



Wisconsin Land Information Association

Fall Regional Meeting Agenda

• October 27 & 28, 2011 • Bridgewood Resort Hotel & Conference Center, Neenah, WI •



Using GIS to Benefit Economic Development

Agenda: Thursday October 27th, 2011

7:45 - 8:30 **Registration**

8:30 - 8:45 **Welcome and Opening Remarks**

Speaker: Mark Harris, Winnebago County Executive

8:45 - 9:30 **American Fact Finder Application**

Speaker: Dan Veroff, UW-Extension Applied Population Lab

Demonstration and basic tips for using "American Fact Finder" along with information on how to extract data for use with GIS.

9:30 - 10:15 **GIS for Economic Development - Incorporating Economic and Census Data into Geospatial Analysis**

Speaker: Matt Kures, UW-Extension Center for Community and Economic Development

This session will look at how economic and demographic data from the Census Bureau and other agencies can be used in applied economic development applications such as industry cluster initiatives, labor market analysis, and customer prospecting.

10:15 - 10:30 **Break**

10:30 - 11:15 **UW – Whitewater's New GIS Center**

Speaker: Alvin Rentsch, GIS Center Program Manager

Alvin will provide an overview of the Center's initiatives and how their developing tools and using GIS to provide analysis and spatial analysis services for economic development.

11:15 - 12:15 **Locate in Wisconsin Application**

Speaker: Janet Ady, Executive Committee Member of Wisconsin Economic Development Corp. (WEDA) & President of Ady Voltedge

Janet's passion is business-to-business marketing and economic development. She will be demonstrating the application "Locate in Wisconsin" (a comprehensive database of available sites and buildings throughout Wisconsin) and will provide an overview of several projects she's involved in with WEDA and WIGICC.

12:15 - 1:30 **Lunch (included) & Town Meeting / Committee Updates**

1:30 - 3:00 **ESRI's Community & Business Analyst**

Speaker: Chris Liske, Esri Account Manager and Nathan Aamot, Esri Solution Engineer

Overview of how ArcGIS supports Community Development professionals in making informed decisions to increase economic activity. Esri software solutions, Business Analyst and Community Analyst will show how maps, analysis tools, statistics, and reports are used by executives, business analysts, and policy-makers to drive decisions and communication with stakeholders.

3:00 - 3:15 **Break**

3:15 - 4:00 **Eagl-i Economic Development Locator**

Speakers: Charlie Walker, Economic Development Director for Chippewa Co. Economic Development Corp. and Jeremy Holt, Applied Data Consultants

Eagl-i is a GIS-based site selection tool developed in conjunction with economic development professionals. Chippewa County, WI has utilized Eagl-i for over a year now. Charlie Walker and Jeremy Holt will demonstrate the features and functions.

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Agenda: Thursday October 27th, 2011 cont.

4:00 – 5:30 **LION Meeting**

6:00 – ? **Social Night / Networking Event**

Participate in a fun-filled night of bowling, food and camaraderie at Fox Valley Lanes. Transportation will be provided as well as pizza and soda. Other beverage/food options are available for purchase on your own.

Agenda: Friday October 28th, 2011

7:30 – 8:30 **Committee Meetings**

8:00 – 8:45 **Registration**

8:45 – 9:30 **Statewide Economic Development Program**

Speaker: Brenda Hicks-Sorensen, Wisconsin Economic Development Corporation (formally Dept. of Commerce)

Discussion on developing and implementing economic programs to provide business support, expertise, etc. and other programs related to economic development in the state.

9:30 – 10:15 **Advance – Green Bay Area Chamber of Commerce**

Speaker: Jessica Beckendorf, Associate V.P. of Economic Development

Advance is the public-private partnership committed to improving and diversifying the local economy by assisting businesses in the Green Bay Area.

10:15 – 10:30 **Break**

10:30 – 11:00 **Economic Impacts of GIS Use in Engineering and Development**

Speaker: Bob Mach, Mach IV Engineering and Surveying, LLC and Green Bay Area Homebuilders Association

Discussion on the positive economic impacts and applications having to do with the way we use the data for land developments, flood and dam studies, commercial developments, planning studies, marketing, etc.

11:00 – 11:30 **GIS and Regional Planning**

Speaker: Adam Pfferle, GIS Specialist-East Central Wisconsin Regional Planning Commission (ECWRPC)

Adam will share some projects involving GIS that his office has been working on.

11:30 – 12:30 **Strategies for Economic Growth from a Eight-County Region**

Speaker: Brad Elmer, Thrive Project Director

Thrive is the economic development partnership for the eight-county Madison Region. Brad will discuss their regional strategies for economic growth, applications, data sources, and how GIS plays a role.

12:30 – 2:30 **WLIA Board of Directors Meeting**



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Registration Sheet

To Register: Please email Ann Barrett at: abarrett@uniontel.net or fax: 715-366-4501 or call: 800-344-0421 to register for the Regional Meeting October 27th & 28th in Neenah, WI. Please indicate which days you plan to attend on registration sheet*.

Lodging Reservations: WLIA has a block of rooms on Wednesday and Thursday, October 26th & 27th for \$70 single or \$90 double if you qualify for the state government rate. To make your hotel room reservations, please contact the Bridgewood Resort directly either by phone (920) 720-8000 or online and mention you would like to book a room from the WI Land Information Association block. Their web site is: <http://www.bridgewoodresorthotel.com/>. Directions to the hotel can be found on the website.

Cost: Make check payable to WLIA and mail to: WLIA, P.O. Box 389, Wild Rose, WI 54984. Check must arrive prior to October 21st or you may pay by MasterCard or Visa below.

Cancellations: You may cancel by Friday noon, October 21st for a full refund. After October 21st there are no refunds.

REGISTRATION FORM:

Name _____
 Title _____
 Organization _____
 Address _____

 City, State Zip _____
 Email _____
 Phone _____ Fax _____

CHECK ATTENDANCE*:

October 27th, Thursday Meeting	<input type="checkbox"/> \$60.00 member	<input type="checkbox"/> \$70.00 non-member	<input type="checkbox"/> \$10.00 student
October 28th, Friday Meeting	<input type="checkbox"/> \$25.00 member	<input type="checkbox"/> \$35.00 non-member	<input type="checkbox"/> \$10.00 student

PAYMENT:

Please make check payable to WLIA
OR

MasterCard or Visa

Card Number _____

Exp. Date _____

Signature _____

Total Amount \$ _____



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Thursday Evening Networking Event - Registration Form

Please join us on Thursday evening, October 27th at 6pm, for an **Evening of Bowling at Fox Valley Lanes!**

The bus will leave from the Bridgewood Resort Hotel & Conference Center at 6pm for Fox Valley Lanes for a night of bowling and pizza. A concession stand is available if you would like to purchase additional food and/or drinks. Strike up conversation and get the ball rolling on the day's discussions while enjoying some friendly competition with your peers. Register today.

There isn't a moment to spare!

To Register: Please email Ann Barrett at: abarrett@uniontel.net or fax: 715-366-4501 or call: 800-344-0421.

Payment Options: Make check payable to WLIA and mail to: WLIA, P.O. Box 389, Wild Rose, WI 54984. Check must arrive prior to October 21st or you may pay by MasterCard or Visa below.

Cancellations: There will not be any refunds available for this event. You will be able to register on site on October 27th.



REGISTRATION FORM:

Name _____

Title _____

Organization _____

Address _____

City, State Zip _____

Email _____

Phone _____ Fax _____

COST:

The cost for this event is \$15.00. This will cover 2 games of bowling, shoe rental, pizza and soda.

\$15.00/person - Yes, I will attend the Fox Valley Lanes networking event!

PAYMENT:

Please make check payable to WLIA

OR

MasterCard or Visa

Card Number _____

Exp. Date _____

Signature _____

Total Amount \$ _____

*****If you're interested in sponsoring a portion of this event please contact Ann Barrett at abarrett@uniontel.net or 1-800-344-0421**