



# AGENDA

MONDAY, APRIL 18 • 7:30 AM – 1:30 PM

L'AUBERGE CASINO HOTEL • BATON ROUGE



- 7:30 a.m.** - - - - - **Registration and Continental Breakfast**
- 8:00 a.m.** - - - - - **Opening Remarks**  
Adam Knapp, CEO, Baton Rouge Area Chamber  
Ed Jimenez, Director, Business and Economic Development, Entergy Louisiana, LLC
- 8:10 a.m.** - - - - - **Entrepreneurs, Economic Drivers and Diversification:  
How Louisiana Can Win in the Economic Development Competition**  
Don Pierson, Secretary, Louisiana Economic Development
- 9:00 a.m.** - - - - - **Site Selection**  
Gregory Burkart, Managing Director, Business Incentives Advisory, Duff & Phelps, LLC
- 9:30 a.m.** - - - - - **In My Back Yard (IMBY): The Importance of Local Engagement in Economic Development**  
Taylor Gravois, Principal, CSRS  
Chris Masingill, Chairman, Delta Regional Authority  
Ronny Walker, Mayor, City of Ruston  
Pat Witty, Director, Small Business and Community Services, Louisiana Economic Development
- 10:15 a.m.** - - - - - **Break**
- 10:30 a.m.** - - - - - **Louisiana: The Latest Bastion for Software and Technology**  
Christine Alford, General Manager, IBM Client Innovation Centers: North America  
Mike De Boer, CIO, GE Digital Solutions Technology Center  
Will LaBar, Vice President, CGI Federal
- 11:15 a.m.** - - - - - **Economic Development**  
Matt Erskine, Deputy Assistant Secretary of Commerce and COO,  
Economic Development Administration
- 12:00 p.m.** - - - - - **Lunch**
- 12:30 p.m.** - - - - - **Afternoon Remarks**  
Phillip May, President and CEO, Entergy Louisiana, LLC
- 12:35 p.m.** - - - - - **Governor's Address**  
John Bel Edwards, Governor, State of Louisiana
- 1:30 p.m.** - - - - - **Event Concludes**

PREMIER SPONSOR: Postlethwaite & Netterville

SUPPORTING SPONSOR: Delta Regional Authority

ECONOMIC DEVELOPMENT PARTNERS: BRAC • Central Louisiana Economic Development Alliance • GNO, Inc.  
• Lafayette Economic Development Authority • North Louisiana Economic Partnership • One Acadiana •  
South Louisiana Economic Council • SWLA Economic Development Alliance

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