

# 2020 VIRTUAL SUMMER CONFERENCE

*Recovery and Reinvention*

**Wednesdays at 9:30 a.m., July 8-Aug. 19**

Join EDND for its seven-part virtual conference series. Held on Wednesdays, 9:30-10:30 a.m., the conference will focus on how North Dakota can recover and reinvent its economy and communities.

**COST:** EDND Members - \$125 for the seven-part series Nonmembers - \$175 for the seven-part series  
Although live attendance is encouraged for the best conference experience, sessions will be recorded and made available for later viewing.

## **July 8 Met the Neighbors: Regional Perspective to COVID Recovery**

**Horton Hobbs IV, Greater Springfield Chamber of Commerce; Brandon Marshall, Wyoming Business Council; Mark Vaux, Mitchell Area Development Corporation**

*Hear from experts from other states in our region about how they are helping their communities recover from COVID-19 and what innovative ideas they have for the future.*

## **July 15 Advocacy Bootcamp**

**Levi Andrist, Donnell Preskey Hushka, Kayla Pulvermacher**

*Walking into the capitol and standing in front of a legislative committee can be a daunting concept. Learn how to best advocate at the state level from experienced lobbyists as they present the basics about lobbying.*

## **July 22 Economic Development Boards that Work: How to Best Lead and Serve**

**Teran Doerr and the Bowman County Development Board, Keith Lund and the Grand Forks Region EDC Board**

*Frustration can sometimes arise when board members and staff don't know what to expect or how to best serve each other. Two developers and two board members will lead this discussion on what board members should expect from an economic development director, how board members can be involved in projects and how to keep the working relationship running smoothly.*

## **July 29 Return to Rural, 9:30-11 a.m.**

**Justin Erickson, EsseX Capital, LLC**

*In his role as a site selector, Erickson is seeing a trend of companies looking to move at least some of their operations to more rural locations like North Dakota. Learn how communities can put their best foot forward and address the perceptions and misconceptions of rural living.*

## **Aug. 5 Defending Economic Development at the Local Level**

**Matt Marshall, Minnkota**

*Economic development is vital to North Dakota communities, especially during downturns, but oftentimes cities and counties are put in the position of needing to defend their budgets in the midst of budget cuts. Learn how to explain and prove the importance of economic development and how to advocate for your budget at the local level.*

## **Aug. 12 Basic Economic Development Training: ED Marketing**

**Sarah Reinecke, Development Counsellors International**

*Learn about the role of economic developers in creating a high-impact marketing plan as a part of your community's overall economic development strategy. This session will cover best practices in marketing your community to corporate executives, site selectors and talent.*

## **Aug. 19 Am I Allowed to Send Group Emails? Understanding Open Meeting Laws**

**Sandra DePountis, ND Assistant Attorney General**

*Few topics can cause as many disagreeing opinions and as much anxiety as the rules about open meeting laws. The Attorney General's Office will discuss how open meeting and open records laws effect economic development organizations.*