



**INVESTING IN MANUFACTURING COMMUNITIES PARTNERSHIPS  
NATIONAL SUMMIT  
HERBERT C. HOOVER FEDERAL BUILDING  
1401 CONSTITUTION AVENUE NW  
WASHINGTON, DC  
OCTOBER 30-31, 2014  
WASHINGTON, DC**

**THURSDAY, OCTOBER 30**

8:30 a.m.      **Registration Opens**

9:00 a.m.      **Welcoming Remarks**

- Jay Williams, Assistant Secretary of Commerce for Economic Development, U.S. Department of Commerce

9:10 a.m.      **The Administration's Manufacturing Agenda**

- Jason Miller, Deputy Director of the National Economic Council and Special Assistant to the President for Manufacturing

9:30 a.m.      **Responding to New Trends in Advanced Manufacturing**

This session will shed new light on current trends in advanced manufacturing – such as changing patterns of demand, talent shortages, the rapid spread of innovation – and how these trends affect the investment and production decisions companies make. Communities will gain insight into how to best shape their strategies to make the most of these trends.

- Katy George, Senior Director, Global Manufacturing Operations and co-lead on McKinsey Global Institute research Manufacturing the Future: The Next Era of Global Growth and Innovation (invited)

10:00 a.m.      **Introduction of Conference Objectives**

- Ryan Hedgepeth, Senior Advisor, Economic Development Administration

- 10:05 a.m. **Access to Aligned Federal Programs and Funding Exhibit**  
The Investing in Manufacturing Communities Partnership is a new way of doing economic development in the federal government – by making federal agencies work together effectively, and by being more responsive to best practices at the local level. Each agency will have a table in order to provide communities a chance to speak with staff from each of the eleven federal agencies that have aligned funds in support of the Investing in Manufacturing Communities Partnership.
- Staff from Department of Agriculture, Department of Commerce, Department of Defense, Department of Education, Department of Energy, Department of Housing and Urban Development, Department of Labor, Department of Transportation, Environmental Protection Agency, National Science Foundation, Small Business Administration, U.S. Economic Development Administration, Appalachian Regional Commission, Delta Regional Authority
- 11:00 a.m. **Break**
- 11:15 a.m. **Breakout Sessions**
- (1) Designee Track: Attracting International Private Sector Investment**  
A panel of high level officials from multi-national companies will discuss what is driving foreign direct investment in United States manufacturing as well as what is encouraging American companies to bring production back.
- Nancy McLernon, President & CEO, Organization for International Investment
  - Jim Shapiro, Resident Director, Tata Sons - North America
  - Patrick Van den Bossche, Lead Partner and Global Coordinator, Operations Practice, A.T. Kearney
  - Moderator: Rebecca Moudry, Investment Manager, SelectUSA
- (2) Applicant Track: Strengthening Key Technology and Supply Chain Analysis**  
Building on a community’s native strengths can help it secure a lasting advantage in building economic development. Sophisticated analysis of a community’s existing key technologies and supply chains can help reveal these foundations. This session will provide a thorough overview of how communities can better use this analysis to strengthen their strategic plans.
- Sue Helper, Chief Economist, Department of Commerce
- 12:45 p.m. **Lunch**
- 2:00 p.m. **IMCP Designated Communities Exhibit**  
An open exhibit area with displays from each of the 12 designated IMCP communities will give participants a chance to start conversations and share best practices.

- Session kickoff by Charles E. Shoopman, Jr., Assistant Vice President, University of Tennessee Institute for Public Service from the Tennessee Valley IMCP Designated Community

3:15 p.m. **Break**

3:30 p.m. **Breakout Sessions**

**(1) Designee Track: Exploring New Investment Pathways in Manufacturing Communities: From Readiness to Investment**

The intimate session will explore opportunities for financing diverse aspects of these communities’ “ecosystem approaches” to community economic development. The session will explore diverse financing opportunities, including foundation Program- and Mission-Related Investments (PRIs and MRIs), pay for performance financing, and innovative bond mechanisms. In addition to the speakers listed below, other representatives from impact investment organizations and foundations will be attending and available for further discussion with Designees.

- Al Fuller, CEO, Integrated Packaging Corporation
- Toby Rittner, CEO & President, Council of Development Finance Agencies
- Mark Popovich, Vice President of Program, The Hitachi Foundation
- David Wood, Director, Initiative for Responsible Investment, Harvard University
- Kathy Merchant, CEO, The Greater Cincinnati Foundation
- Kimberlee Cornett, Director, Social Investment Practice, The Kresge Foundation (invited)
- Moderators: Tim Larson, Principal, Ross Strategic and Matthew Bogoshian, Senior Policy Counsel, U.S. Environmental Protection Agency

**(2) Applicant Track: Reimagining Your Manufacturing Community**

Does your manufacturing community look and feel different than it used to and/or is it still transforming from what it was to what you want it to be? The manufacturing communities of today and tomorrow look and feel different than the stories and images so often portrayed in media and reports. Whether your community is urban or rural, advanced factory or in the middle of a maker-movement, or some combination of all of the above, you will benefit from hearing about the resources, tools and advice from this panel.

- Bruce Katz, Vice President, Brookings Institute (invited)
- Mark Hatch, CEO, Tech Shop (invited)
- Jan Youtie, Principal Research Associate, Enterprise Innovation Institute, Georgia Institute of Technology

5:30 p.m. **Wrap up and Adjourn**

## FRIDAY, OCTOBER 31

8:30 a.m. **Metrics for Success: Managing Your Project's Lifecycle**  
This session is designed to help IMCP designees and applicants better define, assess and communicate progress within and among IMCP communities. A panel of experts will describe their experiences with best quality measures and indicators and together discuss how these can lead to effective conversations with community leaders, citizenry and government officials.

- Howard Wial, Executive Director, Center for Urban Economic Development, University of Illinois
- Christopher Hoenig, President and CEO of the State of the USA
- Carson Hicks, Deputy Executive Director, NYC Center for Economic Opportunity (invited)
- Demetra Nightingale, Chief Evaluation Officer, Department of Labor (invited)

9:45 a.m. **Break**

10:00 a.m. **Breakout Sessions**

**(1) Designee Track: Branding and Marketing**

You've received this "Manufacturing Community" designation. Now what? How do you leverage it and make the most of the next two years? This session will highlight examples of successful marketing efforts by communities with similar regionally-based economic development strategies while also providing a forum for brainstorming and discussion.

- Moderator: Marek Gootman, Director of Strategic Partnerships and Global Initiatives, Brookings

**(2) Applicant Track: Resources for Supply Chain Optimization**

This session will focus on how communities can provide customizable solutions to the challenges of U.S. manufacturers by promoting a better flow of product from suppliers to customers resulting in reduced costs, improved quality and shortened lead times. Panelists will highlight the work that local Manufacturing Extension Partnership Program (MEP) centers do to help manufacturers of any size focus on the critical areas of the supply chain at all levels, improving performance by quantifying the needs of the supply chain and focusing on improving the points in the process which are impeding throughput.

- Brandon Phoenix, Technical and Management Consultant, Texas Manufacturing Assistance Center
- Mark Schmit, National Accounts Manager, Manufacturing Extension Partnership Program, U.S. Department of Commerce

10:45 a.m. **Break**

11:00 a.m. **Looking Forward – The Future of IMCP**

This session will feature a town-hall-style meeting during which government thought leaders will discuss and answer questions about future alignments, expectations and priorities.

- Speakers - TBD

11:45 a.m. **Closing Remarks**

12:00 p.m. **Adjourn**

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