



Missouri Economic Development  
Financing Association



Kansas City Convention & Visitors Association

# 2011

ANNUAL  
CONFERENCE



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OCTOBER 13 - 14, 2011

**The Crowne Plaza Hotel Downtown**  
KANSAS CITY, MISSOURI





*Join us in Kansas City for the 2011 MEDFA Annual Conference. The Crowne Plaza Hotel Downtown will host this year's conference designed to continue MEDFA's mission to educate those involved in economic development across the state and to promote the responsible use of the financing tools that are essential to economic growth.*



For further information on the conference contact Jill Quinn, Program Consultant, at (816) 691-2120, or email at [jquinn@edckc.com](mailto:jquinn@edckc.com) or visit [www.medfa.com](http://www.medfa.com).

11:30 A.M. - 1:00 P.M.

## Conference Registration

1:00 P.M. - 2:15 P.M.

## Opening General Session

Conference Opening & Overview

Recognition of Sponsors

General Membership Meeting  
Election of 2011-12 Board of Directors

Legislative Update

**Moderator: Doug Stone**  
Legislative Committee Chair

**Panel: Randy Scherr**  
MEDFA Governmental Relations Consultant  
RJ Scherr & Associates

**John Britton**  
MEDFA Governmental Relations Consultant  
John Britton Associates

Missouri Dept. of Economic Development -  
Strategic Initiative for Economic Growth

**Speaker: Mike Downing**, Deputy Director  
Missouri Dept. of Economic Development

To identify a clear path for growth in the Missouri economy, the 2010 Strategic Initiative for Economic Growth was launched by Governor Nixon. The Initiative engages representatives from business, labor, higher education, and economic development across the state to chart a path for transforming the Missouri economy into a long-term, sustainable, 21st century growth economy.

2:15 P.M. - 2:30 P.M.

## Break

2:30 P.M. - 3:30 P.M.

## Concurrent Sessions

Session A. Expanding Your Tool Box: A Non-Traditional Look at Financing

In this session the panel will discuss non-traditional financing tools to structure a deal. They will provide examples of past and future projects using these tools.

**Moderator: Laura Radcliff**, Senior Vice President  
Stifel Nicolaus & Co.

**Panel: Zach Henderson**, Owner  
Plutus Investments

**Steve Stogel**, President  
DFC Group, Inc.

Session B. What's Up with Tax Credits & Incentives in Missouri?

This session will examine the impact of New Market, Historic, Affordable and other tax credits in Missouri. Current status and case studies will be presented regarding these credits as development incentives.

**Moderator:** Bob Mayer, President  
M R Capital Advisors

**Panel:** Ruben Alonso III, Executive Director  
Kansas City, Mo. Community  
Development CDE

Tony Krsnich, Principal  
Landmark Investment Group

James Farrell  
Alliance for Investment Jobs and  
Preservation (AIJP)

3:30 P.M. - 4:00 P.M. **Break & Board Shuttle Buses**

4:00 P.M. - 6:00 P.M. **Tour & Networking Reception**  
Kauffman Center for the Performing Arts

6:00 P.M. **Return to Crowne Plaza Hotel**

6:30 P.M. - 8:00 P.M. **Awards Dinner**  
Top of the Crowne Plaza Hotel

**Presentation of Legislative Award**  
**Presentation of Richard A. King Award**



**Keynote Speaker:**  
**Jonathon L. Sangster**  
Senior Managing Director  
CBRE Consulting, Atlanta, GA

As a recognized and leading national business location and site selection consultant, Jonathan Sangster assists clients in finding "best fit" locations that align with their strategic business objectives. He will address issues related to what companies are looking for in choosing where to locate or relocate their facilities.



## LEGISLATIVE AWARD

The MEDFA Board has established legislative awards to recognize Missouri legislators who have provided outstanding service in support of economic development in Missouri.



**Outstanding Legislator of the Year - Missouri Senate**  
**The Honorable Eric Schmitt**  
District 15  
Chairman, Senate Committee on Jobs, Economic  
Development, and Local Government



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**STIFEL**  
**NICOLAUS**



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MORRISON  
HECKER LLP

Attorneys At Law

**THOMPSON COBURN** LLP

**UMB**

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a Professional Corporation

4012 Bellview Avenue, Suite 300, Kansas City, Missouri 64111

# FRIDAY, OCTOBER 14

7:30 A.M. – 9:00 A.M.

## Networking Breakfast Buffet & Roundtable Topics

- Chapter 9 Bankruptcy and other Workout Alternatives for a CID or TDD in Financial Trouble (Hosted by Spencer Fane Britt & Browne)
- Municipal Disclosure (Hosted by Gilmore & Bell)
- Discussion of Kansas City's multi-modal experience and its successful leverage of private/public investment (Hosted by Lathrop & Gage)
- Escrow Agreements 101 – Who, When, How & Why (Hosted by UMB)
- Using CIDs as a Financing Tool – A Discussion of Selected Issues (Hosted by Lewis, Rice, & Fingersh)

9:00 A.M. – 10:00 A.M.

## Concurrent Sessions

### Session A. Renewable Resources – The Adaptive Use of Vacant Buildings

As a result of the economic conditions during the past four years, virtually all communities have suffered an increase in vacant buildings – everything from schools, factories, and shopping centers to large and small businesses. This session will discuss profit oriented and not-for-profit ways to put those vacant buildings back to work for the community.

**Moderator: Charles Miller**, Attorney  
Lewis, Rice & Fingersh

**Panel: Shannon Jaax**, Director  
Repurposing Initiative – Kansas City, Mo. School District

**Kirby Burkholder**, Executive Director, Mo.  
IFF (Nonprofit financial & real estate resources)

**Steve Foutch**, Chief Executive Officer  
Foutch Brothers, LLC

### Session B. Case Study – 12 Blocks West Project, Independence, Mo.

“12 Blocks West” is a non-profit corporation named for an area of western Independence, and parts of Sugar Creek and Blue Summit, with over 25,000 residents, beginning approximately twelve blocks west of the President Harry Truman home. This session will discuss formation of the corporation through the cooperative effort of the School District, the City of Independence, faith-based and civic organizations, and business and community leaders, and its activities to redevelop, revitalize and promote safe, stable, multi-income neighborhoods.

**Moderator: David Bushek**, Attorney  
Gilmore & Bell, P.C.

**Panel: Marcie Gragg**, City Councilmember, District One  
City of Independence, Mo.

**Lori Smith**, Vibe Marketing Group, President  
12 Blocks West Public Relations Consultant

**John Tramel**, Director of Neighborhood and Family Services  
Independence School District

**Jennifer Clark**, Director of Community Development  
City of Independence, Mo.

10:00 A.M. – 10:15 A.M.

## Break

10:15 A.M. – 11:15 A.M.

## Concurrent Sessions

### Session A. Case Study – Posty Cards (Kansas City, Mo.) and Valent Aerostructures (Washington, Mo.)

Posty Cards is a family-owned greeting card manufacturer in Kansas City's near Eastside. The company needed to double its size to meet business demands, but also wanted to become as “green” as possible. Using a creative combination of Federal and State New Market Tax Credits, State Enhanced Enterprise Zone tax credits and a 10-yr. property tax abatement from Kansas City's Land Clearance for Redevelopment Authority, Posty Cards was able to complete a \$6.4 million expansion and is seeking LEED Platinum status.

**Panel:** **Erick Jessee**, President  
Posty Cards

**Robert Long**  
Business Development Specialist  
EDC of Kansas City, Mo.

Valent Aerostructures is a rapidly growing aerospace manufacturer with a rural facility focus. Their new 85,000 square foot facility in Washington, Mo. is the consolidation of two eastern Mo. plants after a multi-state search. This project used Chapter 100 Abatement, Recovery Zone Facility Bonds, IRB/Small Issue Manufacturing Bonds, MDFB Bonds, MO Quality Jobs, and Job Training Credits.

**Panel:** **Korb Maxwell**, Attorney  
Polsinelli Shughart

**Mark Grimm**, Attorney  
Gilmore & Bell

**Session B. Tourism & Local Economic Development**

In the United States, tourism represents a bigger economic value than automotive manufacturing. It is also a critical sector in the state of Mo. and accrues positive value (economic and image) to Mo. and your communities. This panel will discuss current programs in place and examine opportunities for you to leverage tourism in your unique destinations.

**Moderator:** **Rick Hughes**, President & CEO  
Kansas City Convention & Visitors Assoc.

**Panel:** **Marci Bennett**  
Executive Director, St. Joseph, Mo.  
Convention & Visitors Bureau  
Executive Director, Mo. Association of  
Convention & Visitors Bureaus  
Chairwoman, Mo. Tourism  
Commission

**Katie Steele Danner**, Director  
Missouri Division of Tourism

11:15 A.M. - 11:30 A.M.

**Break**

11:30 A.M. - NOON

**General Session - Rethinking Economic Development - Fostering Entrepreneurship; Border Wars vs. Regionalism; Google Kansas City**



**Mayor Sly James**  
Kansas City, Mo.

12:15 P.M. - 2:00 P.M.

**Board of Directors Meeting & Luncheon (Ticketed event for members only)**

**Richard A. King**

The Richard A. King Award was established by the MEDFA Board of Directors to honor the memory of one of MEDFA's "Founding Fathers" and most dedicated supporters.



Dick served on the Board since the association's beginning in 1991, and as President from 1999-2001.

**Rob O'Brian, President  
Joplin Area Chamber of Commerce**



Rob has been President of the Joplin Chamber since 1995, with a distinguished career that includes the chairmanship of both MEDFA and MEDC at the same time. But on May

22, 2011, his job description changed from heading business development activities to heading business recovery. An EF-5 tornado ripped through town, resulting in 160 deaths, and damaging or destroying some 7,000 structures and more than 500 businesses.

Rob and the Chamber staff became the primary organizers of business recovery, coordinating the actions of state and federal agencies, providing information and guidance to businesses, and most importantly, providing the inspiration to rebuild. The Chamber so far has raised about \$500,000 for a long-term business recovery fund, which it plans to use in the future to help businesses equip themselves for reopening after they have exhausted insurance proceeds, bank loans and aid through the federal Small Business Administration. In addition, the "Joplin Tomorrow" fund was created through the leadership of former Senator John Danforth which seeks to raise \$10 million.

Rob's attitude is reflected in his comment that "We will be a better city, and we will rejoice in what we will become."

Rob is a member of the Citizens Advisory Recovery Team, which includes business leaders, city officials and representatives of the Federal Emergency Management Agency, to develop a vision for what Joplin should look like after rebuilding.

Rob has been instrumental in the development of numerous business projects over his career, which includes the negotiation of state and local incentives. In addition, Rob was one of the primary authors of the Missouri Quality Jobs Act in 2005.

# REGISTRATION FORM

Name \_\_\_\_\_ Title \_\_\_\_\_

City/Firm/Agency \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

I plan to attend the following events (check all that apply)

Tour & Reception at Kauffman Center for the Performing Arts \_\_\_\_\_

Awards Dinner \_\_\_\_\_

Networking Breakfast \_\_\_\_\_

Board of Directors Luncheon \_\_\_\_\_

*(Ticketed Event - MEDFA members only)*

Spouse/Guest Name: \_\_\_\_\_

Please specify any special dietary or other needs:  
\_\_\_\_\_  
\_\_\_\_\_

(Please use separate registration form for each individual attending from your office. You may copy this blank form.)

Member Fee - \$175.00 per person.

Non-Member Fee - \$225.00 per person

Spouse/Guest Fee - \$40.00

Student Fee - \$65.00

*Fee includes reception, dinner, breakfast buffet, Board luncheon, refreshment breaks, and all program material. No refunds if cancellation after October 10, 2011. CLE credits will be available for this conference.*

Please make all checks payable to:

## MEDFA

**1100 Walnut, Suite 1700  
Kansas City, Missouri 64106**

**Fax (816) 691-2170**

**E-mail: [jquinn@edckc.com](mailto:jquinn@edckc.com)**

### Hotel Information:

Please make your own hotel reservations. A block of rooms has been reserved until September 22, for the MEDFA Conference (Conference rate is \$109.00). Room reservations can be made by calling the Crowne Plaza Hotel at 1-888-233-9527 and ask for Missouri Economic Development Financing Association Group Rate.



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