Thank you for joining us at the 2020 Economic Summit, we appreciate your support and are proud to produce this event each January. We are grateful to our sponsors and all those who help make this event a great success each year.

The growth of this area continues to outpace all projections as our region is being transformed right before our eyes. It doesn’t take 2020 VISION to see that our community is evolving and rising in stature. This exponential growth presents both challenges and opportunities for all of us who call southern Utah home.

The St. George Area Economic Development office is honored to be part of the effort to promote prosperity for our local economy, and the residents of this amazing area.

Our board and staff work hard to serve this community, and they are part of an incredible team of community partners from local business, civic groups, and municipalities who devote time and resources into making this community so desirable. Many of you here today are part of this team of community members who work tirelessly to both promote and protect the quality of life that we all enjoy. We thank you for your own efforts, and for your continued support of our organization and the work that we do.

Thank you again for joining us today, and we look forward to continuing to work with you during the year ahead.

LaDel Laub  
Chairman of the Board
<table>
<thead>
<tr>
<th>Time</th>
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| 7:00  | Check-in and Breakfast Services  
*Ballroom*                                        |                        |
| 7:50  | Welcome by Jeriah Threlfall  
*Presentation of Colors by Pine View Air Force JROTC* |                        |
| 8:00  | Keynote by Dr. Susan Madsen,  
*Better Together: Workforce Practices That Can Strengthen the Economy* | *Ballroom*             |
| 9:00  | Networking Break                                                                       |                        |
| 9:15  | Breakout Sessions  
| 9:15 | Zion Park Live with the Park Data Program  
*Entrada A*                 |                        |
| 9:15  | Future of Transportation in Utah  
*Sunbrook C*                       |                        |
| 9:15  | 2020 Residential Real Estate in Washington County: A Review and a Preview  
*Sunbrook A & B*              |                        |
| 9:15  | Five Goals to Grow Utah’s Economy  
*Entrada B&C*                     |                        |
| 9:15  | VISION 2020: Water Required  
*Auditorium*                        |                        |
| 10:00 | Networking Break                                                                       |                        |
| 10:15 | What’s Up Down South Session  
*Ballroom*                             |                        |
| 11:15 | Networking Break & Garden Room Prize Giveaway                                          |                        |
| 11:15 | Grow Global: How Businesses & Communities Succeed through International Engagement  
*Entrada A*                     |                        |
| 11:30 | The Future of Tourism in Southern Utah  
*Sunbrook C*                       |                        |
| 11:30 | Commercial Real Estate  
*Sunbrook A & B*                      |                        |
| 11:30 | Washington County: Adventures in Economics, Trends and Move-ins  
*Entrada B & C*                  |                        |
| 11:30 | “HAC“-ing the Status Quo: Creating a Vision for More Attainable Housing  
*Auditorium*                     |                        |
| 12:30 | Vision 2020: A Conversation With Gubernatorial Candidates on Utah’s Business Outlook  
*Ballroom*                       |                        |
| 1:30  | Closing Remarks by Jeriah Threlfall  
*President, St George Area Economic Development*     |                        |
Better Together: Workforce Practices That Can Strengthen the Economy

Research shows that businesses will increasingly thrive when they attract, retain, promote, and empower both men and women. This keynote will focus on workplace practices, initiatives, and strategies that have been shown to help all employees flourish in ways that benefit companies and communities.

Presenter:
Dr. Susan Madsen

Orin R. Woodbury Professor of Leadership and Ethics
Woodbury School of Business at Utah Valley University

Dr. Susan R. Madsen is the Orin R. Woodbury Professor of Leadership & Ethics in the Woodbury School of Business at Utah Valley University. She is also the Founding Director of the Utah Women & Leadership Project. Susan has led efforts in Utah to get more women to graduate from college and to help more girls and women find their voices and become leaders. Professor Madsen and her team have written many Utah research and policy briefs, research snapshots, impact reports, newspaper editorials, and other resources. They host 20-30 events each year to support the mission of their work. Susan is also a well-known global scholar, authoring or editing six books and publishing hundreds of articles, chapters, and reports.

She is a sought-after speaker in local, national, and international settings. Susan has presented at the New York Times, Argentina Parliament Palace, House of Commons in England, Lithuania President’s Palace, and NGO sessions at the United Nations. She serves on many nonprofit, community, and education boards and committees, including Silicon Slopes, Envision Utah, Better Days 2020, Real Women Run, United Way of Utah County, Utah Financial Empowerment Coalition, Junior League of Salt Lake, and more. Dr. Madsen received a bachelor’s degree from BYU, masters from Portland State, and a doctorate from the University of Minnesota. She and her husband Greg are the proud parents of four adult children and two grandchildren.
VISION 2020: A Conversation With Gubernatorial Candidates on Utah’s Business Outlook

**Moderator:**

**Natalie Gochnour**
*Director Kem C. Gardner Policy Institute The University of Utah*

Natalie Gochnour serves as an associate dean in the David Eccles School of Business at the University of Utah, and as director of the Kem C. Gardner Policy Institute. She served in the administrations of three Utah governors – Bangerter, Leavitt and Walker – and was a political appointee in the George W. Bush administration. She authors regular columns in Utah Business magazine and the Deseret News and co-hosts the weekly radio program Both Sides of the Aisle on KCPW. Please join me in welcoming Natalie Gochnour.

When she is not working, you can find her cycling along the Jordan River Parkway, spending time with her two children and son-in-law, or up on the slopes skiing with her husband of 34 years.

**Jeff Burningham**
*Candidate for Governor State of Utah*

Since his early life and throughout his career, Jeff Burningham has been an innovator and entrepreneur, and has always been drawn to tackling big problems and building high-performing teams. He has demonstrated a knack for sensing what’s around the corner and capturing opportunities.

Utah is uniquely positioned to step onto the world stage. To seize this opportunity, Jeff believes we need to bring new thinking to government. That’s why Jeff is running. He’s an innovative outsider who is ready to bring game-changing leadership to capture the once-in-a-generation opportunity before us. We live in a rapidly-changing world, and Jeff believes that our state government needs to adapt to those changes. It’s time to challenge the inertia of bureaucracy, and bring new ways of thinking to government. The campaign for Utah’s next Governor isn’t about yesterday’s ideas, or today’s status quo. It’s all about tomorrow’s opportunity.
Spencer J. Cox  
Candidate for Governor  
State of Utah

“Spencer Cox is Utah’s 8th Lt. Governor. He and his wife Abby live in his small hometown of Fairview and teach their four children the importance of hard work on the seventh-generation family farm.

Spencer began public service on the Fairview City Council, then as mayor, county commissioner and state representative, all part-time positions. At the same time, Spencer led the family-owned telecommunications company. Under Spencer’s leadership, the company grew during the Great Recession and now installs fiber optics for many Silicon Slopes technology startups.

As Lt. Governor, he and Governor Herbert have invested significantly in public education, saved taxpayers more than $1 billion through efficiency measures and prioritized job growth in rural Utah. The Lt. Governor also leads task forces on homelessness, intergenerational poverty and youth suicide prevention.

Spencer believes Utah can be an example to the nation in returning to the principles of civility and limited government.”
**KEYNOTE SPEAKERS**

**Jon M. Huntsman**  
*Candidate for Governor*  
*State of Utah*

Jon M. Huntsman Jr. began his career in public service as a staff assistant to President Ronald Reagan and has served each of the US five presidents since then in critical roles around the world, including as Ambassador to Singapore, Deputy Assistant Secretary of Commerce for Asia, US Trade Ambassador, US Ambassador to China, and most recently US Ambassador to Russia. Twice elected Governor of Utah, Huntsman brought about substantial economic reforms, tripled the State’s rainy day fund, and helped bring unemployment rates to historic lows. During his tenure, Utah was named Best Managed State in America.

In November 2019, Huntsman announced his bid for a third term as Governor of Utah in hopes of helping the State’s future growth to compete with the rest of the world.

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**Amy Winder Newton**  
*Candidate for Governor*  
*State of Utah*

Aimee Winder Newton is the only candidate in the Utah governor’s race who brings elected experience, business experience, and a fresh perspective to state government.

Her focus includes improving education, ending the teacher shortage, strengthening Utah’s workforce, and creating long-term plans to tackle growth issues like housing, air quality, transportation and water.

Aimee currently serves on the Salt Lake County Council - where she’s overseen the state’s second largest budget and fought for innovative solutions to intergenerational poverty, mental health, and criminal justice. She was elected by her peers to serve as chair of the council in 2018. Her 25 years of local government experience also includes helping to incorporate Taylorsville City, serving on a planning commission and school community councils, and working for the city government in communications and economic development.

Aimee and her husband, Matt, have four children, ages 15-23. She has been a small business owner since 2003.
10:15 SESSION
Ballroom
This year’s What’s Up Down South session will highlight companies, programs and projects that depict the vision for 2020. The session will begin with an update by Department of Workforce Services Senior Economist, Lecia Langston.

Lecia Langston
Senior Economist
Utah Department of Workforce Services

Lecia Langston is a Senior Economist for the Department of Workforce Services. Her primary responsibilities include economic analysis for ten counties in the central and southwestern areas of Utah, making occupational projections and studying women in the workforce.

During six years of her 30-plus years of service, she served as Chief Economist for the Department. Ms. Langston is a past president and officer of the Wasatch Front Economic Forum (the local chapter of the National Association of Business Economists) and a past adviser on the Governor’s Economic Coordinating Committee. Lecia is the winner of several awards for excellence in labor market information publications and data visualizations. She has degrees from Utah State University in Economics and Political Science.
BREAKOUT SESSIONS

We know it’s hard to choose from so many great breakout sessions! Each year we try to find a balance between longtime favorites and new topics. Below is a description of each breakout session that will help you decide which two you will attend. We are very fortunate to have so many great presenters and panel members.

9:15 SESSIONS

Zion Park Live with the Park Data Program
Entrada A
Come prepared to see Zion National Park live. See everything from how many parking spots to how long you will wait at the South Entrance.

Future of Transportation in Utah
Sunbrook C
One engineer calls it a “digital seat belt.” It’s a futuristic system to create a protective bubble around cars using technology that allows vehicles to communicate constantly with one another, with traffic signals and even with the roadway to prevent collisions or other accidents.

2020 Residential Real Estate in Washington County: A Review and a Preview
Sunbrook A & B
Having 20/20 vision is a unique quality that many of us are not fortunate enough to enjoy. And when it comes to “seeing” into the future, our vision becomes even more blurry, especially when it relates to an ever changing and evolving real estate market. However, with that being said, we do have certain historical trends from previous years that are strong indicators for what we can expect in the next 12 months. So, if things like the “Silver Tsunami” or “The rise of the iBuyer” or perhaps even a discussion on “Recession: Facts & Fears” relative to our local, state, and national real estate market are of interest to you, make plans now to attend this year’s Residential Real Estate Breakout Session. Your real estate vision will improve after participating in this year’s Economic Summit.
Five Goals to Grow Utah’s Economy

Entrada B&C
Utah’s fast-growing and diverse economy is a national model, but to allow for more people to share in its benefits will take a focus on five areas. EDC Utah will lead a discussion of 1) the fourth industrial revolution and key industry sectors, 2) pathways to opportunity both rural and urban, 3) workforce development, 4) public-private collaboration, and 5) incentive policies.

VISION 2020: Water Required

Auditorium
An overview of how water shapes all factors of economic development – jobs, real estate, transportation, tourism and more. Spoiler alert: none would be here without water. Join us for a discussion on water’s economic importance and what your water providers are doing to ensure your tap doesn’t run dry.
**BREAKOUT SESSIONS**

**11:30 SESSIONS**

**Grow Global: How Businesses and Communities Succeed through International Engagement**

*Entrada A*

St. George’s growth is driving new opportunities on the global stage. Come learn from WTC Utah CEO Miles Hansen, international experts and local exporters about how global affairs affect Utah and what businesses and communities can do to leverage international opportunities into greater prosperity, diversity and resilience.

**The Future of Tourism in Southern Utah**

*Sunbrook C*

Join southern Utah’s tourism experts from Washington, Kane, Iron, and Garfield Counties for an update on all things tourism and their VISION for the future of one of Utah’s most important industries.

**Commercial Real Estate**

*Sunbrook A & B*

What’s the vision for commercial real estate in Southern Utah? LINX Commercial Real Estate and NAI Excel will discuss the office, retail, industrial and investment sectors in Washington County, talk about new projects coming to the market, and give you insight on the commercial real estate trends for our area in 2020 and beyond.

**Washington County: Adventures in Economics, Trends and Move-ins**

*Entrada B&C*

Take a deep dive into Washington County’s economic indicators and demographics. Come with your questions about the current economy. What data underlies the trends? What are the demographics of the area? What do new data sources reveal?
“HAC”-ing the Status Quo: Creating a Vision for More Attainable Housing

Auditorium

Do you know someone affected by the cost of housing in our community? Are you curious about the state of housing and what is being done to help address the issue? Join this informative session to explore data, gain clarity about the relationship between housing and economic mobility, and learn how industry and community stakeholders are working together to increase attainable housing options for Washington County residents. Hosted by the Housing Action Coalition (HAC).
The summit is a great chance to make new connections and gain a lot of knowledge all at once. I always enjoy the presentation on the state of our local economy, and the breakout sessions.” - David S.
“I attend the summit to be in the know on what's happening in Washington County. You get to rub shoulders with city and business leaders, network with clients, and hear from the experts. It's a great way to start your business off right for the year.” - Travis P.
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THANK YOU TO ALL OF OUR SPONSORS
St. George Area Economic Development is a non-profit membership organization that includes both private and public partners. Our organization was created over 20 years ago to direct the economic development of Washington County and its cities. We appreciate your support of this year’s economic summit and hope you enjoy the event. The Economic Summit has a 24-year history and is southern Utah’s premier business conference with an annual attendance of approximately 1,000 of the area’s top business and community leaders.

In addition to highlighting our community through the economic summit, we work closely with our partners and other community groups throughout the year to promote prosperity and encourage economic growth in Washington County and the surrounding areas. If you are looking for an organization to be part of that will afford you the opportunity to make a difference please consider becoming one of our partners. Contact one of our staff or board members to find out how to become part of our team.
BOARD MEMBERS

LaDel Laub
CEO of Dixie Power and Chairman of the Board

Mari Krashowetz
Executive Officer of Southern Utah Home Builders Association

Biff Williams
President of Dixie State University

Jon Pike
St George City Mayor and Regional Operations Director for Select Health

Derek Hadlock
VP of College Services, Dixie Technical College

Linda Baker
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Morris Peacock
Partner, HintonBurdick CPAs

Lowry Snow
Utah State Representative, District 74

Dean Cox
Washington County Commissioner

Steve Brough
Senior Vice President Commercial Banking Regional Director Southern Utah, Zions Bank
TOUR DETAILS

WHEN: 9AM - NOON
JANUARY 10, 2020

PRICE: $45/SEAT
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DOWN SOUTH

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