55th Annual Conference & LMI Institute Annual Forum

Hilton Portland & Executive Tower
Portland, OR
June 8-12, 2015
Get together with senior leaders responsible for their organizations’ applied economic research activities. The conversations will focus on key challenges in managing research, funding your priorities, and communicating with stakeholders. How can you better drive research priorities? What can you do to improve your organization’s outcomes? How can you leverage external funding to support your research activities?

This unique peer-to-peer exchange provides an opportunity for economic and workforce development professionals who oversee research functions and senior research managers to talk about the “business of research” in a data-driven policymaking environment.

Instructors:

- **Graham Slater**, Administrator, Workforce and Economic Research, Oregon Employment Department
- **Jennifer Zeller**, CCR, Director of Research and Engineering Services, Community & Economic Development, Georgia Power

Session #2 – Data Management and Analysis in Excel for Community, Economic, and Workforce Research

Become more proficient in pulling together data, building on what you already know. As a researcher, one of the most important skills you need to develop is how to manage and analyze large data in the most effective way possible. In this session, you will learn how a variety of built-in Microsoft Excel 2013 functions can be useful in manipulating data in previously unimaginable ways. Get professional-looking results in a snap!

The skills you learn will impress your boss by automating the boring stuff through the use of more advanced features such as text, logic, lookup, and statistical functions, as well as the awe-inspiring PivotTables!

Instructors:

- **William Cook**, Research Analyst/Web Administrator, C2ER
- **Erol Yildirim**, Senior Vice President, New Products, C2ER

**Monday, June 8, 2015**
Preconference Activities

7:30 am – 8:30 am
Breakfast
Plaza Foyer West

8:30 am – 4:00 pm
Session #3 – The Foundations of Data Visualization in Practice
Broadway III/IV

If they could only ‘see it’ they would really understand! That’s the power of using data visualization to present complex information. Research leaders and analysts alike need to equip themselves with the basic principles of data visualization. Gain a whole new perspective on how to make your research more compelling by using charts, graphs, tables, and images to paint a narrative about your data.

This session is more than just learning how to make pretty pictures; you will explore the theoretical concepts that drive effective visualizations in real world settings. Learn about the most common and useful visualization software tools that you should consider having on hand.

Instructors:
Will Burchard, Employment Economist, Workforce and Economic Research, Oregon Employment Department
David Lee, Creative Director, Davrlee.com
John F. Pearce II, Workforce and Economic Research, Oregon Employment Department

Session #4 – Measuring Innovation and Entrepreneurship
Broadway I/II

For many states and regions, the future depends on dynamic business growth. Much has changed in recent years in terms of the data available to monitor new business formation and emerging economic activities. Join experts to understand more about the resources available and tools being created to assess your state or region’s entrepreneurial economy.

How well is your region’s start-up economy doing? What are your sources for growth? How are new tools tapping “big data” and administrative records being used to help better understand business formation and technology commercialization efforts? This session will explore data sources and tools that can help you better measure your region’s emerging economy.

Instructors:
Brian Kelsey, Principal and Founder, Civic Analytics
Erik Pages, President, EntreWorks
The C2ER state economic researchers’ chapter – comprised of state economic development and labor market researchers – will explore the most current challenges facing practitioners who work for state agencies. This roundtable provides applied economic researchers working at the state level with an opportunity to interact with their colleagues in other states with breakout discussions targeted to economic development and labor market analysis.

- Introductions overview of the agenda
- Using survey research to fill information gaps
- Moving beyond employment – Econ. dev. incentives not tied to job creation
- Open Discussion

**Moderators:**

Denise Hanna, Market Research Manager, Arkansas Economic Development Commission
Neal Young, Economic Analysis Director, Minnesota Department of Employment and Economic Development

**Regional Economic Researchers’ Roundtable**

Directors Suite

The C2ER regional researchers’ chapter – comprised of analysts working for metro area economic development organizations and chambers of commerce – examine challenges and opportunities focused on practitioners working for regional nonprofit organizations. This roundtable allows researchers working in small organizations to identify potential areas of collaboration and to share insights about data sources and tips for responding to business research requests.

- Introductions & Special Networking Activities
- Regional Chapter Survey Results
- Regional Group Breakouts
- Best Practices Lightning Round

**Moderators:**

Bob Ball, Economist and Economic Research Manager, Tulsa Regional Chamber
Eric Long, Research Economist, Greater Oklahoma City Chamber
Melanie Moore, Senior Director of Business Intelligence, JAXUSA Partnership
Plenary and Welcome Address
Pavilion Ballroom

We’ll explore *How Weird Works* in Portland and what other regions can learn from our host city’s story. C2ER and the LMI Institute have decided to define “weird” a bit differently perhaps, but why shouldn’t we all be W.E.I.R.D.?

**Moderators:**
- **Marlena Bandurski**, Manager of Economic Research, The Greater Des Moines Partnership
- **Graham Slater**, Administrator, Workforce and Economic Research, Oregon Employment Department

**Speaker:**
- **Joe Cortright**, President & Principal Economist, Impresa, and Director at City Observatory

Ignite Presentations: How W.E.I.R.D. Works?
Pavilion Ballroom

In just a few 5-minute rapid-fire presentations, we’ll review the key principles that define a region as *World class, Educated, Innovative, Resilient, and Dynamic* (or W.E.I.R.D.). How should we monitor, measure, and understand how W.E.I.R.D. works? These presentations will provide a hint of what to expect from the rest of the conference.

**Moderator:**
- **Drew Conrad**, CCR, Sr. Program Manager – Institute for Decision Making, Special Projects Manager – Business & Community Services, University of Northern Iowa

**Speakers:**
- **W** – **Chris Knight**, Global Commercial Director, fDi Intelligence
- **E** – **Laura Coleman**, Statewide Lead/Director, South Central Coast Region, Centers of Excellence, California Community Colleges
- **I** – **Jeff DeBellis**, Director, Market Analysis & Strategy, North Carolina Dept of Commerce
- **R** – **Kat Long**, Business Intelligence Consultant, Ponca City, OK Development Authority
- **D** – **Carolyn Mitchell**, Director Office of Workforce Information & Performance, Maryland Dept of Labor, Licensing & Regulation
Producing a world class economy means growing your most compelling clusters, but what comprises those clusters? How do you get a look inside the cluster engines that drive our economies? This session will examine the importance of value chains as a way of putting together clusters and will explore new techniques for identifying opportunities and gaps within your existing and emerging clusters.

Moderator:
Alan Spell, CCR, Economic Workforce Research Manager, Missouri Economic Research and Information Center (MERIC)

Speakers:
Jon Chiape, Director, Research & Economic Analysis Services, Oklahoma Department of Commerce
Edward Feser, Dean, College of Fine and Applied Arts, University of Illinois

Talented workers are defined not by the degrees they hold but by the skills they can demonstrate. We know that preparing your talent base goes well beyond promoting higher education, but we have few ways to measure success beyond educational attainment. For many industries, the key today is finding people with specialized skills. This session will analyze the concerns driving the perception that there is a skills gap and will review research tips and techniques on determining whether industries really have the skills they need.

Moderator:
Alexandra Hall, Director of Labor Market Information, Colorado Department of Labor and Employment

Speakers:
Alessia Leibert, Research Project Manager, Minnesota Department of Employment and Economic Development
Amy Watson, Economist, State of Montana Department of Labor & Industry – Research & Analysis Bureau
Rachel Zinn, Director, Workforce Data Quality Campaign
Breakfast
Plaza Foyer West
7:30 am – 8:30 am

Cost of Living Index (COLI) Update Breakfast Meeting and Planning Session
Plaza Suite
7:30 am – 8:30 am

This session provides COLI data collectors and users with an opportunity to learn more about efforts to enhance the COLI data and share lessons from their experiences with the data product. C2ER staff will provide an overview of key changes anticipated and insights about new tools that are in development for cost of living data users.

Moderator:
Eric Long, Research Economist, Greater Oklahoma City Chamber

Economic Outlook Plenary Presentation
Pavilion Ballroom
8:30 am – 9:30 am

Join us for our annual economic outlook from an entertaining and engaging economist who is examining the key factors influencing the national economy as well as those driving growth in your own region.

Moderators:
Drew Conrad, CCR, Sr. Program Manager – Institute for Decision Making, Special Projects Manager – Business & Community Services, University of Northern Iowa
Graham Slater, Administrator, Workforce and Economic Research, Oregon Employment Department

Speaker:
Thomas Potiowsky, Director of Northwest Economic Research Center, Portland State University
Managing risks and preparing for adversity has become a critical challenge for many regions and their leading enterprises. This session will focus on how resilient communities and companies alike can prepare, reducing the impact of both manmade and natural disasters on their bottom lines.

**Moderator:**
Adrienne Johnson, Director, Research, Greater Memphis Chamber

**Speakers:**
Earlene Dowell, Trainer, U.S. Census Bureau
Robert Parker, Managing Director Community Service Center, University of Oregon
Brett Schwartz, Program Manager, National Association of Development Organizations

---

A dynamic workforce is prepared for anything that the economy might throw at them. States and regions are seeking insights about what companies need and which worker skills are most in-demand. This session will explore potential data sources and examine exemplary studies that we can use to get a head start on anticipating on-going fluctuations in the labor market.

**Moderator:**
Jason Palmer, Labor Market Information Director, Michigan Bureau of Labor Market Information & Strategic Initiatives

**Speakers:**
Oriane Casale, Assistant Director of the Labor Market Information Office, Minnesota Department of Employment and Economic Development (DEED)
Lesley Hirsch, Director, CUNY Graduate Center, New York City Labor Market Information Service
Mark Knold, Senior and Supervising Economist, Utah Department of Workforce Services
The most work-ready workforce tends to be highly educated, but our data have not provided us with insights about the credentials people hold – until now. We will learn more about emerging new data sources on industry-recognized credentials, what educational attainment data really mean to companies, and what these data sources can tell us about our talent pipeline.

Moderator:
Spencer Wong, LMI Chief, Labor Market Information Division, California Employment Development Department

Speakers:
Richard Moore, Professor of Management, David Nazarian College of Business & Economics
Renah Wolzinger, Research Associate, West Ed
Breakout Session #4 & 5
Identify In-Demand Occupations in Your Community to Better Align Training Services for WIOA Participants
(Presented by Geographic Solutions)
Broadway I/II

The Workforce Innovation and Opportunity Act (WIOA) emphasizes the importance of gathering occupation information to better align the focus of services provided to participants. During this session, discover new tools to identify in-demand skill sets, credentials, and occupations that will help trainees and training providers target their efforts and improve the rate of employment success. Learn about tools available for both real-time and traditional labor market data sources that can help gather the necessary labor market intelligence in accordance with the new WIOA guidelines.

Presenters:
Shannon Ramaeker, Project Manager, Geographic Solutions
Deane Toier, Marketing Director, Geographic Solutions

Data: The Key to Competitiveness (Presented by Statebook)
Broadway I/II

In today’s competitive global economy, speedy access to consistent, reliable data from trusted, third-party sources is critical to economic development, workforce, and government agency professionals at all levels. For the first time, robust data aggregated by county, MSA, and state from over 50 different sources is accessible on StateBook.com, an online marketplace for corporate site selection and economic growth. Learn how this new data platform enables you to efficiently attract companies expanding in and relocating to your community, respond to RFIs, and differentiate your communities in our data-driven world.

Presenters:
Calandra Cruickshank, President & CEO, StateBook International
Nathan Mick, Vice President, StateBook International
Dana Valdez, Director of Operations, StateBook International

Networking Break
Plaza Foyer
Conference Activities

Breakout Session #6
Original Economy and Workforce:
Measuring and Monitoring Livability and Community Amenities
Forum Suite

We all know that Portland is definitely an “original.” What makes your community unique? This session will focus on metrics that regions are using to assess how well their citizens value the amenities they offer. Examples of regional benchmarking projects will provide you with insights to create your own livability dashboard.

Moderator:
Robert Sharak, Development and Public Relations Officer, Opportunity, Inc.

Speaker:
Meg Merrick, Coordinator, Community Geography Project, Institute of Portland Metropolitan Studies, College of Urban and Public Affairs, Portland State University
Ruth Sergenian, Director – Economic Research, St. Louis Regional Chamber

Breakout Session #7
Robust Economy & Workforce:
Assessing the Economic Recovery in Urban and Rural Areas
Broadway III/IV

America is on an economic comeback. How robust is your economy? Some regions are not adapting as rapidly as others. What is the research telling us about the recovery in distressed urban communities or in rural regions? What insights are the data offering on the best ways to respond to these challenges?

Moderator:
Jeremy Hays, Economist, Nevada Dept of Employment Training & Rehabilitation

Speakers:
Leo Murembya, Regional Research Coordinator, Michigan Workforce Development Agency
Timothy Slaper, Director of Economic Analysis, Indiana Business Research Center
Breakout Session #8
Knowledgeable Economy and Workforce:
Analyzing Supply and Demand for STEM Workers
Council Suite

Science, technology, engineering and math (STEM) are key knowledge assets that workers can bring to compete for the most in-demand jobs. What data are most useful in finding STEM workers? How do we know which industries value them and which types of STEM workers meet industry needs? This session will focus on research and data tools being created to help you better understand your region’s STEM talent pool.

Moderator:
Lesley Hirsch, Director, CUNY Graduate Center, New York City Labor Market Information Service

Speakers:
Kevin Doyle, Economic Analyst, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management, and Budget
Leonard Lynn, Professor Emeritus, Case Western
Dave Moyano, HDR Engineering
Conference Activities

Breakout Session #9 & 10
Salesforce: Data Consolidation, System Integration and Business Engagement
(Presented by Coastal Cloud)
Broadway I/II

To be on the forefront of economic development an organization has to have the ability to see their data and track trends and changes in real time. See how integrating Salesforce.com into your organization can not only change the way you manage and access your data, but can also streamline your business development processes.

You’ll gain access into two operational instances, a regional economic development solution (JAXUSA), and a statewide workforce development solution (CareerSource Florida). Get insight into lessons learned from these organizations through a discussion of evaluation, development and adoption of Salesforce.com.

Speakers:
Melinda McNab, Director, Sales & Service Cloud, Coastal Cloud
Dustin Shryock, CRM Consultant, Coastal Cloud
Melanie Moore, Senior Director, Business Intelligence, JAXUSA Partnership

12:00 pm – 12:30 pm
Enhancing Economic Analysis with Unstructured Big Data: Strategies and Tools for Scraping Big Data from the Web
(Presented by Datasembly)
Broadway I/II

The web contains invaluable information that guides economic analysis and development, covering a broad range of topics including economic indicators, demographics, retail prices, online spending habits, weather, and so much more. This information comes in many forms – open data sets released by the government, publicly-accessible websites, corporate reports, and research papers. However, because much of this data is unstructured, diverse, and so difficult to aggregate, organizations are not capitalizing on its potential. This session will explore the types of web content that are useful in economic analysis, the major impediments to its access and use, and strategies, tools, and methods for overcoming these impediments.

Speakers:
Dan Gallagher, Co-Founder, Datasembly
Ben Reich, Co-Founder, Datasembly
Conference Activities

12:30 pm – 1:50 pm

Luncheon Keynote
“Information: The Key to the Gateways of World Class”
Pavilion Ballroom

Moderators:
Graham Slater, Administrator, Workforce and Economic Research, Oregon Employment Department

Speaker:
Bill Wyatt, Executive Director, Port of Portland

2:00 pm – 5:00 pm


Portland’s Thriving Downtown Neighborhood

From inception, Portland’s downtown has been shaped by its 200’ block grid. Today, that grid continues to shape Portland’s livability and commercial success. This walking/streetcar tour includes the commercial downtown core and the Pearl District. Pearl is Portland’s renaissance streetcar neighborhood, a premier transit-oriented development project exemplifying the “complete neighborhood” planning strategy. This tour shares lessons in designing livable urban neighborhoods, including the role of green architecture, parks, pedestrian-only streets, public art and adaptive re-use of buildings.

Portland’s ‘Maker’s Hub’ – the Central East Side

The Central Eastside Industrial District (CEID) is one of Portland’s key employment centers with over 1100 businesses and 16,000 jobs. Older buildings that once housed single companies now host numerous small scale manufacturing, industrial service and industrial office users. Many new businesses seek collaboration in shared space, including food & beverage, software & tech, and hand craft. This tour will bring us into these creative spaces to meet with entrepreneurs who currently define Portland’s creative economy. This walking/streetcar tour examines the use of industrial sanctuary designations, urban renewal efforts and the blending of present uses with future development.
2:00 pm – 5:00 pm


The Innovation Quadrant and South Waterfront

Portland’s Innovation Quadrant helps the city achieve its economic goals by enhancing connections and collaboration between higher-education institutions, local government, and private sector partners. This area is an economic engine projected to grow by approximately 30,000 jobs and 11,000 households over the next 20 years. This walking/streetcar tour explores the physical manifestations of Portland’s economic strategy while discussing the unique policy and development partnerships that make it possible, including the Portland Streetcar, the OUS Collaborative Life Sciences Center, Tilikum Crossing, South Waterfront brownfield redevelopment, and the Portland Aerial Tram.

Workforce Innovation and Diversification
(Bus Tour)

Portland has sought to build the most sustainable economy in the world driven by job growth, green innovation, and shared prosperity. This strategy has sought to foster talent in the fields of clean tech, green tech, advanced manufacturing, apparel, and software development. Portland has adopted an equity agenda which includes diversifying its workforce, establishing educational opportunity, increasing local hiring, recognizing businesses that provide high-quality employment opportunities, and “raising the floor” for Portland’s low-wage workers. Led by a former public sector business development officer now working from the private sector, this bus tour explores these topics through visits to a community college business development center, an innovative university–community partnership, a business incubator/accelerator, and local firms engaged in on–the–job training.
Conference Activities

8:00 am – 9:00 am
Breakfast
Plaza Foyer West

8:30 am – 9:00 am
Annual Business Meeting
Pavilion Ballroom East

Speaker:
Marlena Bandurski, Manager of Economic Research, The Greater Des Moines Partnership

9:00 am – 10:30 am
Plenary Session: Regional Socioeconomic Statistics Update
Pavilion Ballroom East

Economic and workforce development professionals rely on regional federal statistical programs for data-driven decision making. What challenges face the agencies in providing the highest quality regional data? What approaches are the agencies taking to address concerns about providing the most current and detailed data in the face of increased privacy and confidentiality concerns? What do leaders need from us to continue their work in developing innovative new products for regional economic and demographic data?

Moderators:
Jennifer Zeller, CCR, Director of Research, Community & Economic Development, Georgia Power

Speakers:
Ron Jarmin, Assistant Director, Research and Methodology, U.S. Census Bureau
Ian Mead, Chief Regional Product Division, Bureau of Economic Analysis

10:30 am – 11:00 am
Networking Break
Plaza Foyer West
Conference Activities

11:00 am – 12:30 pm

**Data Sharing Roundtable**
Broadway I

This facilitated discussion focuses on practitioners sharing their experience in accessing data from administrative sources – from wage records to education data to business permitting information. What data can you access and how can you gain that access as efficiently as possible?

**Facilitator:**
Jim Futrell, CCR – Immediate Past Chair, Vice President, Market Research and Analysis, Allegheny Conference on Community Development

**Social Media & Data Dissemination Roundtable**
Broadway II

This facilitated discussion focuses on sharing insights about the use of social media as a research and data dissemination vehicle. What experiences have practitioners had with social media? Which messages are best conveyed through tapping various social media outlets?

**Facilitator:**
Melanie Moore, Senior Director of Business Intelligence, JAXUSA Partnership

**Data Demands from WIOA: Preparing for New Opportunities for Researchers Roundtable**
Broadway III

The Workforce Innovation and Opportunity Act (WIOA) goes into effect in a few short weeks. WIOA makes significant new demands for labor market information and economic evaluation that many of us must understand. It creates new opportunities for researchers of all stripes to develop new capacities to support the public workforce system. Engage in a dialogue to learn more about the research needs and the likely resources available to meet them as well as to brainstorm potential new “entrepreneurial opportunities” for your organization to become more active in providing data and analysis to local and state workforce boards.

**Facilitator:**
Tricia Ryan, Chief Operating Officer, Worksystems, Inc.
LED is an invaluable tool that Census and the state labor market information agencies have come together to create. This half-day workshop will provide you with an opportunity to learn more about recent enhancements and to work with the data in a hands-on environment, putting LED to use to answer your community’s research questions.

Instructors:
Earlene Dowell, Trainer, U.S. Census Bureau
Heath Hayward, Geographer, LEHD Program, CES, U.S. Census Bureau