

information.

(Only one copy of the payment form - page 6 - is required)

☒ I have included an electronic copy of my complete entry.

For Office Use Only: _____



2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **City of Port Colborne**

Contact Name: **Stephen Thompson**
stephenthompson@portcolborne.ca

Email: _____

Project/Item Name: **Carbohydrate Valley Tour**

Category for Entry: **8. Special Events**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **<25K**

Date Project Began: **May 2010**

Date of Completion (if applicable): **May 2011**

For Entries in Categories 9 & 10, Enter Your Web Site URL: _____

PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

Select:

- ☒ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS.
YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

A unique opportunity presented itself for May of 2011 – two bio-food conferences in the nearby City of Toronto during the same week. The World Congress on Industrial Bio attracted 1,400 delegates from around the World, and the SIAL Canada conference which attracted more than 13,000 delegates, largely from North America. To leverage this opportunity, the City of Port Colborne & other interested stakeholders, organized an event spanning two days for conference delegates.

The first day of the event was hosted in Toronto at the Ontario Investment & Trade Centre. From this 35th floor venue, visitors could enjoy views of Toronto and across Lake Ontario all the way to the Niagara region, while conference delegates and food buyers held one-on-one meetings with food manufacturers and exporters from the Port Colborne-area. Over 80 international delegates attended and participated. The day concluded with a hors d'oeuvres and wine reception hosted by the Port Colborne-Niagara food manufacturers and wine producers enabling them to showcase their products to the invited food buyers from across North America who were in attendance.

The second day of the event was hosted in Niagara. Conference delegates were given the opportunity to register for a Niagara bio/food industry tour. The tour was structured with a registration fee to ensure participants had a business case to participate. The tour involved round-trip bus transportation from the Toronto Convention Centre to Niagara. A deluxe highway coach provided transportation and the video screens on the bus were used to show two short background videos: "Niagara Business Success Stories", and "Ontario's Carbohydrate Valley". The day involved tours of Vineland Research & Innovation Centre, tours of two Carbohydrate Valley manufacturers: Casco and Jungbunzlauer, and the day concluded with a winery tour and tasting hosted at a local winery, where Brock University and Niagara College representatives spoke about the relationship between this university and the food-bio sector.

2. What is the goal or purpose of this project?

The goal of the project was to leverage the opportunity to build awareness of the Niagara region of Ontario as a business destination. The two conferences occurring on the same week provided Port Colborne with an unprecedented target audience of qualified business prospects.

The tour was also designed to help promote the World Congress on Industrial Bio. Port Colborne serves on the board of directors of the organization responsible for bringing the conference in 2011 to Toronto and began marketing the tour a year earlier as a means of promoting the 2011 conference.

The two day event also provided a connection to the annual "Niagara Week" activities which involve some 300 business and political leaders from Niagara who visit Toronto as a group to promote Niagara for tourism, business and relocation.

Most importantly, the tour provided Port Colborne and Niagara something to offer during an initial discussion with more than thirty C-Level executives identified through a qualified lead generation project earlier in 2011. Through the initial qualification process, all expressed an interest in expanding to our area within the next 24 months, and the tour provided a set date and item to offer through follow up with each company. Registration fees were waived for any of these pre-qualified companies.

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

On the first day, over 150 new relationships were built with businesses and investment & trade commissioners from outside our area. Each was given a taste of the Niagara investment and business opportunities as well as a flavor of what makes Niagara unique. Four cities joined the City of Port Colborne on this initiative and worked with their local businesses to identify and recruit local food manufacturers and exporters to showcase.

On the second day, the City of Port Colborne organized a tour which covered 4 municipalities and several tour stops across the region. 30 delegates participated in the tour and over \$3,000 in revenue was realized. This revenue was leveraged with federal government dollars to fully fund the marketing associated with the trip as well as production of the new "Ontario's Carbohydrate Valley" video.

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

The project involved the identification of local food businesses to participate in the first day, and local bio businesses to participate in the second day. Thus a greater awareness of the businesses was developed, as was an appreciation by the local businesses of the work that was being done by the community to help these companies diversify, expand, and reach new markets. These new relationships between the private sector and public sector will be important in other future initiatives.

The project also helped strengthen relationships between the municipalities involved in organizing the two day event. The cities came together for the common goal of helping local companies and to market the area for new investment.

Relationships were also developed among the private sector companies involved in the event. Many of the companies had only limited awareness of the other local businesses which were participants and several new supplier relationships were identified which could lead to the local sourcing of materials from each other rather than importing these ingredients from outside the area.

Finally, over 150 business leaders were exposed to Niagara in an informal and enjoyable setting, including a group of qualified leads which were identified through a previous project. For this group, the event provided a follow-up opportunity for economic development official to set a time to welcome these individuals to experience our area first-hand.

The economic development office is continuing to work with the local companies and external buyers to foster relationships, but in many cases the discussions are already well underway directly between those in the private sector. Several new supply chain opportunities are expected as a result of this event, and 7 companies which are considering an expansion have been able to visit one of North America's best suited sites for a new bio-food investment.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

This project represented a new strategic model for economic development, building upon the growing conference market. The two conferences in Toronto brought a significant group of business decision makers close to our area. The addition of one-on-one meetings, a reception and a bio-industry bus tour of our area, meant the delegates learned first hand about the opportunities Niagara has to offer.

Toronto is a growing market for conferences. From the success of this event, we will be following conference announcements in the future to identify other strategic conferences in which the audience of delegates could be leveraged through similar activities such as a one-on-one meetings, a reception or better yet a tour to Niagara.

The timing of this event, as a trial run, could not have been better. The new Scotiabank Convention Centre has just opened in Niagara Falls, and this model of event could easily be replicated by the City of Port Colborne (or other cities), to leverage this new convention centre an asset which is less than half an hour from our City.

6. In what ways is this project innovative or creative?

What made this project unique is also what made it such a success. It involved relationship building locally, and relationship building with conference organizers, and match making with the private sector.

Existing relationships were leveraged to reach out to conference delegates and the event provided attendees another reason to make the trip to the conference.

As well, we learned that a tour can be a success even if a registration fee is assessed. The registration fee was initially proposed for two reasons: to ensure that participants were serious and had a business case to attend, and due to budget uncertainty. We recognized the risk that we might lose potential registrants to other activities due to the

registration fee. However, due to the well designed itinerary and unique industry-tours, a success was realized and the revenue generated was leveraged with money from the upper levels of government to reinvest into additional promotion of the city, region and cluster.

7. Are there any other relevant details not covered above or specific to your category?

The background and registration cards enclosed and also available at

<http://www.portcolborne.ca/fileBin/library/86e75efed291e87769fe2d6fd2fba99c.pdf>

The Carbohydrate Valley video is available online at http://www.portcolborne.ca/page/carbohydrate_valley

The Carbohydrate Valley sector brochure is also enclosed and available at

<http://www.portcolborne.ca/fileBin/library/cde7564f206e48e8152e47f5d6936398.pdf>

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

A. PROMOTIONAL AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROMOTIONAL AWARD.

These awards recognize innovative and effective marketing materials used for attracting, retaining and fostering business as well as communications vehicles used by economic development organizations.

Judging Criteria for Categories 1-8:

Promotional Awards will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession

Descriptions:

1. General Purpose Brochure

A brochure introducing your state, province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities. The most effective brochures create a positive image of the area for its quality of life and cultural, educational, or other attributes.

2. Special Purpose Brochure

A brochure designed for a special purpose, such as promoting an industrial park or other specific types of promotions.

3. General Purpose Promotion

A promotional piece (other than a brochure), series of promotional pieces or promotional campaign including but not limited to a folder, poster, print ad, direct mail campaign or other campaign.

- *Mount item(s) on heavy stock with 1 inch margins.*

4. Annual Report

A report summarizing an economic development organization's annual activities and/or fiscal highlights.

5. Paid Advertising Campaign

One or a series of two or more paid black-and-white or color advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.

EARLY BIRD
REGISTRATION
ENDS MARCH 31!

niagara bio-industry world congress tour

MAY 12, 2011

MEET NIAGARA'S BIO-INDUSTRY LEADERS AND DISCOVER ONTARIO'S "CARBOHYDRATE VALLEY"

Join business and industry representatives located in the beautiful Niagara Peninsula of Ontario, Canada on an exciting and informative bio-industry tour. The tour will highlight several bio-industry partners and include a presentation on Ontario's Carbohydrate Valley, located in **Port Colborne, Ontario**.

The agenda includes several tours and presentations. The day wraps-up with a stop at one of Niagara's more than 75 wineries.

ABOUT NIAGARA, CANADA

The Niagara Peninsula is located just an hour from the **Greater Toronto Area** and is home to nearly 500,000 residents. Niagara has long been a manufacturing powerhouse for Ontario and has developed capacities and specialties in a number of sectors including the bio and food ingredients sectors.

Niagara is also a major tourism destination, averaging 14 million visitors annually to the many attractions, wineries, beautiful south coast beaches, theatre, cultural amenities, and Niagara Falls, many of which are included in the tour.

RESERVE YOUR TICKETS TODAY!

A limited number of tour tickets are available. Reserve yours today!



Niagara Bio-Industry World Congress Tour

May 12, 2011

REGISTRATION FORM

Please note, the tours are limited to 35 participants

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State/Prov.: _____ Zip/Postal: _____

Country: _____

Phone: _____

Email: _____

PAYMENT

Credit Card Number: _____

Credit Card Expiry: _____

Cardholder Signature: _____

☐ **Early Bird Registration**

\$113 CAD or USD (including HST)

Payment must be made in full prior to **March 31, 2011**

☐ **Regular Registration**

\$141.25 CAD or USD (including HST)

Payment must be made in full prior to **May 1, 2011**

Payment Cancellation and Refund Policy

- Registrations received by fax will only be accepted and processed with a credit card number.
- Payment made by cheque will be accepted in Canadian or US Dollars.
- All registered attendees changing or cancelling their registration, will be charged a \$55 processing fee. There will be no refunds for cancellations received after May 1, 2011.
- Cancellations by phone are not accepted. Cancellations must be received in writing by fax or email to **905-834-2072** or **admin@pcetdc.ca**.
- A registered attendee, who does not submit a written cancellation or attend the tour is considered a No-Show and is not eligible for a refund or credit.
- A registered attendee, who does not submit a written cancellation or attend the conference, is still liable for any outstanding balances.
- The tour organizers reserve the right to cancel tours if there is not sufficient enrollment. Should this happen, all registered individuals will be given as much advance notice as is possible and a full refund will be granted. Please note: The tour organizers are not responsible for the advance purchase of non refundable air tickets.

Port Colborne Economic Development

296 Fielden Avenue

Port Colborne, ON Canada L3K 4T6

905-834-1668 office 905-834-2072 fax

admin@pcetdc.ca www.portcolborne.ca



2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: The Development Corporation of Clinton County NY

Contact Name: Joanne Knowlton

Email: jvknowlton@thedevelopcorp.com

Project/Item Name: TDC's 'We can make a difference' Clean Up Campaign at the North Country Business Expo

Category for Entry: Promotional Awards/Special Event

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) 25-200k

Date Project Began: May-June 2010

Date of Completion (if applicable): _____

For Entries in Categories 9 & 10, Enter Your Web Site URL: _____

PROJECT DESCRIPTION

Please refer to the Category Description and Judging Criteria Sheet corresponding to your category when answering the following questions in the space provided.

Select:

- ☒ Promotional Award Categories 1-8 – See Sheet A (page 9)
- ☐ Internet and New Media Categories 9-11 – See Sheet B (page 10)
- ☐ Program Award Categories 12-22 – See Sheet C (page 11-12)
- ☐ Partnership Award Categories 23-25 – See Sheet D (page 13)
- ☐ Leadership Award Categories 26-30 – See Sheet E (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

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1. Please provide a brief description of the project.

SEE PROJECT PROFILE

2. What is the goal or purpose of this project?

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

6. In what ways is this project innovative or creative?

7. Are there any other relevant details not covered above or specific to your category?

THE DEVELOPMENT CORPORATION

2011 IEDC Excellence in Economic Development Awards Project Profile

Category: A. Promotional Awards 8. Special Event

Project Description: TDC's 'We can make a difference' Clean Up Campaign at the North Country Business Expo

1. Please provide a brief description of the project.

The Development Corporation (TDC) created a new theme and approach to their presence as an exhibitor at The North Country Chamber of Commerce's Annual Business Expo. The Business Expo is the largest business-to-business show in northern New York and is open to all area businesses. Last year's Expo featured over 185 exhibitors. In 2010, several weeks prior to the Expo, TDC publically launched the "We can make a difference' Clean-Up Campaign by distributing oxo-biodegradable plastic litter bags to its 42-member Board of Directors, and later gave the bags out instead of a premium at TDC's booth at the Business Expo. The bags were printed with various messages such as "Pick of the Litter', 'Plattsburgh Proud', 'Instructions: Place Eyesores Here', 'You Can't Count on the Wind', and 'How to Improve Your Commute'. All bags were imprinted with the same tagline, "I care - we can make a difference'.

2. What is the goal or purpose of this project?

In the past TDC, like most other local companies set-up their exhibit booth in the space provided and gave out candy and fountain pens to lure Expo visitors into their space. TDC wanted to differentiate themselves from the other 185 exhibitors. TDC wanted to use the occasion of the Expo to launch a larger message into the community - the message that TDC is a community leader that understands the big picture and is here to help make a

difference. Secondly, the project was designed to provide TDC's 42-member Board of Directors with an opportunity to be more visible, more engaged and more involved with the corporation in a very real and tangible way.

3. Who are the participants in this project? Who was involved with planning/implementation? Who is affected?

Joanne V. Knowlton, TDC's Director of Marketing and Business Development, used an outside vendor to source the bags. Joanne wrote the copy and developed the design for the bags, wrote the press release, wrote the letter to the board and distributed the bags at the booth at the Business Expo. TDC senior staff hand delivered the press release and a supply of bags to the 42 members of the Board of Directors prior to the Business Expo.

4. What was the impact of the project? How effective has it been in furthering economic development in your local community? Identify any tangible and/or intangible results and value added.

We heard positive feedback from several members of the Board of Directors immediately, including one member who asked for an additional supply. The local press covered the campaign, including TV, radio and the weekly newspaper. In addition, the Town of Plattsburgh requested a full-time display of the TDC bags at the entrance to the Town Hall. I personally gave out the bags at the Business Expo. They were very well received and generated a lot of conversation. People seemed genuinely excited, and the 'being part of the same team' concept seemed to play well within the community.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

The project is definitely replicable and transferable and can easily be adapted for use in other communities. We should have

thought to include other distribution channels in the initial launch - which we did do but too much after the fact. For example, they would have been great to have them distributed at several Rotary events that took place over the summer. It was also important that the clean-up campaign took into consideration recycling best practices. We purposely sourced oxo-biodegradable bags and added appropriate recycle language to the bags themselves.

6. In what ways is this project innovative or creative?

People were surprised and excited about the campaign - TDC had done nothing like this before and frankly people found the approach refreshing and positive. The bags got people talking and staying longer at the TDC booth. Beyond the wonderful element of surprise the project provided TDC with a very creative way for the community to perceive TDC as a smart, caring, supportive business partner and member of the community. The project was innovative in the way that it provided a platform to engage TDC's Board of Directors in a very visible and hands-on capacity.

7. Project Scope and Timeline

May 11, 2010: TDC President Adoré Flynn Kurtz sends an email to the 42-member Board of Directors introducing the launch and the strategy behind the campaign.

May 12, 2010: TDC issues a release to the local press introducing the 'We can make a difference' campaign to the community. The local TV, radio and weekly newspaper cover the launch.

May 12, 2010: TDC's five member senior staff hand deliver litter bags to the TDC Board of Directors for them to distribute accordingly.

May 20, 2010: TDC transforms their exhibit space at the Business Expo to showcase the 'We can make a difference' Clean-up Campaign and Joanne V. Knowlton gives out one bag to each passer-by.

June 2010: TDC creates a permanent display of litter bags for guests in the reception area at its corporate headquarters.

July 2010: The mayor of the town of Plattsburgh requests a display of letter bags to have in the Town Hall lobby.

The Pick of the Litter.

I care –
and we can
make a difference.

Bring this bag with you on your way
to work, school or shopping – and
stop and pick up the litter that
detracts from your commute.
Please dispose of properly and
remember to recycle.

This bag was made using oxo-biodegradable plastic.

“We can make a difference” Annual Clean-up Campaign
sponsored by The Development Corporation.

www.thedevelopcorp.com



I have included an electronic copy of my complete entry.

For Office Use Only: _____



2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **Southwest Michigan First**

Contact Name: **Heather Smith**

Email: **hsmith@southwestmichiganfirst.com**

Project/Item Name: **Catalyst University 2011**

Category for Entry: **Special Event**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **200K-500K**

Date Project Began: **01/19/2011**

Date of Completion (if applicable): **01/20/2011**

For Entries in Categories 9 & 10, Enter Your Web Site URL: **www.catalyst-university.com**

PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

Select:

- ☒ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
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Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

For over 150 years, Southwest Michigan has enjoyed a legacy of entrepreneurship, innovation, and excellence. But when Southwest Michigan First, the region's economic catalyst, looked around, we asked: In five years, ten years, twenty years:

- Who is going to lead our community to greatness?

- Who is going to run our companies?
- Who is going to teach our children?
- Who is going to set our vision?

We decided that the time had come to ready our next generation of leaders. It is time to ready our community to greatness. And education is the key as Derek Bok, the former president of Harvard stated: "If you think education is expensive, try ignorance."

We know that if our region is to play a role in the global economy for generations to come, then it must educate itself, use its natural "resources" to its fullest capability and grasp the reins of leadership.

2. What is the goal or purpose of this project?

From our call to action, Catalyst University was born – a graduate-level educational experience designed to empower our region's current and next generation of leaders to greatness. Our goal is to bring in top thought leaders each year to give our community an experience they won't forget. We will ask tough questions ... we will challenge each other ... and oh, by the way ... We're going to mix in a little rock and roll for good measure ... And all will be branded under our university-themed approach.

Our goal is to develop ongoing leadership training that, simply put, will teach and inspire leaders. There is a tendency today to slap the "leadership" label on most every program out there targeted towards adult education for those who are employed at any type of organization. That is not our intention. Our intention is to develop a program that will educate leaders at every level of society, from business executives to elected/appointed officials to church leaders on topics relevant to their daily life. At the most basic level, we wanted to get people to think for themselves as all great leaders do and to ready themselves to influence others in the community to work towards the achievement of a unified goal.

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

On January 19 and 20, 2011, Southwest Michigan First hosted Catalyst University, a graduate-level experience offering instruction in community visioning, global economics and executive management. As part of its commitment to build community leadership, Southwest Michigan First designed this ongoing program to empower our region's current and next generation of leaders to greatness. As for the guest list, the entire community was invited to the inclusive event!

The planning and execution of Catalyst University took truly the effort of our entire team. From faculty selection to sponsors to spreading the word to selecting dessert, the entire team played an integral role and put their passion for the development of leadership in the community into the event (Please watch the attached DVD). Also, over 50 community members helped Southwest Michigan First put the "focus" in our group by giving their input on the event's content.

As for calculating the program's effectiveness, we can only guess exponentially will the attending 352 individuals from 109 organizations touch numerous lives in our community. We expect Southwest Michigan's "James Madisons," "Rosa Parks" and "Gandhis" to lead our region to greatness in the decades to come. (Please see the Evaluation Survey for more detailed results).

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

Met with overwhelming community support, the program's opening event at the Kalamazoo Institute of Arts was attended by over 250 guests. This evening session was entitled Art Appreciation 501: The Art of Food, Wine and The Wyeths. Playing off the unique ambiance of the Kalamazoo Institute of Arts, the event was both celebratory and educational with an introduction to Catalyst University by Ron Kitchens, Chief Executive Officer of Southwest Michigan First; a presentation on The Wyeths, a family of three generations of "America's Artists" by the curator of the Kalamazoo Institute of the Arts; and a community welcome by Dave Tomko, Regional President of PNC Financial Services Group.

The main event held the following day at the iconic Radisson Plaza Hotel in downtown Kalamazoo and was attended by 352 participants, with an additional 60 guests arriving for the Catalyst Awards' luncheon and keynote address by Michigan's Governor, Rick Snyder. Participants ranged from government officials, local educators, small business owners, pastors, to the executives of Fortune 500 companies (Pfizer, Stryker Corporation, Parker Hannifin, Eaton, Kellogg, Ford to name a few). To say that excitement and positivity pervaded the crowd is an understatement. From the moment AC/DC's "Hell's Bells" rang out, class was in session:

- Why do you get out of bed every morning? Once you know the answer to this question, everything else falls into place. Simon Sinek, renowned leadership expert and author of "Start with Why" helped the audience understand their "why" through his amazingly simple idea of 'The Golden Circle.' They were introduced to the biology of human decision-making and how it is challenging leaders and companies to think and act - from Microsoft, GE Silicones, AOL to the United States Air Force.
- Once you go get out of bed, where are you going? Futurist of Ford Motor Company, Sheryl Connelly urged the imperativeness of an organization to identify and track trends that will shape consumers' values, attitudes and beliefs in the future.
- The Kellogg Company's Vice President of Environmental Stewardship, Health & Safety made the audience acutely aware of a product's impact on the global environment by showing the long-lasting impact of a simple breakfast bar wrapper.
- Joel Kotkin, Distinguished Presidential Fellow at Chapman University and author of "The Next Hundred Million," explored regionalism and where our nation will evolve in the next four decades. Eyes were opened as to how population and its projected rise will make our nation more diverse and competitive than any other on earth.
- Local legacy leadership sets the groundwork for a community's future roadmap. During a live interview with one of Kalamazoo's legacy leaders, Bill Johnston, Chairman of the Greenleaf Companies, ABC News Radio Correspondent Jim Hickey explored the current landscape of the region's economic development model, Community Capitalism, and set the groundwork for its future roadmap.
- How do you rapidly scale innovation, design, decentralized teams and risk management in a global economy while staying true to core values and a single mission? A session led by Jessica Jackley, Co-founder of Kiva, not only got the audience thinking about strategy but how they could make a difference at home and abroad.
- One of Michigan's coolest small companies, according to not only us but also Inc. magazine, Zingerman's was represented by founding Partner, Ari Weinzwieg, who shared how a little money and a lot of innovation could turn a small sandwich shop into a \$35 million business.

Interspersed with the great speakers, important reminders of our region's success stories filled the remainder of the day. During lunch, a keynote address was delivered by Governor Rick Snyder on his strategic plan for the State of Michigan. The Catalyst Awards, presented annually by Southwest Michigan First, honored those companies who made a

significant impact on jobs and wealth creation in 2010 in Southwest Michigan. (Please watch the attached DVD for our tribute.) And, Southwest Michigan First's Chief Executive Officer, Ron Kitchens, called the attendees to action in "Setting Sail" where he dared the audience to lead as he summarized the accomplishments of others - like James Madison, Rosa Parks and Mohandas Karamchand Gandhi- all who dared to lead!

The impact of the project has been astonishing and ongoing. First, our program's success was measured statistically in a survey handed out at the event. The survey's findings can be found in our submission packet. In summary, almost two-thirds of the attendees responded (203) with detailed evaluations of the event; the positive response was overwhelming. When attendees were asked if (1) the event provided them with a call to action, (2) they would attend a future Catalyst University event and (3) the event exceeded similar events, not one negative response was received on any of those three questions: We received 203 yesses, yesses and yesses!

As to its effectiveness, the best way to show that is to share several remarks from the event:

"I was honored to participate in the event. I enjoyed hearing about the great innovative activities taking place in the area. Thanks again and I look forward to working with you in the future."

~ Rick Snyder, Governor, State of Michigan

"I wanted to thank you and your team for hosting such a great program yesterday. It was interesting and inspiring Next year, I plan on bringing a number of leaders with me to the event ... If there is ever anything I can do to help the efforts of economic development in our community, please give me a call."

~ Brent Butler, Director Human Resources, Parker Hannifin Corporation, Parker Aerospace Hydraulic Systems Division

"I just wanted to personally say thanks and give you my commitment that I will continue to drive for excellence, lead with a vision and mentor future leaders within our community!"

~ Jeff Card, Manager – Global Operations Strategy Clutch & Aftermarket, Eaton Corporation

"Your Catalyst University event this year was one of the best conferences I've been to in maybe ten years, and I'm not stranger to our industry conferences. Your team did a world class job and it frankly blew my mind. I have so many good comments that I don't know where to start.... Bottom line is that I'm signing up at least five of our key personnel for next year's event. I just wanted you to know just how impressed I was and that it really moved me. This conference really cemented ... the underlying importance of your organization and on-going efforts."

~ Rick DeKam, Midwest Realty Group

And just to give you one tangible connection to economic development... Before this event, Rick DeKam, Managing Partner of Midwest Realty Group, previously had a limited relationship with our organization. Since the event, he has fully embraced the mission of our organization and passed along eight prospects. He now understands how everyone, no matter what they do for a living, can make a contribution to the sustainability of a community by working together.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

As many communities face challenges today, they are looking for "glue" to help them stick together. Developing a "Catalyst University" for any community is certainly replicable. But we certainly suggest a few "musts."

-- The event must be inclusive; everyone must be allowed to attend if you are truly trying to build a community and ready it for future greatness.

-- The event must represent your very best effort from your food and venue choice to your "faculty." Cookies on a plate are not going to cut it. Speaking of food, we even had one of the region's award winning chefs prepare lunch and give

a presentation on his culinary innovations.

- The event's "faculty" must be not only leaders in their fields, but dynamic. No one fell asleep at Catalyst University. And better yet, no one went out in the hallway to play with their blackberries and iPhones! Even our "faculty" stayed around to learn from their fellow "faculty" members.
- The event must be entertaining. Embrace local talent but it MUST hit the right notes!
- And we suggest, that you DO NOT open the event with an emcee yelling "Good Morning... I can't hear you! Good Morning!!" Try a little "rock and roll" instead.

6. In what ways is this project innovative or creative?

Many communities hold events. Catalyst University is much more than an event. Catalyst University is intended to become a part of each attendee's life. According to American author, Rick Warren, "Never stop learning. All leaders are learners. The moment you stop learning, you stop leading." Southwest Michigan First agrees.

Thomas Carlyle once said, "What we become depends on what we read after all the professors have finished with us." First, we don't intend for our community to stop reading; each attendee was presented with an autographed book from each published "faculty member" at the event. Secondly, we don't intend for our community to be "finished with professors." Catalyst University means ongoing education.

Following Catalyst University, we are carefully branding subsequent events as part of Catalyst University's program of study if they are led by experts in their field and fit in with our educational model. For example, we targeted elected and community officials from the ten counties that comprise Southwest Michigan for Site Selection 601 led by Kate McEnroe, Principal of Kate McEnroe Consulting. Those with limited economic development knowledge and who are tasked with drafting legislation that will ultimately affect it found the session on the corporate site selection process, national market competition and the importance of fostering a pro-business climate in the region to be highly engaging. Additional sessions have also been given on angel investing, how to "grab" a Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Grant and instruction on writing proposals to the National Institutes of Health.

And if you're not busy, you're invited! Catalyst University 2012 will be held January 24-25, 2012. Check as our website, www.catalyst-university, is updated for next year's event.

7. Are there any other relevant details not covered above or specific to your category?

Every detail counts. From lighting right down to the labels on the Zingerman's cookies handed out during the afternoon break, an event must hold true to its brand. Please take a look at our logo. We carefully incorporated our logo, Southwest Michigan First's, into the skyline of Kalamazoo on the Catalyst University logo. As a catalyst in the community, we believe that it artfully ties together the community with its burning passion for innovation, creativity, education and leadership.

Please find enclosed in this packet materials which we hope will provide you with a more complete picture of the event.

You will find:

- A Catalyst University "book bag"

- The Catalyst University "notebook"
 - A slim binder containing:
 - An evaluation summary of the event and sample survey
 - A can't-be-missed DVD that includes a brief two-minute Catalyst University promotional video and, our bonus feature ten-minute Catalyst Awards video shown at the event!
 - The logo with our thoughts
 - Event materials including a save-the-date card, formal invitation and event lanyard
 - Ongoing educational event samples
-

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

A. PROMOTIONAL AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROMOTIONAL AWARD.

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Judging Criteria for Categories 1-8:

Promotional Awards will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession

Descriptions:

1. General Purpose Brochure

A brochure introducing your state, province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities. The most effective brochures create a positive image of the area for its quality of life and cultural, educational, or other attributes.

2. Special Purpose Brochure

A brochure designed for a special purpose, such as promoting an industrial park or other specific types of promotions.

3. General Purpose Promotion

A promotional piece (other than a brochure), series of promotional pieces or promotional campaign including but not limited to a folder, poster, print ad, direct mail campaign or other campaign.

- *Mount item(s) on heavy stock with 1 inch margins.*

4. Annual Report

A report summarizing an economic development organization's annual activities and/or fiscal highlights.

5. Paid Advertising Campaign

One or a series of two or more paid black-and-white or color advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.

- *Mount ad on heavy stock with 1 inch margins as proof of publication.*

6. Newsletters/Newspaper

A publication that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.



Catalyst University

Creativity • Innovation • Leadership

Every detail counts! We have carefully incorporated the catalyst logo, which represents Southwest Michigan First as the economic catalyst of Southwest Michigan, into the skyline of the city of Kalamazoo on the Catalyst University logo. As a catalyst in the community, we believe that it artfully ties together the community with its burning passion for innovation, creativity, education and leadership.

southwest
michiganfirst
The Kalamazoo Region's Economic Catalyst

Southwest Michigan First Catalyst University 2011

Event Evaluation Summary

Catalyst University



Impact

On January 19 and 20, 2011, Southwest Michigan First hosted Catalyst University, a graduate-level experience offering instruction in community visioning, global economics and executive management. As part of its commitment to build community leadership, Southwest Michigan First designed this ongoing program to empower our region's current and next generation of leaders to greatness. Met with overwhelming community support, the program's opening event at the Kalamazoo Institute of Arts was attended by over 250 guests. The following day's general session was attended by 352 participants, with an additional 60 guests joining us for the Catalyst Awards' luncheon and keynote address by Governor Snyder.

"Thank you so much for inviting me to speak at your Catalyst University luncheon. I was honored to participate in the event. I enjoyed hearing about the great innovative activities taking place in the area. Thanks again and I look forward to working with you in the future."

~ Rick Snyder, Governor, State of Michigan

Community Support

The event's inaugural year received the generous support and "stamp of approval" from the following organizations:



"Homerun! Out of the park! What an inaugural event. Kudos to your entire team."

~ John Sadowski, Chief Executive Officer,
Pivotal Communications

Catalyst University (con't)

Faculty Content

The faculty of Catalyst University was selected for their innovative thought, edginess and/or local perspective. Considered to be thought leaders in their field, our desired outcome of their delivery was to fill our audience with a strong desire to lead and a call to leadership action.

"I feel more excited than ever to be a part of this community and know many others feel the same way."

~ Ryan Jankovic, Group Marketing Manager, Stryker Surgical

Faculty	Topic
Simon Sinek , Leadership Expert and Author	Marketing 620: Starting with "Why"
Diane Holdorf , Vice President, Kellogg's	Sustainability 645: Green is Good for Business
Joel Kotkin , Distinguished Presidential Fellow at Chapman University and Author	Economic Development 630: The Next Hundred Million
Sheryl Connelly , Futurist of Ford Motor Company	Futurism 690: Charting the Course
Jim Hickey , National Correspondent for ABC News Radio Bill Johnston , Chairman of Greenleaf Companies	Fundamentals of Community Capitalism 510: Conversation with a Legacy Leader
Jessica Jackley , Co-Founder of Kiva	Strategy 710: Challenging Common Business Practices
Ari Weinsweig , Zingerman's Co-Owner and Founding Partner	Entrepreneurism 532: Innovation and Relevance
Ron Kitchens , Chief Executive Officer of Southwest Michigan First	Vision 590: Setting Sail

Almost two-thirds of the attendees responded with detailed evaluations of the event; the positive response was overwhelming. Speakers were rated based on their content and overall impact. A zero (0) was assigned as a baseline score; 2 the highest possible rating and -2 the lowest.

CONTENT		Focus on Leadership	Overall Program of Study	Usefulness of Content	Overall Quality of Faculty
No Rating		3	4	4	4
Very Satisfied	2	146	138	135	156
Satisfied	1	52	57	58	40
Neutral	0	1	4	6	3
Dissatisfied	-1	1	0	0	0
Very Dissatisfied	-2	0	0	0	0
Total Surveys		203	203	203	203
Average Score		1.72	1.67	1.65	1.77

"I just wanted to personally say thanks and give you my commitment that I will continue to drive for excellence, lead with a vision and mentor future leaders within our community!"

~ Jeff Card, Manager – Global Operations Strategy Clutch & Aftermarket, Eaton Corporation

Catalyst University (con't)

Mission

The overall mission of Catalyst University was well supported. We have had many requests from participants to already preregister for next year and a special inquiry from the Michigan Economic Development Corporation to hold the event on an exclusive second consecutive day for state of Michigan employees. Again, the baseline score was zero (0); 2 the highest possible rating and -2 the lowest.

"Thanks again for giving us a chance to participate in such a great event. You all did a fabulous job (we need more like you).... If there is anything I or the MEDC can do to help execute your vision, please let us know."

~ Kapila Vigas, Director of Entrepreneurship and Innovation, Michigan Economic Development Corporation (MEDC)

"I wanted to thank you and your team for hosting such a great program yesterday. It was interesting and inspiring....Next year, I plan on bringing a number of leaders with me to the event...If there is ever anything I can do to help the efforts of economic development in our community, please give me a call."

~ Brent Butler, Director Human Resources, Parker Hannifin Corporation, Parker Aerospace Hydraulic Systems Division

MISSION		Feeling Prepared to Lead	Having Received your Call to Action	Having Improved Your Professional Effectiveness	Being Motivated by What you Learned	Recommending Catalyst University to Others	Wanting to Attend Future Catalyst University Events	This Event Having Exceeded Similar Events
No Rating		14	15	14	13	12	13	17
Very Satisfied	2	101	111	110	147	148	149	141
Satisfied	1	79	67	65	41	35	37	34
Neutral	0	8	10	13	2	8	4	11
Dissatisfied	-1	1	0	1	0	0	0	0
Very Dissatisfied	-2	0	0	0	0	0	0	0
Total Surveys		203	203	203	203	203	203	203
Average Score		1.48	1.53	1.50	1.76	1.74	1.76	1.72

"Along with a colleague of mine, I attended Catalyst University, and we were both highly energized by the level of passion and professionalism being brought to bear on driving economic development in Southwest Michigan. I think it's fair to say we left Catalyst University with the burden ... intended. In addition to being charged to continue leading in our roles at our company, we're both extremely interested in learning more about ongoing local economic development efforts, as well as in making eventual contributions ourselves."

~ Doug Jonas, Business Development Manager, Pfizer

"Your Catalyst University event this year was one of the best conferences I've been to in maybe ten years, and I'm not stranger to our industry conferences. Your team did a world class job and it frankly blew my mind. I have so many good comments that I don't know where to start.... Bottom line is that I'm signing up at least five of our key personnel for next year's event."

I just wanted you to know just how impressed I was and that it really moved me. This conference really cemented ... the underlying importance of your organization and on-going efforts."

~ Rick DeKam, Midwest Realty Group

For Office Use Only: _____



2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **Greater Oklahoma City Chamber**

Contact Name: **Roy Williams**

Email: **rwilliams@okcchamber.com**

Project/Item Name: **Beoing Relocation Presentation**

Category for Entry: **Promotional Awards; Special Event**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **>500K**

Date Project Began: **August, 2010**

Date of Completion (if applicable): **September, 2010**

For Entries in Categories 9 & 10, Enter Your Web Site URL: **www.ABetterLifeOKC.com**

PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

Select:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☒ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS.
YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

2. What is the goal or purpose of this project?

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

6. In what ways is this project innovative or creative?

7. Are there any other relevant details not covered above or specific to your category?

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2011 IEDC Excellence in Economic Development Awards

A: Promotional Awards 8. Special Event

Boeing Relocation Presentation

The Greater Oklahoma City Chamber

Roy Williams, President and CEO, rwilliams@okcchamber.com

1. Please provide a brief description of the project.

In August, 2010, The Boeing Company announced they would be relocating approximately 550 positions from their Long Beach, Calif., facility to Oklahoma City.

These jobs were desirable because they represented highly-skilled, highly-paid workers. Boeing needed a high percentage of those employees deemed “essential personnel” to move with their families from Long Beach to Oklahoma City. In historical relocations, the company indicated that only around 10 to 15 percent of employees who were offered relocation packages agreed to relocate. These employees had years of training and knowledge that would be difficult to replace. Simply hiring new employees to fill these roles would be difficult.

In order to increase the number of those who would relocate, the Greater Oklahoma City Chamber offered to take a team of experts to Long Beach to meet with employees and their families. Boeing was thrilled and the Greater Oklahoma City Chamber decided that a comprehensive multimedia presentation would be given in Long Beach to help familiarize those contemplating the move with Oklahoma City and answer specific questions and concerns they might have about the city and the region. This would be followed with breakout sessions on specific content areas.

2. What is the goal or purpose of this project?

The goal of this event was to inform and educate essential Boeing employees and their families about all aspects of working and living in the greater Oklahoma City region.

The objective was to improve the percentage of Boeing employees willing to relocate to Oklahoma City and exceed the 10 to 15 percent “usual” acceptance rate.

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

The Chamber worked with advertising and marketing firm Ackerman McQueen to help produce the presentation. Over a two week period, the Chamber staff gathered info and developed messages for Ackerman, and Ackerman shot new

video where it was needed. These new assets were combined with existing archival footage to produce a seamless, dynamic relocation video presentation. During this two week window the Economic Development staff arranged for a team of 40 from Oklahoma City to travel, speak and assist with the presentation.

The target audience for the event were the 550 employees Boeing deemed essential personnel (because of their training and institutional knowledge). This group consisted of engineers who are highly educated and very analytical. The employees' families were also affected. The Chamber not only needed to sell the employees on Oklahoma City but their spouse, partners, children and any other family members.

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

From Chamber executives to Boeing leadership, the Boeing relocation presentation was deemed a huge success by all of those involved.

Anecdotally, a large number of the attendees were overheard talking about how much they learned about Oklahoma City from the presentation and how favorably the region compared to California. Their perceptions of Oklahoma City and "middle America" changed over the course of an afternoon and evening.

The ultimate goal was to help recruit Boeing personnel from Long Beach to Oklahoma City. Not only was the acceptance rate improved upon, but it greatly surpassed all expectations. At the end of the process, 85 percent of employees offered relocation packages (to date) in Long Beach accepted the company's offer to move to Oklahoma City.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

The program was such a success that it has already been used as the guide and blueprint for similar relocation projects by the Greater Oklahoma City Chamber, such as the recent Continental Resources HQ relocation.

Boeing was so impressed by the results, the Oklahoma City relocation has set a standard for the company.

Steve Hendrickson, Director of Government Relations for the Boeing Company, said "the Greater Oklahoma City Chamber worked in a seamless manner to provide access to key public officials and community leaders to address

employee concerns at no cost to Boeing. Boeing has identified these ongoing efforts as a 'best practice' benchmark for future business decisions.”

“Experience with these kinds of moves and with more than 300 local chambers of commerce throughout the country offers Boeing the opportunity to compare partnerships with these organizations. The Greater Oklahoma City Chamber stands alone in its timeliness and responsiveness to provide relevant, appropriate information to employees facing relocations decisions. “

6. In what ways is this project innovative or creative?

When recruiting talent to Oklahoma City (especially from outside of the Midwest) the Chamber had to combat certain stereotypes and opinions about “middle America”. It was important to engage Boeing employees directly and show them that Oklahoma City is a culturally vibrant community with a dynamic quality of life.

The Boeing relocation represented a global company bringing hundreds of high-paying jobs to the Greater Oklahoma City region. Having a speaker and PowerPoint, or one of the Chamber’s past relocation videos would not suffice. Instead, a multimedia video presentation with a high-level, diverse and engaging group of speakers was used. The center of this presentation was a dynamic video that highlighted Oklahoma City’s positive aspects and directly answered many concerns of the potential relocated employees. The two general session presentations were one hour in length. This was followed by eight breakout sessions on specific topical areas over a two-hour period. Sessions were staffed by three to six local experts on the topic.