Registration Now Open

Join us the mornings of Tuesday, September 29th and Wednesday, September 30th for the National League of Cities (NLC) First Tier Suburbs Council Small Business Economic Resiliency Conference featuring Phoenix East Valley Cities. The goal of the two-day conference is to identify new strategies and practices for supporting small businesses, develop resiliency, and promote equity and inclusion in small business recovery.

Keynote Speakers

Jeremy Hartman, Vice President and Alexandra Rosen, Director for Venture Forward at GoDaddy will share critical insights about microbusinesses and stabilizing the local economy with information from their multi-year study of 20 million microenterprise ventures. These ventures are not built by the entrepreneurs you hear about in Silicon Valley, but by everyday people who take their passion, creativity, and hard work to start something new.

Jeremy Hartman has over two decades of experience developing communication platforms for companies, nonprofits, and political candidates. Prior to GoDaddy, he was Director of Applied Thought Leadership at Cisco.

Alexandra Rosen is passionate about empowering people and businesses to reach new goals through technology, creativity, and connected experiences. She is an Entrepreneur-in-Residence at the UCLA Anderson Venture Accelerator.

Stacy Cline, GoDaddy’s Corporate Social Responsibility & Sustainability Director, will discuss Empower by GoDaddy, a social impact program that works to level the playing field for entrepreneurs in underserved communities by providing tools, training, and peer networks to assist small business owners in starting and growing ventures. Stacy will share the process of creating innovative program and partnership models, scaling small business programs across markets, and lessons learned along the way.

Stacy Cline is responsible for driving the strategic direction of GoDaddy’s social impact efforts, leading CSR processes and initiatives, and driving engagement across culture to create business value.

Dates
September 29th and 30th
8am-11am, PDT

Location
Virtual

Who should attend
Local government officials, economic development leaders, and small business services providers.

Questions?
Contact Kirk Ross, Member Engagement Coordinator, West Region at 202-626-3093 or ross@nlc.org.

About the NLC Program:
This year, the City of Mesa and the towns of Gilbert and Queen Creek were selected to participate in NLC’s First Tier Suburbs Development Program. This innovative program provides a forum for suburban and exurban communities to respond strategically to pressing economic challenges. The First Tier Suburbs Economic Development Program was developed in partnership with TIP Strategies (TIP), a nationally renowned economic development consulting firm based in Austin, Texas.
Additional Speakers

► Mayor Gail Barney, Town of Queen Creek

Mayor Barney was appointed to fill a vacancy on the Town Council in January 2002 and has served as Mayor since he was elected in June 2010. As Mayor, Barney represents Queen Creek on the Maricopa Association of Governments (MAG) Regional Council, on MAG’s Executive Committee, Economic Development Committee, and Transportation Policy Committee, and serves on the Phoenix-Mesa Gateway Airport Authority Board of Directors, the Maricopa/Northern Pinal Gateway Alliance, the Arizona Municipal Tax Code Commission, the League of Arizona Cities and Towns Executive Committee, the Valley Metro RPTA Board of Directors, and represents the Town Council on the Queen Creek Public Safety Retirement Board.

► Mayor John Giles, City of Mesa

Mayor Giles was elected Mayor of Mesa in August 2014 and was reelected in 2016 and 2020. Mayor Giles oversees a growing economy that’s added thousands of new jobs and over $3.65 billion in new capital investment. He brings renewed focus and attention to Mesa’s downtown, resulting in a new Arizona State University facility with cutting edge programs and budding creative economy with new businesses, restaurants, and entertainment options. Education and building Mesa’s workforce are top priorities for Mayor Giles. He is a member of the United States Conference of Mayors Board of Trustees and served as Chair of their Immigration Task Force. He is also a proud member of the Mayor’s Challenge to End Veterans Homelessness; Mesa’s program has housed more than 120 homeless vets.

► Vice Mayor Yung Koprowski, Town of Gilbert

Vice Mayor Koprowski was appointed to the Town Council in April 2020 and Vice Mayor in September 2020. She served as vice chair of the Citizens transportation Task Force prior to her appointment. Vice Mayor Koprowski is a civil engineer as well as Founder and Principal of Y2K Engineering, a transportation engineering firm. Her professional focus is on traffic engineering, transportation planning, safe and intelligent transportation systems and walking and bicycling.

Panel Discussion: Challenges and Opportunities in COVID-19 Resiliency

► Kimber Lanning, Founder and Executive Director, Local First Arizona Foundation

Kimber is an entrepreneur, business leader, and community development specialist who works to cultivate strong, self-reliant communities and inspire a higher quality of life for people across Arizona. Lanning is the Founder and Executive Director of Local First Arizona Foundation (LFAF), a statewide organization focused on creating a diverse and inclusive Arizona economy. LFAF programs include increasing healthy local food production and access, growing entrepreneurial development in underserved communities, and expanding rural community development.
Jenny Poon, Founder, CO+Hoots

Jenny Poon is a serial entrepreneur and Founder of CO+Hoots. Ranked as the #4 coworking space in the US by Inc.com, CO+Hoots currently houses 280+ scaling entrepreneurs and small businesses and has been integral in creating hundreds of jobs locally. Jenny speaks regularly on leadership and the importance of nurturing innovation in the workspace, serves as an advisor for numerous startups, and works tirelessly to bring visibility to coworking as a new economic development tool for building vibrant and equitable cities.

Kimberly Roland, Director of Innovation & Entrepreneur Programs, Better Business Bureau Serving the Pacific Southwest

A native Phoenician, Kimberly is responsible for the design and implementation of entrepreneur programming at BBB, including the development of new services for both accredited businesses and small business startups. She also created and co-produces The Torch, BBB’s business podcast focused on Main St. entrepreneurship, and launched the Industrious Women’s Summit, serving women business owners and leaders in male-dominated trades.

Panel Discussion: Success Stories from Phoenix East Valley Cities

Doreen Cott, Economic Development Director, Town of Queen Creek

Doreen Cott is the Economic Development Director for the Town of Queen Creek. She actively works to diversify and strengthen Queen Creek’s economic base through business attraction, a focus on small business development, support of entrepreneurs in the community and a robust tourism program. In addition to Economic Development, Doreen oversees the Town’s Real Estate Division and Horseshoe Park & Equestrian Centre. Doreen has been with the Town over fourteen years and has been working in the economic development field for 22 years. Prior to joining Queen Creek, Doreen worked for eight years in the Town of Gilbert’s Economic Development Department as a Business Development Specialist.

Dan Henderson, Economic Development Director, Town of Gilbert

Dan Henderson, CEcD, is currently the Economic Development Director for Gilbert, Arizona and is responsible for the economic development, redevelopment and tourism lines of services in the community. Since joining Gilbert, Arizona in 2007, The Office of Economic Development has facilitated transactional activities exceeding more than $3 billion in capital investment, over 12 million new or expanded square-feet, created or retained 26,000 jobs, and earned accreditation through the International Economic Development Council (IEDC).
Jaye O’Donnell, Assistant Economic Development Director, City of Mesa

Jaye O'Donnell has served as the Assistant Economic Development Director for the City of Mesa since 2012. In her role, Jaye is responsible for strategic planning, brand management, communications, and operations. During her career in Mesa, Jaye has led key initiatives including Mesa’s higher education recruitment efforts, Falcon District and Asian District brand development, Mesa K-Ready initiative, and Mesa CARES Small Business Reemergence Grant and Technical Assistance programs.

Panel Discussion: Phoenix East Valley Small Business Resiliency

Eric Hervey, Mythical Coffee, Town of Gilbert

Brian McKean, Old Ellsworth Brewing Company, Town of Queen Creek

Brian has been many things; a sailor, an electrician, a door-to-door sales guy, Christmas tree trimmer, detasseler, father, student, and more. Brian has an affinity for fixing things. If it is broken, he can fix it! Don’t let the beard fool you— he also has a master’s degree in business. A personable owner you may just find him sweeping or bussing tables on any given day in the brewery when he is not buried in paperwork and navigating the wheel for Old Ellsworth Brewing Company.

Adam Small, Urbix Resources, City of Mesa

Adam Small is a serial entrepreneur with a decade of experience championing early stage technologies and businesses. He is the co-founder of Urbix Resources, a materials science company that specializes in graphite purification for refinement for energy storage applications. Adam is currently the Founder and CEO of IPAssets, a Blockchain Integration Services company offering solutions for industry and academia.

Entrepreneurship Trends and Resources

Adrian Hernandez, First Tier Suburbs Council Chair, National League of Cities

Adrian Hernandez is a native Houstonian who has been civically active in his community since 2008 when he opened his business, The Drink Station, a local tea and coffee shop chain. In 2019, Adrian sold his company and accepted the position of Executive Director with Keep Pearland Beautiful, a local Keep America Beautiful affiliate founded in 1982. Adrian currently serves as Position 4 City Councilmember for the City of Pearland, TX.

Jenn Steinfeld, Director of Entrepreneurship and Economic Development, National League of Cities

Jenn Steinfeld is the Director of Entrepreneurship and Economic Development with the Center for City Solutions at the National League of Cities. Jenn has spent the last two decades working at the intersection of policy and action to help communities become more just and inclusive, most recently at the City of
Jenn had advocated for a more just, equitable, and inclusive civil society, primarily focused on LGBTQ and gender equity issues, community health, and education.

**Small Business Research and Findings**

- **Jeff Marcell, Senior Partner, TIP Strategies**
  
  As a senior partner with TIP Strategies, Inc., Jeff Marcell leads high-profile national consulting engagements. He has worked with cities, counties, regions, and states in developing economic and workforce development strategies including the States of Delaware, Washington, Michigan, Montana, and Alaska, as well as the Minneapolis-Saint Paul region, the Detroit region, Newport County RI, Charleston County SC, the Port of Tacoma, and many others.

- **Jenn Todd-Goynes, Consultant, TIP Strategies**
  
  Jenn has extensive experience contributing to transformational work in strategic planning, implementation, and partnership building. Her work has primarily focused on economic development, city planning, sustainability, and organizational strategy. She has led projects in the public and private sectors, working with stakeholders to define challenges and implement creative solutions to complex problems.