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| 5:00 – 7:00 PM | Conference Opening Reception at the Waterfront Restaurant  
A short walk from the Radisson -- 328 Front Street South, La Crosse |
| 7:30 AM   | Registration / Continental Breakfast / Exhibits Open                 |
| 8:30 AM   | Welcome  
Conference Keynote - *COVID-19, Economic Trends, Global Trade and What’s Ahead*  
COVID-19 and economic trends are impacting U.S. and world growth, while complexities with China, Canada, Mexico, and Europe are creating new risks. Combined with greater levels of volatility, new destructive technologies, the energy revolution, and critical issues involving skills, automation and immigration, these issues are shaping our future. What does this mean to your business? This invaluable program reveals global dangers, analyzes sectors, examines trading relationships, and provides insight on China’s practices to help businesses understand what’s ahead, reduce risk, and make better informed decisions.  
**John Manzella, Author, Speaker and Editor-in-Chief of The Manzella Report**  
*Sponsored by Xcel Energy* |
| 9:30 AM   | The Current State of our Wisconsin Economy  
Ron will discuss the effects of COVID on the Wisconsin economy. He will discuss a variety of traditional and new economic metrics that will offer a real-time look at business conditions, including recent survey work that has helped identify and describe COVID’s impact on a regional basis, as well as what types of firms and workers have absorbed the worst effects of the pandemic. It will also use an interactive survey to anonymously gauge attendees’ views on the current economy (with real-time results) and their outlook for 2021.  
**Ron Wirtz, Regional Outreach Director, Federal Reserve Bank of Minneapolis** |
| 10:15 AM  | Morning Break                                                        |
| 10:30 AM  | A Look at Our Local Economy: A Discussion with Area Business Leaders  
Leaders from Inland Packaging, Reinhart Foods and Organic Valley will share their views on business challenges and opportunities ahead.  
**Mark Glendenning, President, Inland Packaging (Invited)**  
**Michelle Burmester, Division President, Reinhart Foods**  
**Organic Valley Representative - TBD** |
| 11:15 AM  | The Future of Work (Business) in Light of COVID-19  
The changing business environment .... a look at future collaborations and new business opportunities.  
**Don Weber, CEO/Founder, Logistics Health, La Crosse** |
<p>| 12:00 Noon| LUNCHEON – Exhibits                                                 |</p>
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| 1:00 PM  | Western Wisconsin Healthcare: Successes, Challenges, & Innovations  
A discussion with area healthcare leaders speaking about challenges and innovations in the healthcare environment.  
Dr. Scott Rathgaber, Chief Executive Officer, Gundersen Health Care  
Dr. Paul Mueller, Regional Vice President, Mayo Clinic Health System  
David Hartberg, Chief Executive Officer and Administrator, Vernon Memorial Hospital |
| 2:00 PM  | MINI-BREAKOUT SESSIONS – 40 minutes each  
1. Meeting Wisconsin’s Rural Transportation Needs  
Two local initiatives are underway to address rural transportation in western Wisconsin. Hear how Ashley Furniture is assuring transportation for their employees and learn more about the Smart Bus Initiative in La Crosse.  
Charlie Handy, La Crosse County Planner  
Crystal Sobotta, Ashley Furniture  
A discussion on creative ways to renovate vacant buildings and bring in new business/industry, including multi-family, universities, etc.  
Robert Hess, Vice Chairman, Consulting Newmark Knight Frank |
| 2:40 PM  | BREAK – Exhibits |
| 3:00 PM  | MINI-BREAKOUT SESSIONS – 40 minutes each  
1. Community Housing Initiatives  
While there are multiple options for those in need of housing and rental assistance, need continues to outpace available resources. Learn about three new initiatives underway that address this growing basic need.  
Mark Kordus, Rent Ready, City of Stevens Point  
Majel Hein, Marine CU Foundation Finding HOME Program  
Paul Gregoire, Homes of Iowa Board of Directors  
2. Foreign Direct Investment (FDI) -- Medical Equipment & Supplies  
Companies are still investing in new production plants if the combination of investments drivers, business case results and best location is optimal. One of these drivers is building a robust manufacturing footprint with more decentralized production, i.e. re-shoring. But how do companies make the trade-offs between costs and risks?  
Fred Glickman, President, North America, PM&P  
Michael Haas, CEO, PM& |
| 3:45 – 4:30 PM | Capital Stacks for Day Care Projects  
Across the nation there is urgent need for more equitable access to affordable childcare and early learning options. Explore current capital stack projects in Wisconsin and learn how funding happened. What can be financed? What innovative approaches and partnerships can early childhood providers explore and leverage to make the lift and access the capital needed? New opportunities can assist communities in building childcare capacity.  
Darian Luckett, Director of Lending Wisconsin & Iowa, IFF, Milwaukee, WI  
Ashanti Bryant, Director, Early Childhood Services, IFF, Detroit, MI  
Ruth Schmidt, Executive Director, WI Early Childhood Association  
Marianne Torkelson, Vice President Business Development & Training, Co-op Credit Union, Jackson County Child Care Task Force |
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<tr>
<td>5:00 – 7:00 PM</td>
<td>CONFERENCE RECEPTION at Radisson</td>
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<td><strong>Friday, October 2, 2020</strong></td>
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| 7:30 AM | Breakfast Buffet  
Exhibits Open                                    |
| 8:30 AM | Report from the Blue Ribbon Commission’s Agriculture Listening Sessions  
The Governor’s Blue Ribbon Commission on Rural Prosperity was created in January,  
2020. It is designed to learn about issues affecting farmers, the agricultural industry and  
rural businesses and communities. A report to the Governor is due Dec. 31, 2020.  
**Kelliann Blazek, Director of Office of Rural Prosperity, Wisconsin Economic**  
**Development Corporation** |
| 9:15 AM | Is Hemp the ‘Next Savior’ for Wisconsin Farmers?  
An in-depth look at the growing hemp industry across Wisconsin.  
**Steve Peterson, COO, BioSunn Technologies, Inc.**  
**Austin Wszolek, CEO, Carbon Cannibis**  
**Area Hemp Farmer** |
| 10:15 AM | BREAK                                                              |
| 10:30 AM | Georgia Tech Hemp Business Model  
Bevan Suits, Integral R+D                                       |
| 11:00 AM | Alternative Agriculture Opportunities  
This session will look at future opportunities in hemp, biomass and aquaponic agriculture. |
| 12 Noon | Conference Concludes                                               |