



Sunday, March 28

- 2:00 – 5:00 pm **Registration**
- 3:00 – 5:00 pm **Are Elected Officials a Part of the Economic Development Process?**
Putting your Economic Development policies into practice
Maximizing your position of influence
(open to all attendees)

**** Dinner on your own ****

Monday, March 29

- 6:30 – 8:00 am **Breakfast Buffet**
- 8:00 – 8:30 am **Opening Remarks**
Keith Bass, CEO, ECG
- 8:30 – 9:15 am **How Sustainability Impacts your Credit Rating**
Dan Aschenbach, Moody's Investors Service
Credit Rating Factors: Electric Revenues ▪ Economy ▪ Tax Base ▪ PCA
- 9:15 – 10:00 am **Economic Perspective**
Roger Tutterow, Ph.D., Professor of Economics, Mercer University
- 10:00 – 10:30 am **Break**
- • • break out sessions – utility or economic development focus • • •
- 10:30 – 11:15 am **What is New with ECG Economic Development**
Charlie Gatlin, Director of Economic Development, ECG
Retail and community development, a new perspective
- 11:15 – 12:00 pm **Incentives and the New Market**
Dan McRae, Seyfarth & Shaw
OZ, EZ, CID, TAD, NMTC and what they mean for your community
- 10:30 – 11:30 am **Case Study: Smart Metering Implementation and Outcome**
Tim Martin, COO, Carroll EMC
Selection process, implementation & benefits of Smart Metering
- 11:30 – 12:00 pm **Tax Incentives for Renewable Energy**
Lee J. Peterson, J.D., Sr. Mgr., Research/Planning, Reznick Group, P.C.
Tax incentives ▪ a vehicle to cost reduction
- 12:00 – 1:30 pm **Lunch**



Monday, March 29 (afternoon session)

- 1:30 – 2:15 pm **Making Retail Work in your Community**
Kenneth J. Wood, P.E., Planners and Engineers Collaborative, Inc.
Jesse Shannon, Easlan Capital
Andrea L. Kenney, Pellerin & Salomon Real Estate Services
A Sustainable City: shops ▪ restaurants ▪ offices ▪ jobs ▪ investment
- 1:30 – 2:15 pm **Helping your Customer in Today's Economy**
Gary Nichols, Shaw Industries
Joe Cottam, General Mills
Craig D'Arcy, The Home Depot
Needs and concerns from multiple customer sectors
- 2:15 – 2:45 pm **Break**
- general session – all attendees ▪▪▪
- 2:45 – 3:30 pm **When Life Gives you Lemons: Marietta's Visioning Process for a Property
Redevelopment Project**
Beth Sessoms, City of Marietta
Costas Simoglou, Georgia Department of Economic Development
Vision: Jobs ▪ Investment ▪ Growth
Plan: Green Tech Corridor
Implementation: Sustainability
- 6:30 – 7:00 pm **Reception**
- 7:00 – 9:30 pm **Dinner**



Tuesday, March 30

- 6:30 – 8:00 am **Breakfast Buffet**
- ♦ ♦ ♦ break out sessions – utility or economic development focus ♦ ♦ ♦
- 8:00 – 9:30 am **Utility of the Future**
Robert Grant, KEMA
The proliferation of distributed generation and Smart Grid enabled consumer interaction is bringing utilities into the new world
- 8:00 – 8:45 am **The Financing Game**
Nancy Cobb, One Georgia Authority
Brian Williamson, Georgia Department of Community Affairs
The Ins & Outs of Grants and Loans for Economic Development
- 8:45 – 9:30 am **How You Can Compete for a Data Center Project**
Mary Douglass, Georgia Department of Economic Development
Wendy McArthur, CB Richard Ellis
Visionary thinking, planning and implementation can change your community
- 9:30 – 10:00 am **Break**
- ♦ ♦ ♦ general session – all attendees ♦ ♦ ♦
- 10:00 – 10:30 am **Public Service Commission Overview**
Lauren “Bubba” McDonald, Jr., Chairman, Public Service Commission
Current regulatory events before the PSC
- 10:30 – 11:30 am **How to Evaluate Property for Development**
Jerry Silvio, CEO, Silvio Development Company
Thinking of purchasing property – Evaluate First!
- 11:45 am **Lunch**
(Boxed lunch provided at course for golfers)
- 1:00 pm Golf at the Tom Fazio designed National golf course
- 6:00 – 9:00 pm **Heavy Hors D’oeuvres Reception**

Wednesday, March 31

- 6:30 – 8:00 am **Breakfast Buffet**
- 8:00 – 8:45 am **ECG Board Election**
- 9:00 – 10:00 am **ECG Board Meeting**
- 10:00 am **Adjourn**