

Economic Development

PNWER 2017 Annual Summit
Portland, Oregon
Tuesday, July 25th
9:15 a.m. - 12:15 p.m.

Co-Chairs

The Pacific Northwest Economic Region



Adam Sweet

Chief of Staff

Edmonton Economic Development Corporation

Adam Sweet is the Chief of Staff at Edmonton Economic Development Corporation (EEDC), the arms-length economic development agency of the City of Edmonton. Every morning their team wakes up with a clear purpose to cultivate the energy, innovation, and investment needed to build a prosperous and resilient Edmonton economy. As a Member of the Executive Team, Adam drives strategic initiatives across the agency, serves as advisor and coach to all staff, and leads a team responsible for economic strategy design and execution, public policy development, and external relations. Recognized in 2014 as one of Edmonton's Top 40 under 40, Adam is a recipient of both the Canadian General and Operational Service Medals. Born and raised in rural Alberta, Adam and his unstoppable and beautiful wife Katherine spend all their free time exploring Edmonton and the Rocky Mountains with their young son, Jack.



Rep. Rick Youngblood

Representative

Idaho State Legislature

Born in Boise, Idaho and a graduate from Weiser High School, Rick went on to get his education from North Idaho College and College of Idaho. Rick furthered his studies, graduating from NW Ag Credit School from Washington State University as well as Pacific Coast Banking School from the University of Washington. Rick has a diploma in General Banking from the American Institute of Banking (AIB). He also served as the Canyon Highway Commissioner for District #4 County. Rick is a Canyon County Resident of over 30 years. With over 25 years in local banking and over 10 years in private business as a citizen law maker, Youngblood is loyal to Idaho and its citizens. Rick became an Idaho State Representative, serving the people of Nampa, in 2012. He currently serves on the Joint Finance Appropriations Committee, the Business Committee and the Transportation & Defense Committee.

Speakers



John Engber

President

John Engber and Associates, Inc.

In September 2010, John Engber launched John Engber & Associates, Inc., a public affairs firm providing government affairs, strategic communications and business development services to its business, labor, environmental, governmental, and non-profit clients. In addition to his client work, John staffed the Energy and Environment Working Group for Governor-elect Jay Inslee's Transition Team. Prior to starting JE&A, John was Senior Vice President with Strategies 360, a Seattle-based public affairs firm. From 1997 to 2008, John

Engber served as State Director to U.S. Senator Patty Murray. In that role, he managed a twenty-person staff and oversaw the development of the Senator's in-state strategic planning. John also worked on a wide range of issues, including forest and salmon issues, energy, the Wild Sky Wilderness, and economic development. Before joining the Senator's staff, John was President of John Engber Communications, Inc., which specialized in radio and television advertising for initiative and Democratic candidate campaigns.



Schaun Goodeve

Chair

Greater Edmonton Economic Development Team

Schaun Goodeve is an economic developer and planner with over 15 years experience working with communities and businesses within Canada and internationally. Since 2002 he has been the Principal of Green Dimensions Consulting, a boutique consultancy providing businesses and Government economic development and planning services. He possesses a Masters in Environmental Studies in sustainable development and planning (York U) and has volunteered on numerous boards and associations (including as president of a chamber of commerce, founding chair of downtown business association to name a few). Recently he was recognized for his contributions to the profession with Economic Developer of the Year from the Economic Developers of Alberta. In his free time Schaun enjoys whitewater paddling, mountain biking, skiing, and most of all time spent creating memories with his family.



Chris Harder

Director

Business Oregon

Chris Harder is Director of Business Oregon, appointed by Governor Kate Brown in March of 2016. Chris leads the agency in its work to help businesses grow in Oregon and see that economic opportunity is reaching each corner of the state. An Oregon native, Chris most recently served as economic development director at the Portland Development Commission, the city of Portland's economic development agency. He managed the Business & Industry Division and led Portland's efforts to support entrepreneurship, innovation and trade. Previously, Chris was the Director of Economic Analysis for the North Carolina Department of Commerce and a Senior Budget Analyst in the North Carolina Office of State Budget and Management.



Clark Krause

Executive Director

Boise Valley Economic Partnership

Clark Krause has been the Executive Director of the Boise Valley Economic Partnership (BVEP) since September 2010. In that time, our organization has welcomed 11 companies and over 2,000 jobs to the Boise Metro. Out of Clark's leadership, GrowIdeasHere.com was launched in 2014 as an initiative to assist local Boise Valley tech companies in attracting talent. Clark came to BVEP with a strong history and experience in economic development, most recently as the former President and CEO of the

New Mexico Partnership. During six and half years with the New Mexico Partnership, Clark and his team were tasked with out of state recruitment of economic-based jobs into New Mexico. Prior to his time in New Mexico, Clark was the Director of Economic Development for Cedar City/Iron County, Utah, where he recruited nine companies, 1,150 jobs and \$185 million worth of industrial development. He also spent seven years as Director of Sales and Marketing for the Brian Head Ski Resort in southern Utah, and ten years in sales and marketing for American Honda Motor Corporation and Ford Motor Company.



Laura Kilcrease

**Chief Executive Officer
Alberta Innovates**

Laura Kilcrease leads Alberta Innovates as its Chief Executive Officer. Recruited from Austin, Texas, she is recognized as a significant motivator in shaping Austin's economic revitalization. Laura influenced the creation of the Austin Technology Council and co-founded the Austin Technology Incubator, where companies have raised over \$3 billion to date. With over 25 years' experience in commercializing technology, Ms. Kilcrease is sharing her enthusiasm and entrepreneurial expertise to create innovation coalitions that leverage the talent and spirit of Alberta. Prior to becoming Alberta Innovates' CEO, Laura was a seven-year member of the Alberta Research and Innovation Advisory Committee. Born in London, Laura received her Chartered Management Accountant certification in the U.K. and a Masters in Business Administration from the University of Texas.



Mary Moran

**President and Chief Executive Officer
Calgary Economic Development**

Mary became President and CEO of Calgary Economic Development in June 2015 and under her leadership there has been a focus on the broader sense of prosperity for businesses and individuals to build a more economically diverse and vibrant community.

Mary initially joined Calgary Economic Development as the Vice President, Marketing, Communications & Research in 2010. She brought extensive leadership experience in the development of strategy, marketing, stakeholder relations, and fund development with leading companies including TELUS, Delta Hotels, Canadian Airlines and WARDAIR.

At Calgary Economic Development, Mary led teams that created the *Calgary. Be Part of the Energy* promotional brand that has been adopted by all civic agencies, the award-winning local flood recovery *YYCisOPEN* campaign, and she oversaw a refocusing of the 10-year Economic Strategy for Calgary: *Building on our Energy*. Under Mary's leadership, her teams have earned more than 100 major marketing and economic development awards.

Mary earned an MBA from Royal Roads University and is active in the Calgary community. She is a director on several non-profit boards, including Sport Calgary, Calgary Sport Tourism Authority, Calgary Police Foundation, Beakerhead and Van Horne Institute. She is also a past president of Ronald McDonald House Southern Alberta.



Hon. Ranj Pillai

Minister of Economic Development Yukon

Ranj Pillai is a Canadian politician, who was elected to the Legislative Assembly of Yukon in the 2016 election. He represents the electoral district of Porter Creek South as a member of the Yukon Liberal Party. On December 3, 2016 Pillai was sworn into the Cabinet of Premier Sandy Silver as Deputy Premier and Minister of Energy, Mines and Resources, and Economic Development. He is also the Minister responsible for Yukon Development Corporation and the Yukon Energy Corporation. Pillai previously sat as a Whitehorse City Councillor from 2009 to 2012. While on council he helped bring Scotiabank Hockey Day in Canada to Whitehorse and was awarded the 2011 Yukon Tourism Champion Award for his efforts. Pillai was previously the Executive Director of the Champagne and Aishihik First Nations, and has held senior roles with Northern Vision Development and Yukon College. Pillai is the first visible minority to be elected to the Yukon Legislature.



Lauren Rhoades Garrett

Principal Three Arch Strategies

Lauren Rhoades Garrett is a Principal at Three Arch Strategies and is based in Portland, OR. Known for her keen political instincts and policy acumen, Lauren has over 15 years of public policy and government relations experience serving in a variety of strategic capacities including as a key member of U.S. Senator Ron Wyden's legislative staff in Washington, D.C., as a Legislative Analyst for Continuum Health Partners in New York City, N.Y. and as In-House Counsel and Senior Lobbyist for the Oregon Health Care Association. Prior to joining Three Arch Strategies Lauren founded LRG Strategies, a full-service government relations agency serving clients in both the for-profit and not-for-profit sectors. Lauren is a licensed attorney and an active member of the Oregon State Bar. As a consultant and strategist, Lauren has developed a successful track record of coalition building, grass-tops outreach and stakeholder development. During her tenure with the Oregon Health Care Association, Lauren served as a key partner in a non-traditional coalition consisting of management, labor and advocates within the senior advocacy community in an effort to find common ground and successfully seek legislative advancements.



Martha Schrader

County Commissioner Clackamas County Oregon

Martha Schrader was elected Clackamas County Commissioner in the May 2012 primary. She previously served on the commission from 2003 to 2009 (Chair from 2005 to 2007). Martha represented Oregon's 20th District as state senator from 2009 to 2011. Before entering office, Martha was an entomologist, a school teacher and a librarian. From 1982 until 2012, she owned and operated Three Rivers Farm in Canby, growing and selling local organic produce. She is the proud mother of five children and two grandchildren. In her free time, Martha enjoys kayaking on the Clackamas River and around Willamette Falls. Martha holds a Bachelor of Science degree from the College of Agriculture and Life Sciences at

Cornell University, a Master's degree in entomology from the University of Illinois, and a Master's degree in education from Portland State University. She is also a Fellow with the American Leadership Forum.



Krystyna Wolniakowski

**Executive Director
Columbia River Gorge Commission**

Krystyna U. Wolniakowski was appointed as Executive Director by the Columbia River Gorge Commission on September 8, 2015. Before joining the Gorge Commission, Krystyna led the Western Partnership Office of the National Fish and Wildlife Foundation (NFWF) in Portland for more than 14 years as Regional Director. As a member of the National Fish Habitat Board, she oversaw the development of regional collaborative partnerships throughout the U.S. for protecting and restoring the nation's freshwater and marine habitats. Krystyna also recently served as science adviser for development of the statewide Focused Investment Partnerships Program for the Oregon Watershed Enhancement Board (OWEB), and worked for the German Marshall Fund of the U.S. as Director for Central and Eastern Europe, developing grantmaking programs in seven countries. In August 2015, she received the highest honor given for international cooperation from the President of Poland, the Knight's Cross of Merit Award, for her decade of work in philanthropy and development of environmental partnerships in post-Communist Poland from 1990 to 2000.



Adam Zimmerman

**President and CEO
Craft3**

Adam Zimmerman started with Craft3 in 2002 and is now President and CEO. In his early work in rural economic development, Adam worked closely with organic farms and food systems businesses. In 2009, Adam launched Craft3's energy efficiency lending program in conjunction with the Cities of Portland and Seattle. Adam has been a featured speaker for C-40 Cities, the National Governor's Association, Net Impact, Opportunity Finance Network, Climate and Energy Funders Group, Oregon BEST, and the California Public Utilities Commission. In 2013, Adam was recognized by the Portland Business Journal as one of the region's "40 under 40" business leaders.