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**AEDCE Annual Conference**

**Tentative Agenda**

**Sunday, August 27**

1 PM Golf Tournament – Hot Springs Country Club

Contact Kevin Sexton at [ksexton@arkansasedc.com](mailto:ksexton@arkansasedc.com) or 501.920.0884 for more info

7:00 PM AT&T Hospitality Suite Opens

**Monday, August 28**

8:00 AM – 9:00 AM Registration/Continental Breakfast

9:00 AM – 10:15 AM General Session 1 – Living Your Best Life (207 – 209)

Matt Knight, Mid-South Health Systems

10:15 AM – 10:30 AM Break – Sponsored by Black Hills Energy

10:30 AM – 11:45 AM General Session 2 – Site Selector Session (207 – 209)

Lindsey Cannon, McCallum Sweeney Consulting

12:00 PM – 1:15 PM AEDCE Awards Luncheon (Horner Hall)

1:30 PM – 2:30 PM Breakout Sessions

1. Chamber – Membership/Sales (203 – 204)

Kelle Marsalis, CCE IOM – Dallas Regional Chamber

1. Econ Dev – Site Selection Breakout (207 – 209)

Lindsey Cannon, McCallum Sweeney Consulting

2:30 PM – 2:45 PM Break – Sponsored by Black Hills Energy

2:45 PM – 4:00 PM General Session 3 – Arkansas Legislative Update (207 – 209)

(5 minutes – Entergy Site Selection Center Video Presentation – Heather Hendrickson)

Ryan Bowman, Friday Eldredge & Clark – Amendment 97

Jennifer Chang, Cross Gunter Witherspoon & Galchus – Amendment 98

Randy Zook – General Legislative Update & SJR8

4:00 PM – 5:00 PM CEO Roundtables

2 options - suggested guidelines

Membership - 500+ (207 – 209)

Membership – under 500 (203 – 204)

4:30 PM – 5:30 PM AT&T Hospitality Suite Opens

5:30 PM – 7:00 PM Network Building Reception

Rolando’s Restaurante

8:00 PM AT&T Hospitality Suite Opens

**Tuesday, August 29**

8:15 AM – 9:30 AM State of the State Breakfast & Membership Meeting – Horner Hall

Mike Preston, Arkansas Economic Development Commission

9:30 AM – 10:30 AM General Session 4 – Imagining the Future Workforce (207 – 208)

Ted Abernathy, Economic Leadership LLC

10:30 AM – 10:45 AM Break

10:45 AM – 11:45 AM Breakout Sessions

1. Chamber – Marketing/Communications – Leveraging Your Brand (203 – 204)

Annette Medlin, IOM – Greater Augusta (VA) Regional Chamber

1. Econ Dev – What’s New with AEDC? (207 – 208)

Clark Cogbill & Whitney Burgess, Team SI – AEDC Social Media

Tom Chilton – AEDC Science/Technology

12:00 PM – 1:30 PM *Talk Business & Politics* Luncheon featuring Elise Mitchell (Horner Hall)

Elise Mitchell, CEO, Mitchell | CEO, Dentsu Aegis PR Network