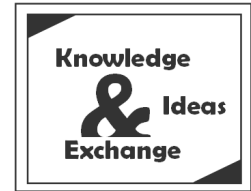


The Business Retention + Growth Conference

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



Thursday, October 21

10:00amET	<p>Welcome</p> <p>Ken Poole, CREC Bob Isaacson, CREC Eric Canada, Blane Canada, CREC</p>
10:20amET	<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>
11:00amET	<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>
11:45amET	<p>Break</p>
12:15 – 1:15pmET	<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>
1:15 – 1:30pmET	<p>Break</p>
1:30 – 2:15pmET	<p>How COVID Changed Business Retention: Today’s Best Practices + BR E Value Add</p> <p>Amanda Murray, SVP, Lakeshore Advantage, Michigan Dan McDonald, SVP, Greater Dubuque Development Corp, Iowa</p>

2:15 – 2:45pmET	BR E Benchmarking Summer Challenge Analysis & Report Eric P. Canada, Senior Fellow, CREC + Blane, Canada Ltd.
2:45pmET	Break
3:00pmET	NIST - Your Partner in Advanced Manufacturing and Innovation: NIST lab programs, MEP and Manufacturing USA Mike Molnar, Director-Advanced Manufacturing, NIST
3:30pmET	Technology and Business Growth Strategies Randy Schwartz, CEO Prime Partners, Mesa, Arizona
3:45mET	MEP Supply Chain Support: Engaging Solutions + Partners David Stieren, Division Chief, Extension Services, NIST Manufacturing Extension Partnership (MEP)
4:30pmET	Wrap-up

Friday, October 22

9:50amET	Good Morning!
10:00amET	Workforce Knowledge Transfer: Intergenerational & Industry Transitions C. Stephen MacKenzie, President and CEO, Invest WindsorEssex, ON
11:00amET	Workforce What Is Your Organization Doing: Working, Not Working Discussion Allison Forbes, Vice President Research, CREC
11:45amET	Break
12:15pmET	How Executives Engage in a Disruptive World Kate McEnroe, Kate McEnroe Consulting
1:00pmET	BR E Best Practice Discussion What’s Working? Not Working? What are your challenges and frustrations? How can we get better?
1:30pmET	Wrap-up + Adjourn