2ND ANNUAL NEVADA ECONOMIC DEVELOPMENT CONFERENCE

SEPTEMBER 20, 2016
PRE-CONFERENCE WORKSHOPS

SEPTEMBER 21 & 22, 2016
CONFERENCE

University of Nevada, Reno
The Joe Crowley Student Union

PRESENTED BY
University Nevada Reno – College of Business, UNLV Center for Business & Economic Research, Western Nevada Development District, Nevada Industry Excellence, USDA Rural Development

INFORMATION

SPONSORED BY

EARLY BIRD RATES END JUNE 30
CONFERENCE AT A GLANCE

TUESDAY, SEPTEMBER 20
PRE-CONFERENCE WORKSHOPS

SUPPORTING ECONOMIC DEVELOPMENT THROUGH BROWNFIELDS FUNDS & TECHNICAL ASSISTANCE
8:00am – 4:00pm
Presented by Nevada Division of Environmental Protection – Bureau of Corrective Actions, Center for Creative Land Recycling, Northern Nevada Development Authority
Federal and state brownfields resources have brought jobs and economic development throughout the State of Nevada. Learn how the suite of brownfields resources and tools can accelerate business, economic development, energy, infrastructure, and other activities.

FUNDAMENTALS OF ECONOMIC DEVELOPMENT
8:30am – 4:30pm
Presented by University of Nevada, Reno College of Business & University of Economic Development
Attendees will learn economic development strategies from community to neighborhood development to redevelopment and land use, to workforce development and entrepreneurial development. An overview of how to fund economic development as well as fiscal authority and stability and their impacts on economic development.

WEDNESDAY, SEPTEMBER 21

7:00am  Conference Registration
7:00 – 7:30am  Continental Breakfast located in Exhibit Hall
7:30 – 9:00am  Keynote by Jens Peter Clausen, Vice President Tesla Gigafactory – “Tesla Energy in Nevada”
9:15am – 12:00pm  Institutes
12:15 – 1:30pm  Lunch & Keynote – Dr. Sam Cordes – “Regional Development, Rural-Urban Interdependency, and Deep Collaborations: Keys to Future Successes”
1:45 – 5:30pm  Tours
5:30 – 8:00pm  Exhibitors’ Reception – Exhibit Hall located in Milt Glick Ballroom A

THURSDAY, SEPTEMBER 22

7:30 AM  Conference Registration
8:30 AM  Keynote by Robert Lang, Greenspun College of Urban Affairs, Linch Institute Executive Director, Director at Brookings Mountain West Institute – “Megapolitan America”
10:15 – 11:45am  Concurrent Education Sessions
12 – 1:30pm  Lunch & Keynote – Brett Kelsey, Vice President & Chief Technology Officer for the Americas for Intel Security – “Cyber Security Trends & Innovations”
1:45 – 3:00pm  Concurrent Education Sessions
3:15 – 4:30pm  Concurrent Education Sessions
*Separate ticketed events

KEYNOTE SPEAKERS

Jens Peter Clausen
TESLA ENERGY IN NEVADA
Mr. Clausen is the VP of the Tesla Gigafactory. He is a native of Denmark and is now living in the heart of Reno, Nevada. He was previously with the LEGO Group and relocated to the Reno area from Monterrey, Mexico. Jens Peter has a degree in engineering manufacturing, a diploma in leadership, and an MBA in technology and innovation. He is driven by our changing future and is excited to be a part of building a better world for all.

Robert Lang
MEGAPOLITAN AMERICA
Robert Lang is a professor in the Greenspun College of Urban Affairs and serves as the executive director of The Lincy Institute and director of Brookings Mountain West at UNLV. He is also a Senior Fellow at the Brookings Institution in Washington, D.C. Lang earned a Ph.D. in urban sociology from Rutgers University. Mr. Lang is a nationally recognized authority on urban growth, economic development and population dynamics, including the interplay between politics and growth in the American West. He has authored over 150 academic and professional publications and has developed many new urban planning concepts such as “Boomburbs,” “Edgeless Cities,” and “Megapolitan Areas.” His book, Megapolitan America, details the rise of megapolitan areas and how they will change how American plans.

Brett Kelsey
CYBER SECURITY TRENDS & INNOVATIONS
Brett Kelsey is the Vice President & Chief Technology Officer, for the Americas for Intel Security. Mr. Kelsey has leveraged his business and practice development, strategic outlook, technical expertise and innovative thought leadership to evangelize Intel Security’s go-to-market strategy. Brett Kelsey has also served as the Vice President of Professional Services for the Americas for Intel Security and as the Senior Director Global Training at Intel Security (formerly McAfee).

Dr. Sam Cordes
REGIONAL DEVELOPMENT, RURAL-URBAN INTERDEPENDENCY & DEEP COLLABORATIONS: KEYS TO FUTURE SUCCESSES
Dr. Cordes spent eight years at Purdue University before retiring in 2011. While at Purdue he served in several capacities including (a) Associate Vice Provost for Engagement (b) Founder and Co-director, Center for Regional Development (c) Assistant Director and Program Leader, Cooperative Extension and (d) Professor of Agricultural Economics. Dr. Cordes has been sought out by others and has served in a number of consulting roles. He currently leads the Rural Policy Research Institute’s Spatial Analytics Initiative.
The International Economic Development Council’s (IEDC) Event Recognition Program recognizes organizations that continue to support, enhance and contribute to the profession of economic development. The Nevada Economic Development Conference is recognized by the IEDC as a professional development event that counts towards the recertification of Certified Economic Developers (CEcDs).

**SILVER SPONSORS**

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ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA - EDAWN

LAS VEGAS GLOBAL ECONOMIC ALLIANCE

TAHOE RENO INDUSTRIAL CENTER

**SUPPORTERS**

HANSFORD CONSULTING

**CONFERENCE PLANNING COMMITTEE**

Sarah Adler, State Director
Presenting Sponsor
USDA Rural Development

Richard Bartholet, Director
Business/Entrepreneur Track Chair
University of Nevada, Reno
Nevada Small Business Development Center
College of Business

Teri Bath, Owner – Events and Marketing
Agribusiness Track Chair
Reno Garden Shop Nursery

Kelly K. Clark, Special Projects/Public Affairs Coordinator
Exhibit Hall Chair
USDA Rural Development, Carson City

Barbra Coffee, Director
Program Committee/So. Nevada Representative
Economic Development/Redevelopment
City of Henderson

Rachel Dahl, Executive Director
Infrastructure/Transportation Track Chair
Churchill County Economic Development Authority

Sheryl Gonzales, Project Manager
Staff Liaison & Presenting Sponsor
Western Nevada Development District

Lisa Granahan, Economic Vitality Manager
Economic Vitality/Development Track Chair
Douglas County

Kathy Halbardier, Project Manager
Manufacturing Track Chair & Co-Presenter
Nevada Industry Excellence

Tom Harris, Professor, Director of Center for Economic Development Program Committee - Presenting Sponsor
University of Nevada Reno - Center for Economic Development, College of Business

Shelley Hartman, Director Registration & Volunteers
Mineral County Economic Development Authority

Andrew Haskin, Dir. Marketing & Communications Awards Committee
Northern Nevada Development Authority

Dean Haymore, Community Development Director Program Committee
Storey County

Mark Hauenstein, President Energy Track Chair Technical Designs

Mojra Hauenstein, Neighborhood Development - Business Facilitator Publicity Committee
Washoe County

Lyne F. Keller, Co-Founder Registration & Volunteers The Right Track

Dick Kelsey Energy Track Committee Sun Science

Ed Lawson, WNDD President Presenting Sponsor
City of Sparks City Councilman

Heidi Lusby-Angvick, Ex. Director Manufacturing Track Chair Pershing County Economic Development Authority

Dave Mendiola, County Manager Publicity Committee Humboldt County

Stephen M. Miller, Ph.D.
Economic Vitality Program Committee & Presenting Sponsor
Professor & Director, Center for Business & Economic Research UNLV

Ron Radil, Executive Director Presenting Sponsor
Western Nevada Development District

Anthony Ruiz, Communications Manager Publicity Committee
Las Vegas Global Economic Alliance

Michael Salogga, Business Development Manager Program Committee Carson City

Frederick Steinmann, DPPD, Assistant Research Professor Logistics, Registration, Pres. Reception & UNR Staff Liaison & Presenting Sponsor
University of Nevada Reno - Center for Economic Development, College of Business

Louise Torres, Community and Economic Dev Specialist Awards Chair & Presenting Sponsor
USDA Rural Development - Las Vegas

Tillery Williams, Management Analyst Workforce Development Track Chair City of Reno

Ms. Colleen Unterbrink, Assistant To City Manager Program Committee City of Fernley

Don Vetter, Owner Publicity Committee Vetter PR

The International Economic Development Council’s (IEDC) Event Recognition Program recognizes organizations that continue to support, enhance and contribute to the profession of economic development.

The Nevada Economic Development Conference is recognized by the IEDC as a professional development event that counts towards the recertification of Certified Economic Developers (CEcDs).
## Conference Schedule of Events

### Tuesday, September 20

**Pre-Conference Workshops**

- **8 am - 4 pm**
  - Supporting Economic Development Through Brownfields Funds & Technical Assistance
  - Presented by Nevada Division of Environmental Protection, Center for Creative Land Recycling, & NNDNA

- **8:30 am - 4:30 pm**
  - Fundamentals of Economic Development, Presented by UNR College of Business – Leadership Institute

### Wednesday, September 21

**8 am - 9 am**

**Welcome and Opening Session**

**Jens Peter Clausen**, VP TESLA GIGAFACTORY - TESLA ENERGY IN NEVADA

<table>
<thead>
<tr>
<th>Institutes</th>
<th>Agribusiness</th>
<th>Small Business &amp; Entrepreneurship</th>
<th>Economic Development Vitality</th>
<th>Energy</th>
<th>Infrastructure/Transportation</th>
<th>Manufacturing</th>
<th>Workforce Development</th>
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**12:15 - 1:30 pm**

**Lunch**

**Dr. Sam Cordes**, Regional Development, Rural-Urban Interdependency & Deep Collaborations: Keys to Future Successes

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<thead>
<tr>
<th>Tours</th>
<th>Agribusiness</th>
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<th>Manufacturing</th>
<th>Workforce Development</th>
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<tbody>
<tr>
<td>1:45 - 5:30 pm</td>
<td>Desert Research Institute Richard Jasoni</td>
<td>Tour of Innovation Center at UNR</td>
<td>Tahoe Reno Industrial Center - A Look One Year Later Dean Haymore - Storey County</td>
<td>Electratherm Celeste Erlach, Marketing Communications Manager</td>
<td>Bikeable, Walkable Livable Communities Noah Silverman - Reno Bike Project, Kelly Clark - Gov Bicycle Ped Board Dev., Richard Ping - Natl Institute Walkable Live Communities, Rebecca Kapular - Regional Transportation Commission, Bill Story, Manager, Bicycle, Pedestrian &amp; Safe Routes to School Programs – NDOT</td>
<td>Tour of Machine Tool &amp; Technology Center of TMCC - Edison Way Facility Cheryl Olsen – TMCC, Jim New - TMCC, Randy Walden - TMCC</td>
<td>University of Nevada Tour Fred Steinmann – UNR College of Business</td>
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**5:30 - 8:30 pm**

**Exhibitors' Reception - Exhibit Hall**
**THURSDAY, SEPTEMBER 22**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30 - 10am</td>
<td>Welcome and Opening Session</td>
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<td>ROBERT LANG - MEGAPOLITAN AMERICA</td>
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**Agribusiness**

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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>10:15 - 11:45am</td>
<td>Agribusiness Small Business &amp; Entrepreneurship Economic Development Vitality Energy Infrastructure/ Transportation Manufacturing Workforce Development</td>
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<td>Agrihoods Amaya Genaro, Rancho Mission Viejo - Daron Joffe, The Leichtag Foundation Urban Land Institute, NV - Moderated by Rick Lattin</td>
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<td>Clean Power Plan Mark Hauenstein, CEO Technical Designs, WNDD - SET Energy Chair</td>
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<td></td>
<td>Infrastructure for NV Communities: Finding, Funding &amp; Building Water Systems in NV Cheryl Cush - USDA Rural Dev., Darelyn Dobson - NV State Revolving Loan Fund, Jean Barrette - GOED, Jason King - NV Engineer</td>
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<td>Making the Mining Connection Jan Morrison - Lander County RDA, Pam Borda - No NV RDA, Dana Bennett - NV Mining Assoc.</td>
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<td>Lack of Affordable Housing Issues Eddie Hult - Nevada Rural Housing Authority, Dan Dykes - Nevada State Bank</td>
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<tr>
<th>Time</th>
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<tr>
<td>12 - 1:30pm</td>
<td>Lunch</td>
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<td>BRETT KELSEY - CYBER SECURITY TRENDS AND INNOVATIONS</td>
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**12 - 1:30pm**

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<td>1:45 - 3pm</td>
<td>Agribusiness Small Business &amp; Entrepreneurship Economic Development Vitality Energy Infrastructure/ Transportation Manufacturing Workforce Development</td>
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<td>Regional Food Technology &amp; Agribusiness Incubator Center James Toomey Agribusiness Incubator-Univ. Idaho</td>
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<td>Entrepreneurship Technology &amp; the University Connection Leith Martin - Executive Director Center for Entrepreneurship, UNLV, Chris Howard - Director, Ozmen Center for Entrepreneurship</td>
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<td>Energy - The Good, The Bad, The Ugly UNR Debate Team</td>
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<td>Broadband - Making the Investment to Drive High-Tech Growth Brita Kuhn - Gov Office on Science, Innovation, &amp; Technology, Mark Feest - CC Communications, Lindsey Harmon - Connect Nevada</td>
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<td>Manufacturing Logistics - Movement of Raw Materials In and Finished Goods Out Ken Taveroni - ITS Logistics, Hassan Azam - Reno Tahoe Airport Authority, Rail Representative</td>
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<td>STEM Workforce Accelerator Chase Norlin CEO - Transmosis</td>
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<th>Time</th>
<th>Session</th>
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<tr>
<td>3:15 - 4:30pm</td>
<td>Sustainable Dryland Agriculture Initiative Dr. William Payne - College of Agriculture, Biotechnology &amp; Natural Resources UNR</td>
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<td>Entrepreneurship &amp; Art Colin Robertson - Dir. Communications &amp; Strategy - Don J Clark Group, Maria Partridge, Aric Shapiro - CEO Reno Art Works, Susan Boskoff - Dir, Nevada Arts Council</td>
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<td></td>
<td>Nevada’s Urban Economic Development and Its Impact on Their Regions, the State Mike Kazmierski - EADWN, Bill Arent - City of Las Vegas</td>
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<td>Recruiting Energy Companies to NV Solar City Representative, Constellation Energy - Exelon Representative</td>
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<td>Tahoe Reno Industrial Park - Updates Three Perspectives Kay Bennett - Silver Springs Airport, Dean Haymore - Storey County, Lance Gillman - TRIC</td>
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<td>Managing Todays Multi-Generational Workforce Jason S. Morga PHR Kelly Services</td>
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Please note conference sessions are subject to change. Please check website www.wndd.org for up to date information.
## REGISTER TODAY

**ONLINE** www.wndd.org  
**BY EMAIL** sgonzales@wndd.org  
**BY PHONE** 775.883.7333 X2000

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## EARLY BIRD REGISTRATION BEFORE JUNE 30, 2016

**CONFERENCE REGISTRATION**

Please indicate your choices by entering the correct prices in the “Total” column.

<table>
<thead>
<tr>
<th>REGISTRATION</th>
<th>Description</th>
<th>Fee</th>
<th>Total</th>
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</thead>
</table>
| Supporting Economic Development Through Brownfields Funds and Technical Assistance  
Tuesday, Sept. 20, 8:00am - 4:00pm | Includes workshop, lunch and parking. | $75/ $100’ | |
| Fundamentals of Economic Development Workshop  
Tuesday, Sept. 20, 8:30am - 4:30pm | Includes workshop, lunch, and parking. | $75/ $100’ | |
| Conference  
Wednesday, Sept. 21 & Thursday, Sept. 22 | Includes opening sessions with keynote speakers, institutes, tours, educational sessions, parking, and luncheons for both dates. | $125/ $150’ | |
| One Day Conference Pass  
Wednesday, Sept. 21, 7:30am - 5:30pm | Includes opening session with keynote speaker, institutes, tours, parking, luncheon with keynote speaker, and Exhibit Hall Welcome evening reception. | $100 | |
| One Day Conference Pass  
Thursday, Sept. 22, 7:30am - 4:30pm | Includes opening session with keynote speaker, educational sessions, parking, and luncheon with keynote speaker. | $100 | |
| Student/Non-Profit (501C.3) | Includes Sept. 21 & 22 opening session with keynote speakers, institutes, tours, educational sessions, parking, and luncheons for both dates. | $75/ $100’ | |

*Fee after June 30, 2016  TOTAL: $ ________________

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## REGISTRATION FOR INSTITUTES & OFF SITE TOURS

Each full conference registration fee includes an Institute and Tour. Check one box for Institute and one box for Tour.

### INSTITUTES 9:15AM - 12PM

<table>
<thead>
<tr>
<th>Description</th>
<th>Check One Only</th>
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<tbody>
<tr>
<td>Agribusiness</td>
<td>Innovation, Growth &amp; Opportunities in Agribusiness</td>
</tr>
<tr>
<td>Small Business/Entrepreneurship</td>
<td>Financial Literacy</td>
</tr>
<tr>
<td>Economic Development/Vitality</td>
<td>How Do You Become a Community of Choice? Use the Data!</td>
</tr>
<tr>
<td>Energy</td>
<td>The Future of Energy</td>
</tr>
<tr>
<td>Infrastructure/Transportation</td>
<td>Looking Down the Road – A View of Transportation in Nevada</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Economic Development Trends – A Statewide Perspective</td>
</tr>
<tr>
<td>Workforce Development</td>
<td>Bridging the Gap – Educators &amp; Employers Working Together, Creating Pathways for Future Workforce</td>
</tr>
</tbody>
</table>

### TOURS 1:45 - 5:30PM

<table>
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<td>Agribusiness</td>
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<td>Innovation Tour – UNR</td>
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<td>Bikeable/Walkable Liveable Communities</td>
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<td>Manufacturing</td>
<td>TMCC Machine Tool &amp; Technology Center</td>
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<tr>
<td>Workforce Development</td>
<td>UNR Tour</td>
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*Fee after June 30, 2016  TOTAL: $ ________________
REGISTRATION

Name: ____________________________________________ Title: ____________________________________________

Organization: _______________________________________________________________________________________

City: ___________________________________ State: _______ Zip: _____________ Email: ____________________________

Phone number (in case we have questions about your registration): ______________________________________________

How did you hear about Nevada Economic Development conference? __________________________________________

Role(s) at the conference (circle all that apply): Participant Presenter Exhibitor Sponsor Volunteer

To help limit food waste, please check those meals you plan to attend.

☐ Conference Luncheon – Wednesday, September 20
☐ Conference Luncheon – Thursday, September 21
☐ Exhibit Hall Evening Welcome Reception – Wednesday, September 21

PAYMENT INFORMATION

Please select method of payment.

☐ CASH $__________________________  ☐ CHECK #__________________________ PAYABLE TO “THE BOARD OF REGENTS”

☐ CREDIT CARD Your Credit Card will not be billed until the week of the conference

___ VISA ___ DISCOVER ___ MasterCard ___ AMERICAN EXPRESS

Name on Card: _______________________________________________________________________________________

Card Number: _______________________________________________________________________________________

Exp: ___________________ CVC Number: ___________________ Amount Authorized to Charge: ___________________  

Authorized Signature: _______________________________________________________________________________________

FEES FOR SPECIAL SERVICES

Cancellation or refund request (after June 30): $50  
Name change (registration transfer): $15

YOU MAY REGISTER BY MAIL, ONLINE, EMAIL, FAX OR PHONE

MAIL
Attn: Nevada Leadership Institute  
University Center for Economic Development  
Attn: UCED  
University of Nevada, Reno  
Mail Stop 204  
Reno, NV 89557

ONLINE
http://wndd.org/economic-development-conference/

EMAIL  
sgonzales@wndd.org

FAX  
(775) 784-1773

PHONE  
(775) 883-7333 x2000

EXHIBIT BOOTH AND SPONSORSHIPS STILL AVAILABLE!
WHO SHOULD ATTEND THE NEVADA ECONOMIC DEVELOPMENT CONFERENCE?
Attendees will include economic developers, elected and appointed officials, business owners, utilities, banks, educators, manufacturers, the mining industry, transportation representatives, agribusiness, and anyone interested in connecting with Nevada's economic development network.

KEYNOTE SPEAKERS
Jens Peter Clausen  Robert Lang  Brett Kelsey  Dr. Sam Cordes

SAVE TIME AND MONEY! REGISTER BY JUNE 30 TO RECEIVE YOU EARLY BIRD RATE!

SILVERY LEGACY - HOST HOTEL SPECIAL RATES FOR CONFERENCE ATTENDEES - $59.99
Silver Legacy Resort Casino is a historically themed masterpiece, with turn-of-the-century elegance. Silver Legacy's lodging in Reno is perfectly situated in the heart of downtown connected to the Eldorado Hotel Casino and Circus Circus Reno by skyways and within walking distance of a number of entertainment venues, including the University of Nevada. To and From Tahoe Reno Airport transportation is available. Special rates are available until August 21, 2016. PLEASE NOTE: Rates are subject to a $15 per room, per night resort fee as well as a $3 City of Reno Facility Fee. Call 1-800-687-8733 and use code WNDD6KK when making room reservation.
Special rates are available until August 21, 2016.

JOIN US!
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