

RACE FOR THE FUTURE- USING ECONOMIC RESEARCH TO WIN!

Ladies and Gentleman “START YOUR RESEARCH”!!!

Competing in the global race for success requires a fast start and frequent tune-ups to maintain your economic engine in its top running condition. To win this race, you need state of the art tools and techniques. If your region is pursuing world-class excellence, it also faces the very real risk of failure. ACCRA's experience with economic research can help provide you with the competitive edge to succeed.

At the 46th ACCRA Annual Conference, you will learn more about three key economic drivers – financial services, tourism, and motor sports – that are well entrenched in the Charlotte region. One or more are likely important to your own region. Learn about regional collaborations that cross state boundaries and appeal to fast-growing entrepreneurial companies. Gain insights on creative new analytic techniques. Discover the latest data sources and research tools. This knowledge can help you and your region win.

The conference is not just for researchers. We have designed this program for policy analysts and decision makers to help you better understand how global and technological trends are dramatically changing how economic development happens in regional settings.

Join us in Charlotte USA where you can learn how to win the race for global economic advantage.

Pre-Conference Activities

Special Thank You to the University of North Carolina Charlotte for their Support and Use of their Training Facilities

Tuesday, June 6, 2006

8:30 a.m. – 4:00 p.m. Pre-Conference Training (*UNC-Charlotte Uptown Campus*)*
Analyzing the Impact of Special Events

Major special events can be important contributors to the local economy, but assessing their impact can be a bit tricky. This session will review the basic concepts of assessing special event impacts, discuss the use of primary and secondary data, and provide case studies for implementing your own impact study of a local event.

Wednesday, June 7, 2006

8:30 a.m. – 4:00 p.m. Pre-Conference Training (*UNC-Charlotte Uptown Campus*)*
Techniques for Conducting Cluster Analysis

Why spend thousands of dollars in conducting a cluster study when you could have the credentials to do your own study? This training program provides an overview of basic techniques for cluster analysis and introduces you to open-source software (GeoDa™ —Geodata Analysis) to help you with your work.

2:00 – 5:00 p.m. ACCRA State/ Province Chapter Roundtable (*by invitation*)

This session is offered to provide an open forum for state economic development research professionals with an opportunity to share common concerns and challenges.

4:00 – 5:30 p.m. Cost of Living Index Participants Meeting

5:30 – 7:00 p.m. President's Reception

7:00 p.m. Dutch treat dine around

Thursday, June 8, 2006 Conference Agenda

7:30 a.m. Registration/Breakfast

8:30 a.m. Welcome:

*** Extra fee events, except “All Access Pass” holders**

8:45 a.m. “The Future of Manufacturing in U.S. Economic Development”

Manufacturing has begun to rebound and employment in certain sectors is growing. But, globalization, technological change, and an aging workforce still present critical challenges to the nation’s manufacturing sector. How does one national business leader view the future of manufacturing in America? What trends and data about manufacturing should you monitor in the coming months?

Breakouts

TRACK A – Economic Development Policy Trends

TRACK B – Research Tools and Techniques

9:45 a.m. A: “ Training Needs For the Workforce of the Future”

Companies demand increasingly better skilled technical workers. But, the US receives increasingly poorer international ratings in terms of its workforce skills. To address this mismatch between industry demand and workforce preparation, economic developers must take an active role in understanding their region’s current assets and reform efforts. What are the specific demands on the current workforce system? What information about industry needs could researchers provide to help better guide the workforce system?

9:45 a.m. B: “Developing an Economic Impact Study for Professional Sports”

Charlotte has built a great deal of its brand identity, “Charlotte USA,” on the recruitment (and success) of professional sports – basketball, football, and auto racing. What has been the impact of these efforts on the city and its surrounding region? What are the techniques used in developing these assessments? What lessons does Charlotte’s research offer other communities as they explore sports-related marketing strategies?

10:45 a.m. Break

11:00 a.m. A. “Understanding the Financial Services Industry”

One of the fastest growing industries in the US operates under the radar screen of most economic regions (except in Charlotte – the nation’s second largest banking center). There are a number of key factors that affect the future of financial services. What are the basic elements of this industry and what are the key barriers inhibiting its growth? What trends should researchers consider in assessing their own region’s ability to compete?

- 11:00 a.m. B. Tapping University Partners for Economic Research
- Economic developers are increasingly turning to outside help in conducting more rigorous analytic research. How can university-based academic research centers help address your research questions? What are the advantages and disadvantages of tapping these resources? How can you utilize them to your best benefit?
- Note: This special session is being conducted in collaboration with ACCRA's partner Association for University Business and Economic Research. (AUBER)*
- 12:00 noon Luncheon Presentation
- What's new with the Census? What is the outlook for the American Community Survey? How is the Census working to become a more useful part of the everyday lives of regional economic researchers? The Director of the Census will provide insights for you.
- 1:30 p.m. Break to prepare for mobile sessions
- Mobile Sessions:**
- 1:45 p.m. The Race for the Checkered Flag: About Charlotte's Motor Sports Cluster
- This session will provide an in-depth look at one of the region's fastest growing industries – the motor sports cluster. This briefing will provide an opportunity to learn more about this national cluster and to see what the industry is all about. As a special treat, you will learn that "grease monkeys" have been replaced by "white coats" on your special "behind-the-scenes" visit to a racing shop and testing facility.
- 1:45 p.m. Show Me the Money: Charlotte's History as a Financial Center
- A visit to Charlotte would be incomplete without learning how she be a national financial center. During this session, you will receive a briefing at a headquarters banking facility and visit the area Federal Reserve. As part of this hands-on session, you'll see the process of money transactions. You will also see money made the old fashioned way with an outing to Reed's Gold Mine where you can tour the mine and pan for gold.
- 5:00 p.m. Reception / Dinner – Lowe's Motor Speedway, Concord, NC
(mobile session buses go directly to reception)
- Friday, June 9, 2006**
- 7:30 a.m. Table Top Discussion
Informal breakfast discussions organized around topics of interest to participants.
- 8:45 a.m. "National Economic Outlook for 2007"
- 9:30 a.m. Assessing Regional Economic Development: The North Carolina Experience
North Carolina has developed a unique model for delivering economic development services that many other states are studying. Multi-county regional governing boards manage the day-to-day activities of economic development

marketing and asset-building. After a decade, what has the state learned from this experience? What are the advantages and disadvantages of this approach? How might it be applied in other states?

- 10:30 a.m. Break
- 10:45 a.m. Applied Research in Economic Development
ACCRA award winners will provide a brief overview of their projects. This session is a great way to see what your colleagues are doing and learn more about their experiences in implementing successful projects.
- 12:00 p.m. Luncheon
“The Role of Utilities in Economic Development”
With deregulation, utility companies’ economic development efforts continue to evolve as they seek to participate in their communities and help their clients grow. What are the challenges facing today’s investor-owned utilities? How has that affected their investments in economic development? What lessons can you learn in interacting with your local utilities?
- 2:00 p.m. A: Measuring Innovation
Many analysts agree that innovation is the critical driver for the economic development future of many localities and regions. How are states and regions defining innovation? What are creative approaches that states and regions are taking to encourage their firms to innovate? How are they benchmarking their progress in promoting innovation and what are some useful tips for getting the right data?
- 2:00 p.m. B: Using Unique Data Sources in Understanding Regional Economies

This session will focus on creative applications of existing data sets and will provide tips for accessing and using non-traditional data sources for understanding your regional economy. Among the data sources to be discussed include securities filings, educational statistics, housing, and transportation data.
- 2:00 p.m. ACCRA State / Province Chapter Roundtable (*by invitation*)
- 3:00 p.m. Break
- 3:15 p.m. Influencing the Direction of the US Bureau of Economic Analysis

The BEA is the single largest federal data user and an important resource for critical regional data. The agency continues its efforts to respond to stakeholder needs. The BEA Director will describe the current strategic initiatives underway at BEA.
- 4:00 p.m. Statistical Agency Updates
Federal data providers from major statistical agencies are invited to provide an overview of key changes and trends in their data sources. In 2006, the Local

Employment Dynamics program is planning an expansion; the American Community Survey will be rolling out more data, and the Bureau of Labor Statistics is beginning to integrate geographical information systems with the agency's employment data. Learn direct from the source about these and other federal statistical initiatives.

5:00 p.m.

Adjourn

CONFIRMED SPEAKERS

Antonio J. Almeida, VP Economic Development Duke Power, Charlotte, NC
Chris Beacham, Assistant Secretary, North Carolina Dept of Commerce, Raleigh NC
Jeff Blodgett, CCR, President, ACCRA- Vice President Research, Connecticut Economic Resource Center, Rocky Hill, CT
Ronnie Bryant, CEcD, FM, President/ CEO, Greater Charlotte Partnership, Charlotte, NC
Harry Campbell, PhD, University of North Carolina at Charlotte, Charlotte, NC
Lee Cheatham, PhD, Washington Technology Center, Seattle, WA
Terry Clower, PhD, University of North Texas, Denton, TX
John Connaughton, PhD, University of North Carolina at Charlotte, Charlotte, NC
Daniel DiMicco, President/ CEO, Nucor Steel, Charlotte, NC
Edward Feser, PhD, University of Illinois, Champaign, IL
Jim Futrell, CCR, Pittsburgh Regional Alliance, Pittsburgh, PA
Robin Gaster, PhD, President, North Atlantic Research, Inc. Silver Spring, MD
Lyssa Jenkins, PhD, VP Business Info and Research, Greater Dallas Chamber, Dallas, TX
Louis Kincannon, Director, US Bureau of the Census, Charlotte, NC
James Kurre, Ph.D., Vice President of AUBER, Penn State at Erie, Erie, PA
Steve Landefeld, Ph.D., Director US Bureau of Economic Analysis, Washington, DC
John Metcalf, Partner, Corporation for a Skilled Workforce, Charlotte, NC
Bob Morgan, President, Charlotte Chamber of Commerce
Andrew Reamer, PhD, Brookings Institution Metro Policy Program, Washington, DC
John Ruser, PhD, Associate Director for Regional Economics, US Bureau of Economic Analysis, Washington, DC
Stuart Sweeney, PhD, University of California at Santa Barbara, Santa Barbara, CA
John Silvia, PhD, Chief Economist, Wachovia, Charlotte, NC
Penny Whiteheart, VP Research & Technology, Piedmont Triad Partnership, Greensboro, NC
Tony Zeiss, PhD, President, Central Piedmont Community College, Charlotte, NC



46th Annual Meeting, Charlotte NC- June 5-9 2006
Registration Form

(You may attach a business card, if you prefer.)

Name
Title
Organization
Address
City/State-Province/Postal Code
Phone Fax Email

I am a first-time attendee at the ACCRA Annual Meeting

Registration Fees table with columns for Rates (in US \$), On or Before May 5, 2006, After May 5, 2006, Member, Non-member. Rows include All Access Pass, Conference, and Professional Training Sessions.

Amount Enclosed (US\$): Check No.
(Make check or voucher payable to ACCRA in U.S. funds).

Prefer to Pay by Credit Card: MasterCard VISA Discover American Express

Card Number Expiration Date: (/)

Signature

Register by Mail or Fax:

Mail: ACCRA, PO Box 100127, Arlington, VA 22210

Fax: 703-522-4985

CANCELLATION POLICY:

No refund will be made unless cancellations are confirmed before the close of business (Eastern Standard Time) on May 5, 2006. There will be a \$135 processing fee for cancellations after May 5th, but substitute registrations will be accepted.

HOTEL ACCOMMODATIONS:

A block of rooms has been reserved at the Marriott Charlotte City Center, 100 West Trade Street, Charlotte, NC 28202, www.marriottcitycenter.com Please call (704) 333-9000 for room reservations. Be sure to identify yourself as an ACCRA delegate to receive the special room rate of \$119 Single/Double plus tax. Please make your room reservation by May 5, 2006. After that date, reservations will be as space/rates are available.

NEED HELP? Call ACCRA (703-522-4980) or e-mail Sean McNamara (sam@accra.org).