

From: IEDC and American City & County <IEDC@pentonminc.com>

To: Kester, Tonykester@aging.sc.gov

Date: 7/30/2015 2:09:34 PM

Subject: IEDC invites you to get involved in our Anchorage conference

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**Only One More Week Remains for Early Bird Registration  
Sign-up by Friday, August 7 to Receive Our Lowest Rates**

**As the world's largest gathering of economic developers, the IEDC Annual Conference is all about you.**

With 4 full days of conference programming, there is no shortage of things to do - from early Sunday morning to late Wednesday afternoon; IEDC has exciting ways to get you involved!

## Workshops

These workshops on Sunday and Wednesday are designed to help you take your EDO and community to the next level. Registration is required for these sessions. Topics include:

### **Sunday, October 4 | 9:00 am - 12:30 pm**

#### **How to be a World Class Economic Developer**

IEDC is drawing on the strength of its international members to discuss what trends, opportunities, and challenges they are seeing in the world of economic development. This facilitated discussion will be a frank conversation amongst all attendees about economic development as they see it.

#### **Dishing up Local Food Chains for Economic Development**

The local food movement promotes healthy living, keeps dollars local, and spreads tourism dollars deeper into your economy. This workshop will demonstrate how you can calculate the value of your local food economy, and will bring together economic development practitioners to talk about best practices.

#### **Developing Economic Opportunity and Economic Resilience**

With natural catastrophes only likely to increase, it's not a question of if, but when your community will be impacted. 60 percent of small businesses fail to make preparations before an emergency. This workshop will feature experts introducing resiliency planning for business continuity, and strategies for economic opportunity.

### **Wednesday, October 7 | 1:00 pm - 4:30 pm**

#### **The Essence of Crowdfunding (\$)**

Crowdfunding is a powerful tool for entrepreneurs, and something you should have a strong understanding of. It can serve as a critical business mechanism, from market research and product development, to pricing. This workshop will offer an advanced look at crowdfunding and how to best harness this tool for your community.

## Sessions

The [2015 Annual Conference program](#) is designed to maximize attendee participation. Check out these sessions for info on how to get even more involved:

### **Monday, October 5 | 7:30 am - 8:30 am**

#### **Open Mic: Economic Development on a Shoestring**

This learning lab invites conference attendees to share how they made noteworthy improvements with little to no budget. Interested in telling your story? [Submit your proposal](#) to share your tips and experiences with your fellow attendees.

**Tuesday, October 6 | 4:00 pm - 5:30 pm**

**Constructive Criticism: Economic Development Websites Under the Microscope**

Just as eyes are windows to the soul, economic development websites reveal your community's dynamism and personality - so it better be good. Interested in having your website critiqued by a live audience? [Submit your application to have your website reviewed by our panel.](#)

**Wednesday, October 7 | 9:15 am - 10:45 am**

**Ignite® IEDC**

Ignite® IEDC is back for another lightning round of public speaking on economic development issues. Speakers have 5 minutes and 20 slides to enlighten the audience. To apply to be featured during Ignite IEDC, please send a 250 word proposal and bio to [proposals@iedconline.org](mailto:proposals@iedconline.org).

**Wednesday, October 7 | 11:00 am - 12:30 pm**

**Promoting Your Win - What To Do with Your IEDC Excellence in Economic Development Award**

Interested in sharing how you marketed your status as an award winner? [Complete this short online form](#) for a chance to present at the Annual Conference.

Applications to participate in these four sessions will be accepted until August 17.

**Headquarters Hotel is Sold Out - Additional Hotels Filling up Quickly**

The Hotel Captain Cook is officially sold out, but we've got two great hotel options located just a few blocks from the Dena'ina Civic and Convention Center:

**Hilton Anchorage**

500 W Third Avenue  
Anchorage, AK 99501  
Phone (907) 272-7411

» [Reserve your room online](#)

**Anchorage Marriott Downtown**

820 West 7th Avenue  
Anchorage, AK 99501  
Phone (888) 236-2427

» [Reserve your room online](#)

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The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 4,500 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban and local to international, IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions.

**734 15th Street NW, Suite 900 | Washington DC, 20005 | Phone: (202) 223-7800**

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