

Agenda

The Business Retention + Growth Conference

A National Meeting of Executives Engaged in Business Retention
Business Retention + Growth Conference: October 21 – 22, 2021



Thursday, October 21

8:30	Breakfast
9:00	Welcome and Introductions
9:40	<p>Integration Multiple Software Packages into a BR E Program</p> <p>Integrate CRM, survey system, visualization software, inbound marketing software, etc.</p> <p>Joe Raso, CEO & President, Fargo, ND</p>
10:15 Break	
10:45	<p>How organizations use their BRE systems to prioritize their work</p> <p>Prioritizing immediate tickets, versus specific needs such as workforce follow up, to project prioritization.</p> <p>Joe Raso, CEO & President, Fargo, ND</p>
11:15	<p>Best Practices: Essential Company Data for a BR E Pro</p> <p>George Harben, CEcD, CERP, Assistant Director of Commercial Land Development Services, Prince William County, VA</p>
12:00 Lunch	<i>Provided</i>
12:30	<p>How COVID Changed Business Retention: Today's Best Practices</p> <p>Amanda Murray, SVP, Lakeshore Advantage, Michigan Dan McDonald, SVP, Greater Dubuque Development Corp, Iowa</p>
1:15	<p>BR E Benchmarking Summer Challenge Analysis & Report</p> <p>Eric P. Canada, Senior Fellow, CREC + Blane, Canada Ltd.</p>
2:15 Break	

2:45	Supply Chain Support: Engaging Solutions + Partners David Stieren, Division Chief, Extension Services, NIST Manufacturing Extension Partnership (MEP)
3:45	Automation as a Business Retention/Business Growth Strategy Randy Schwartz, CEO Prime Partners
4:30	BR E Value Add Discussion <i>TBA</i>
5:00 Adjourn	

Friday, October 22

8:30	Breakfast & Networking
9:00	Workforce Knowledge Transfer: Intergenerational & Industry Transitions C. Stephen MacKenzie, President and CEO, Invest WindsorEssex, ON
10:00	Workforce What Is Your Organization Doing: Working, Not Working Discussion Allison Forbes, Vice President Research, CREC
10:15 Break	
10:45	How Executives Engage in a Disruptive World Julie Schwartz, SVP, Research and Thought Leadership, ITSMA (pending)
11:45	BR E Best Practice Discussion What’s Working? Not Working? What are your challenges and frustrations? How can we get better?
12:30 Adjourn	