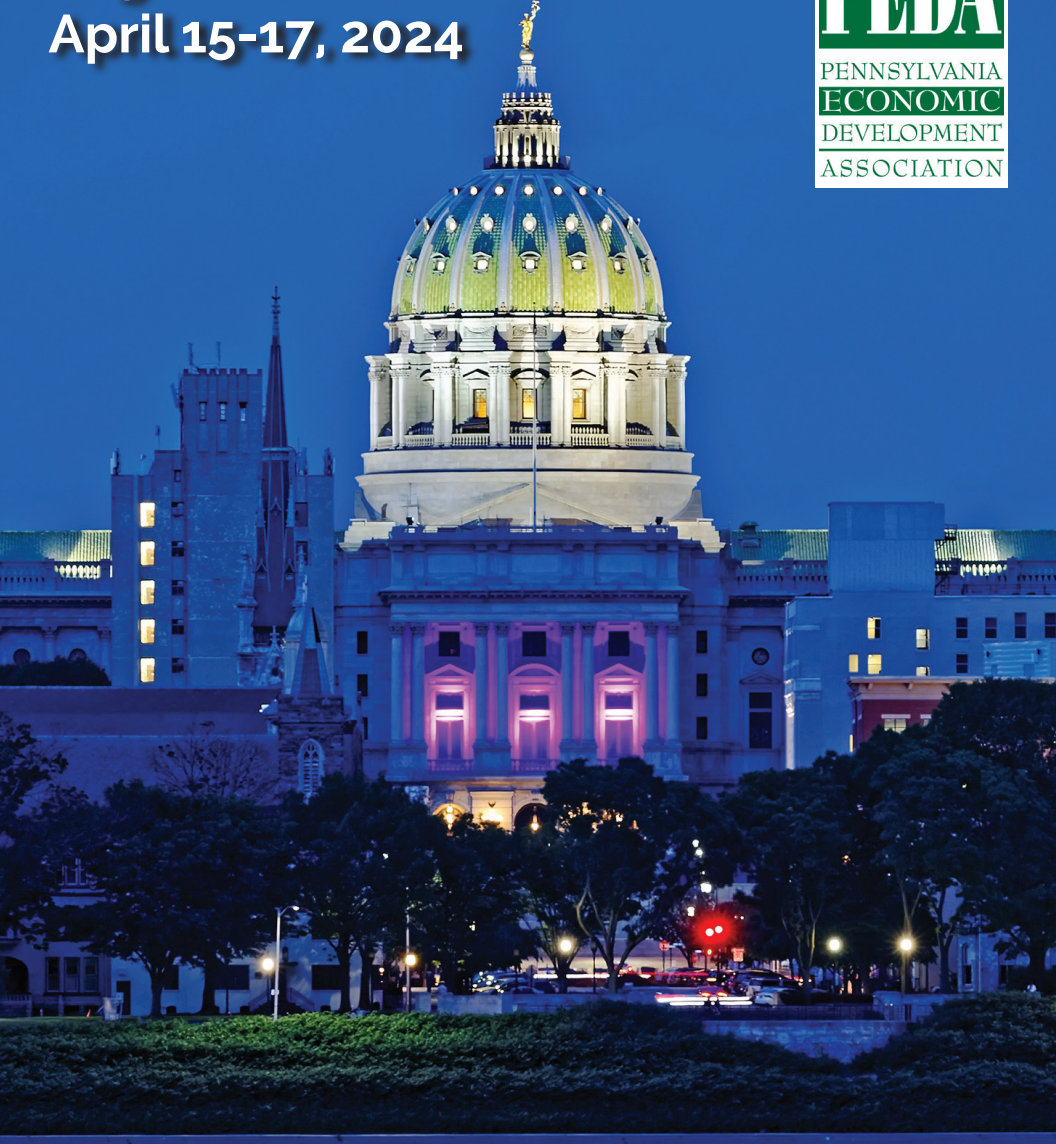


**2024 PEDAs Spring
Legislative Conference
April 15-17, 2024**



**Hilton Harrisburg
@PEDAtweets
#PEDAspring24
Visit peda.org to register.**

REGISTRATION INFORMATION

Pre-Conference Session: To best meet CEOs' needs, PEDA is currently revising its approach to providing the PEDA Training which, in recent years, has been held on the morning of the first day of each PEDA spring conference. While PEDA plans to provide details to CEOs as soon as possible, this decision has created an opening in which PEDA plans to develop and offer a 3.00 hour finance-focused pre-conference session on the morning of Monday, April 15, 2024. PEDA intends to request PEDA approval to have this session qualify to provide eligible representatives of CEOs with 3.00 finance PDUs toward the annual PEDA requirement of 6.00 and, once the session is finalized, further session details will be provided. Registration for this session will be separate from registration for the 2024 PEDA Spring Legislative Conference.

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 \$151/night, please visit our [customized reservation page](#) or call (717) 233-6000 and reference room block group code "**PEDA24**". The deadline to reserve rooms at the PEDA rate is March 24, 2024. After this deadline or once capacity has been reached – whichever comes first – reservations will only be accepted upon availability at prevailing hotel rates. Information regarding parking is available on the conference website.

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 food allergies you would like PEDA or the conference venue(s) to be aware of, please provide them during the registration process 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 1, 2024. 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 CEOs 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.

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.

2024 PEDTA SPRING LEGISLATIVE CONFERENCE

April 15-17, 2024

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 Food 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 4, 2024 to receive the Early Bird rate.*

MEMBER			NON-MEMBER		
Registration Type	Early Bird	Standard	Registration Type	Early Bird	Standard
Full Conference	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500	Full Conference	<input type="checkbox"/> \$600	<input type="checkbox"/> \$660
Tuesday - Only	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400	Tuesday - Only	<input type="checkbox"/> \$435	<input type="checkbox"/> \$495
Wednesday - Only	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300	Wednesday - Only	<input type="checkbox"/> \$335	<input type="checkbox"/> \$395

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

Confirmation of Attendance: I authorize PEDTA 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.

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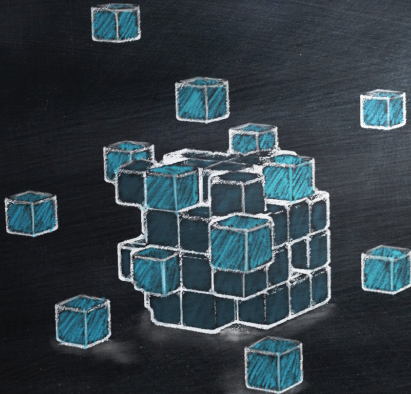
Pennsylvania
pursue your happiness

This Project was financed in part by a grant from the Commonwealth of Pennsylvania, DCED.

visitPA.com is the official tourism website of the Commonwealth of Pennsylvania.

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

GET THE MOST OUT OF YOUR MEMBERSHIP



JOIN A COMMITTEE
AND HELP GROW
OUR IMPACT

Email us at info@peda.org.



KEYNOTE PRESENTER



Erik R. Pages is President and Founder of EntreWorks Consulting, an economic development consulting and policy development firm focused on helping communities and organizations achieve their entrepreneurial potential. Since its founding, EntreWorks has worked with communities in 46 states and overseas. Recent engagements include work for the Appalachian Regional Commission, the Pentagon's Office of Local Defense Community Collaboration, the National Association of Counties, the U.S. Small Business Administration, and for communities in Alabama, Georgia, Indiana, Louisiana, Maryland, Pennsylvania, Texas, Virginia and Wisconsin.

He previously served as Policy Director for the National Commission on Entrepreneurship and has also held senior positions at the U.S. Department of Commerce's Economic Development Administration and on Capitol Hill. He is a Senior Fellow at the Center for Regional Economic Competitiveness and serves on the Alexandria/Arlington Regional Workforce Council and on the Board of Directors of the Global Entrepreneurship Network. He received his Ph.D. from Georgetown University, where he has served as an Adjunct Professor. He also holds degrees from Dickinson College (Phi Beta Kappa) and the University of Pittsburgh.

AGENDA: MONDAY, APRIL 15, 2024

Agenda subject to change

8:00 am - 8:30 am Registration (Pre-Conference Session)

8:30 am - 11:45 am **Pre-Conference Session**

As explained on page 2, PEDAs plans to develop a 3.00 hour finance-focused pre-conference session and to request PIDA approval to have this session qualify to provide eligible representatives of CEDOs with 3.00 additional finance PDU's. Once the pre-conference session is finalized and PIDA's decision has been received, further session details will be provided. Registration for this session will be separate from that of the conference.

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 PEDAs 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.)

AGENDA: TUESDAY, APRIL 16, 2024

Agenda subject to change

- 7:30 am - 8:30 am** Conference Registration & Breakfast
- 8:30 am - 9:00 am** Conference Welcome & Recognition of Sponsors
*Laura Goodrich Cairns, President
Pennsylvania Economic Development Association*
*The Honorable Rick Siger, Secretary
Pennsylvania DCED*
- 9:00 am - 10:15 am** **Keynote Presentation: Building Future Ready Economic Development Organizations**
*Erik R. Pages, President
EntreWorks Consulting*
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **Branding Pennsylvania: Engaging EDOs for Marketing Success**
*Jacklin Rhoads, Director of Public Affairs & Marketing
Pennsylvania Office of the Governor*
*Amy Zecha, Executive Director of Business Marketing
Pennsylvania DCED*
- 12:00 pm - 1:30 pm** **Lunch & General Membership Meeting**
- 1:45 pm - 2:45 pm** **CONCURRENT OFFERINGS**
Hot Topic Session
In an effort to bring you the timeliest topics, this session has been reserved to accommodate a hot topic. Once determined, information regarding the selected session will be available on PEDAs website.
Tax-Exempt Financing for Economic Development
*Jonathan W. Cox, Member, Co-Chair, Public Finance
Eckert Seamans Cherin & Mellott, LLC*
*Ryan A. Mentzer, Associate
Eckert Seamans Cherin & Mellott, LLC*
- 2:45 pm - 3:00 pm** Break
- 3:00 pm - 4:00 pm** **CONCURRENT OFFERINGS**
Preparing Your Local Team to Meet with Your Legislators
*Alex Rahn, Vice President
Wanner Associates (Moderator)*
*Laura Goodrich Cairns, Commerce Director
Delaware County Commerce Center*
*Stephen McKnight, President & CEO
Altoona Blair County Development Corporation*

AGENDA: TUESDAY, APRIL 16, 2024

Agenda subject to change

- 3:00 pm - 4:00 pm** **CONCURRENT OFFERINGS (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** **Get Some Help!**
Anthony (AJ) Cimachosky, Economic Development Specialist
The Greater Scranton Chamber of Commerce (Moderator)
Bruce Reddock, Director of Economic Development
The Greater Scranton Chamber of Commerce (Moderator)
- 5:30 pm - 7:00 pm** Legislative Reception - *Hilton Harrisburg*
(Please Drink Responsibly.)
-

AGENDA: WEDNESDAY, APRIL 17, 2024

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, is expected to 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 state budget and economic development policies under consideration.
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **Updates on PA's Economic Competitiveness Strategy**
Lisa Riggs, Senior Managing Director, Economic Growth Strategy & Partnerships
Team Pennsylvania
- 11:45 am** Conclude

RECOGNITION

PEDA is currently pursuing recognition of this event by the International Economic Development Council (IEDC) as a professional development event that would count 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.

Feb 4 - 6	2024 Leadership Summit	Phoenix, AZ
Feb 13 - 14	Introduction to Entrepreneurship-Led Economic Development	Online
Feb 27 - 28	Accelerating Growth through Entrepreneurship-Led Economic Development	Online
Mar 7 - 8	Entrepreneurial & Small Business Development Strategies	Online
Mar 26 - 27	Technology-Led Economic Development	Online
Mar 28 - 29	Neighborhood Development Strategies	Online
Apr 17 - 19	Economic Development Finance Programs	Online
Apr 29 - 30	Economic Development Marketing & Attraction	Online
May 16 - 17	Real Estate Development & Reuse	Online
May 30 - 31	Introduction to Entrepreneurship-Led Economic Development	Online

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 pre-conference session referenced on page 2.

Organizational Certification: PEDA has determined that, through their participation in the conference, eligible representatives of DCED-certified economic development organizations (CEDOs) may earn up to 1.00 finance PDU toward the annual PIDA requirement of 6.00 (by attending the conference session entitled "Tax-Exempt Financing for Economic Development"). Additionally, as explained on page 2, PEDA plans to develop a 3.00 hour finance-focused pre-conference session and to request PIDA approval to have this session qualify to provide eligible representatives of CEDOs with 3.00 additional finance PDUs. Once the pre-conference session is finalized and PIDA's decision has been received, further session details will be provided.

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