

# In it to win it

Gearing up for success in your community

2012 Governor's Economic Development Conference

**Tuesday, April 10, 2012**

## **Noon**

Registration

Best Western Ramkota Hotel

Sioux Falls

1:30 p.m.

Welcome by Commissioner Pat Costello

## **Keynote**

### **Getting Creative with your Workforce Development Issues**

Rebecca Ryan, founder and CEO of Next Generation Consulting, has spent years focusing on workforce development issues. In this session, she will share some of the ways to get creative in solving our concerns.

3 p.m.

### **Giant Vision Exhibit Viewing and Break**

View the Giant Vision Competition exhibits and see the exciting ideas thought up by South Dakota's newest companies.

4 - 4:45 p.m.

### **A Closer Look at South Dakota's workforce**

Sid Goss, sociology professor at the South Dakota School of Mines and Technology, will take a closer look at the demographics used to help define South Dakota's current workforce and what the trends are for the future.

4:45 – 5:15 p.m.

### **Challenging the Myths**

Mark Boehm, tax and economic analyst for the Governor's Office of Economic Development, will challenge some of the current myths about South Dakota's economy. This 30 minute session will focus on surprising facts and statistics. This is sure to provide you with some great water cooler conversation material when you head back to your office.

5:15

**Reception**

Sponsored by Heartland Consumers Power District

6 p.m.

**South Dakota Banquet**

Governor Dennis Daugaard

Presentation of Awards

Giant Vision – presented by David Owen, president, South Dakota Industry and Chamber

Community of the Year and Excellence in Economic Development – presented by Gov. Daugaard

Wednesday, April 11

7a.m.

**Registration and Continental Breakfast**

8:15 a.m.

**GOED: In it to Win It!**

Pat Costello, GOED Commissioner, will highlight the efforts of the GOED and will share information on new targeted industries, new initiatives and new marketing efforts.

8:45 – 9:45 a.m.

**Web Marketing: What's next?**

Join Ben Wright, CEO of Atlas Advertising, to find out about the latest technologies, such as web-based geographic information systems, and how they can help your community compete. Topics will include advanced Internet strategies to pursue business attraction, promote local companies, enhance workforce development, and provide other economic development online services.

**9:45 Networking break**

**10:15  
Breakouts**

**Finance 101 –**

There are some new changes in the GOED's finance programs and this session will give you all the updates on how these changes can benefit the businesses in your community. This will be a great overview for those seasoned on our programs and a good introduction for those who have not partnered with GOED.

**Partnering for Success**

In today's tight economy, resources are limited, so the best strategy for success is to partner with others across the state. This session will feature a panel of experts in various areas ranging from starting a business to improving the processes within your business to understanding how your community can partner on education and workforce issues.

**Are You Ready?**

Get ready or get left behind. That's the reality of today's faster paced world of economic development. Hear from two national experts in the field what you and your community can do to prove to new prospects that you're ready to get their projects up and running in record time.

**11:15  
Breakouts repeated**

**Finance 101**

**Partnering for Success**

**Are you Ready?**