellations and refunds are subject to a \$75 administrative fee. No-shows will be billed in full. Substitutions are permitted, but are subject to rate adjustments (i.e., member vs. non-member, etc.), where applicable.

Professional Development Units (PDUs): Details regarding event-related PDUs available to eligible members of PEDA engaged in its individual certification program and eligible representatives of CEDOs are available on page 8.

Consent to Use of Photo / Video / Audio: Registration for, attendance at or participation in the conference constitute an agreement by the registrant, attendee or participant to PEDA’s use and distribution (both now and in the future) of the registrant’s, attendee’s or participant’s image and/or likeness and/or voice (as recorded on audio or video) without compensation.

COVID-19 Protocols: PEDA strongly encourages all conference participants to be fully vaccinated prior to attending the 2023 PEDA Spring Legislative Conference and continues to monitor guidance by the CDC and state health officials. Participants are asked to remain up-to-date regarding the latest CDC guidance during their visit to the conference venue and to visit the Hilton Harrisburg’s [website](#) to learn how it is working to ensure your comfort.

Agenda & Registration Information: Please note the agenda, registration information and other details included in this document, on the conference website or in any related materials or communications are subject to change at any time without notice.

2023 PEDA SPRING LEGISLATIVE CONFERENCE

April 17-19, 2023

Hilton Harrisburg | Harrisburg, PA

REGISTRATION FORM

Attendee's Full Name _____

Job Title _____ Credentials (e.g., CEcD) _____

Organization _____

Organization Type EDC SBDC BFTP Utility Higher Ed
 LDD IRC Govt Other _____

Address _____

Phone _____ Email _____

Emergency Contact Name / Phone _____

Dietary Restrictions or Allergies _____

ADA Restrictions _____

Registration Information: Please select from the registration types below. *Submission of this form constitutes the registrant's acknowledgement of and agreement to all information and other details included in this brochure, on the event website or in any related materials or communications, including that a complete registration form and full payment must be received by March 6, 2023 to receive the Early Bird rate.*

MEMBER			NON-MEMBER		
Registration Type	Early Bird	Standard	Registration Type	Early Bird	Standard
Full Conference	<input type="checkbox"/> \$425	<input type="checkbox"/> \$475	Full Conference	<input type="checkbox"/> \$565	<input type="checkbox"/> \$625
Tuesday - Only	<input type="checkbox"/> \$325	<input type="checkbox"/> \$375	Tuesday - Only	<input type="checkbox"/> \$410	<input type="checkbox"/> \$465
Wednesday - Only	<input type="checkbox"/> \$225	<input type="checkbox"/> \$275	Wednesday - Only	<input type="checkbox"/> \$310	<input type="checkbox"/> \$365

Group Rate: Is your organization registering four or more people from its staff for a conference *for the first time*? If so, contact PEDA to ask about an available 10% group rate discount.

Confirmation of Attendance: I authorize PEDA to share my name and organization name with third parties seeking to confirm my attendance at this event for purposes of professional development credit or continuing education. Yes No

Total Amount Due: \$ _____ | Payment Enclosed Check Forthcoming

Payment Information: Please make checks payable to **PEDA** and send, along with this completed form, to 908 N. Second Street, Harrisburg, PA 17102. To register and pay by credit card, please visit peda.org.

Questions: Call us at (717) 441-6047 or email conferences@peda.org.

SPONSORS

GOLD



YOUNG PROFESSIONALS SPONSORSHIP PROVIDER

TEAM PENNSYLVANIA

For more information regarding sponsorships, please visit peda.org/sponsorships.

2023 PEDA OFFICERS

President

Stephen McKnight
President & CEO
Altoona Blair County
Development Corporation

1st Vice President

Laura Goodrich Cairns
Commerce Director
Delaware County Commerce Center

2nd Vice President

Rob Swales
Chief Executive Officer
Clearly Ahead Development

Treasurer / Secretary

Melissa Stone
VP of Economic Development
Harrisburg Regional
Chamber & CREDC

Immediate Past President

Michael Grigalonis
COO & Executive VP
Chester County Economic
Development Council



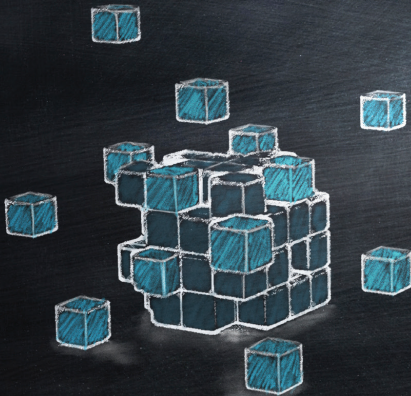
AGENDA: MONDAY, APRIL 17, 2023

Agenda subject to change

- 9:00 am - 12:00 pm** PIDA Training - *Commonwealth Keystone Building*
(See page 2 for details.)
 - 12:00 pm - 5:00 pm** Conference Registration
 - 1:00 pm - 2:00 pm** Young Professionals Committee Meeting
 - 2:00 pm - 3:15 pm** Joint Meeting of Advocacy & EDC Committees
 - 3:30 pm - 5:00 pm** PEDDA Board of Directors Meeting

Exhibitor Set Up
 - 5:00 pm - 5:30 pm** GAT Meet & Greet
 - 5:30 pm - 7:00 pm** Welcome Reception - *Hilton Harrisburg* **(Please Drink Responsibly.)**
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GET THE MOST OUT OF YOUR MEMBERSHIP



JOIN A COMMITTEE
AND HELP GROW
OUR IMPACT

Email us at info@peda.org.

AGENDA: TUESDAY, APRIL 18, 2023

Agenda subject to change

- 7:30 am - 8:30 am** Conference Registration & Breakfast
- 8:30 am - 9:00 am** Conference Welcome & Recognition of Sponsors
*Stephen McKnight, President
Pennsylvania Economic Development Association*
*Rick Siger, Acting Secretary
Pennsylvania DCED (invited)*
- 9:00 am - 10:15 am** **Keynote Presentation**
This session was under development at the time this brochure was finalized. Once finalized, information regarding this session will be available on PEDAs website.
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **HR 101: Setting Your Organization Up for Success**
*Victoria Montler, SHRM-CP, Director of HR Services
KIZ Resources, LLC*
- 12:00 pm - 1:30 pm** **Lunch & General Membership Meeting**
- 1:45 pm - 2:45 pm** **CONCURRENT SESSIONS**
Hot Topic Session
In an effort to bring you the timeliest topics, this session has been left open to accommodate a hot topic. Once determined, information regarding the selected session will be available on PEDAs website.
New Market Tax Credit Financing
*Sarah Baker, VP, NMTC Relationship Manager
The PNC Financial Services Group*
*Jessica Firmstone, New Markets Compliance Officer
WesBanco Bank, Inc. / WesBanco Bank Community Development Corporation*
- 2:45 pm - 3:00 pm** Break
- 3:00 pm - 4:00 pm** **CONCURRENT SESSIONS**
The Modern Economic Development Authority
*Laura Goodrich Cairns, Commerce Director
Delaware County Commerce Center*
*Stephen McKnight, President & CEO
Altoona Blair County Development Corporation*
*Ryan Unger, President & CEO
Harrisburg Regional Chamber & CREDC*

AGENDA: TUESDAY, APRIL 18, 2023

Agenda subject to change

- 3:00 pm - 4:00 pm** **CONCURRENT SESSIONS (continued)**
Rail Focused Economic Development & Federal Grants
Michael Gaynor, Assistant VP, Field Operations
GoRail
- 4:00 pm - 4:15 pm** Break
- 4:15 pm - 5:15 pm** **The Economic Impact of Child Care**
Jim Hoehn, Regional President, Central Pennsylvania Region
PNC Bank (Moderator)
Dr. Michelle Burroughs, Senior VP & Chief Diversity Officer
WSFS Bank
Bradley Gosser, Executive Director & VP
Reynolds Development Corporation
Andrea Heberlein, Executive Director
Pennsylvania Early Learning Investment Commission
Kevin Schreiber, President & CEO
York County Economic Alliance
- 5:30 pm - 7:00 pm** Legislative Reception - *Hilton Harrisburg* **(Please Drink Responsibly.)**
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AGENDA: WEDNESDAY, APRIL 19, 2023

Agenda subject to change

- 8:00 am - 9:00 am** Conference Registration & Breakfast
- 9:00 am - 10:15 am** **Legislative Panel**
This session, to be moderated by Alex Rahn, Vice President with Wanner Associates, will feature panelists who are deeply involved in the day-to-day efforts to develop and pass state legislation pertinent to economic development. As the speaker lineup is assembled, efforts will be made to secure participants who can speak on current affairs, the upcoming state budget and economic development policies under consideration.
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **Get Some Help!**
Bruce Reddock, Director of Economic Development
The Greater Scranton Chamber of Commerce (Moderator)
- 11:45 am** Conclude

RECOGNITION

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts towards the recertification of Certified Economic Developers (CEcDs). IEDC's mission is to provide leadership and excellence in economic development for its communities, members and partners. This complements PEDA's mission to promote sound economic development policies, provide leading edge economic development education and nurture an effective statewide economic development network to foster the economic growth of the Commonwealth.

IEDC's courses are offered throughout the year and around the country and a full listing can be viewed at www.iedconline.org.

Jan 29 - 31	2023 Leadership Summit	Tucson, AZ
Feb 21 - 24	Economic Development Academy	Online
Feb 21 - 22	Introduction to Entrepreneurship-Led Economic Development	Online
Feb 23 - 24	Accelerating Growth through Entrepreneurship-Led Economic Development	Online
Feb 28	CEcD Exam Essentials Workshop	Online
Mar 9 - 10	Business Retention and Expansion	Baltimore, MD
Mar 22 - 24	Economic Development Credit Analysis	Online
Apr 13 - 14	Neighborhood Development Strategies	Online
Apr 27 - 28	Real Estate Development and Reuse	Online
May 4 - 5	Entrepreneurial & Small Business Development Strategies Course	Online



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Professional Development Units

Individual Certification: Eligible members of PEDA engaged in its individual certification program may earn a maximum of 8.00 PDUs through conference attendance and another 3.00 PDUs through participation in the PEDA Training referenced on page 2.

Organizational Certification: PEDA has determined that, through their participation in the conference and the PEDA Training, eligible representatives of DCED-certified economic development organizations (CEDOs) may earn up to 4.00 finance PDUs toward the annual PEDA requirement of 6.00. In addition to the 3.00 PDUs available through the PEDA Training, the conference session entitled "New Market Tax Credit Financing" has been approved to provide 1.00 PDU.

Note: One Professional Development Unit (PDU) equals one hour of actual instruction.