




2020 WEDA Fall Conference

October 1 – October 2, 2020

Virtual Conference

CONFERENCE AGENDA

Thursday, Oct. 1, 2020	
8:30 AM	<p>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</p> <p style="text-align: center;">Sponsored By: </p>
9:30 AM	<p>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</p>
10:15 AM	<p>CONFERENCE BREAK</p> <p style="text-align: center;">Sponsored By:  Touchstone Energy® Cooperatives of the Dairyland Power System</p>
10:30 AM	<p>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 Michelle Burmester, Division President, Reinhart Foods Jerry McGeorge, Executive Vice President, CROPP Cooperative/Organic Valley</p>
11:15 AM	<p>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	LUNCH BREAK

<p>1:00 PM</p>	<p>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 Healthcare</p>
<p>2:00 PM</p>	<p>MINI-BREAKOUT SESSIONS – 40 minutes each</p> <ol style="list-style-type: none"> 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 2. Location Strategy & Real Estate Occupancy Post COVID-19 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
<p>2:40 PM</p>	<p>CONFERENCE BREAK</p> <p style="text-align: center;">Sponsored By:</p> <div style="text-align: center;">  Touchstone Energy® Cooperatives of the Dairyland Power System </div>
<p>3:00 PM</p>	<p>MINI-BREAKOUT SESSIONS – 40 minutes each</p> <ol style="list-style-type: none"> 1. Creative 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 for 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 Steve Weitzner, Senior Vice President, PM&P Michael Hass, CEO, PM&P
<p>3:45 – 4:30 PM</p>	<p>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 Lockett, Director of Lending Wisconsin & Iowa, IFF, Milwaukee, WI</p>

	<p>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</p>
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Friday, October 2, 2020	
8:30 AM	<p>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 Tom Landgraf, Principal, Dimension Development, LLC Jeff Tucker, Vice President of Business Development and Care Innovation, Marshfield Clinic Health System</p>
9:15 AM	<p>Is Hemp the ‘Next Savior’ for Wisconsin Farmers? An in-depth look at the growing hemp industry across Wisconsin and how educating our communities and governments can help guide regulation and reform in the state of Wisconsin. Austin Wszolek, CEO, Carbon Cannabis Silvia Maurer, Area Grower and Processor</p>
10:00 AM	<p>CONFERENCE BREAK Sponsored By:</p> <div style="text-align: center;">  <p>Touchstone Energy® Cooperatives of the Dairyland Power System</p> </div>
10:15 AM	<p>The Next 100 Years: The Hemp Industry in Wisconsin From northern Wisconsin to southern Georgia, the need for sustainable economy and environment are the same. Explore a business model that can bring a sustainable new industry to Wisconsin. Bevan Suits, Integral R+D, Atlanta, GA</p>
11: 00 AM	<p>Alternative Agriculture Opportunities This session will look at future opportunities in hemp, bioenergy and organic cured meats, i.e. deli turkey, hot dogs, bacon, beef sticks, etc. Paul Mitchell, Professor, Dept. of Agricultural and Applied Economics, UW-Madison Jessica Niekrasz, President, Clean Fuel Partners Shelby Ellison, Industrial Hemp Research, UW-Madison Extension</p>
12 Noon	Conference Concludes