

AGENDA

Rural
Infrastructure
Readiness

Community
Planning

ROI Tool

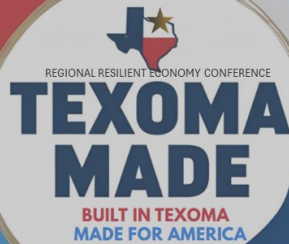
Economic
Development
Panel

City
Funding

Tourism

Small
Business

Workforce
Readiness
Panel



Join us
for an Epic One-Day
Event of Ideas,
Innovation & Impact!

8:00 AM—4:00 PM

11.05.2025

Tickets are now available at
TexomaMadeConference.com

19 TOPICS | 4 POWER PANELS | 8 STRATEGIC THEMES DRIVING GROWTH | 35 SPEAKERS

Agenda Highlights

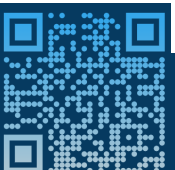
MABEE BANQUET HALL
WRIGHT CAMPUS CENTER, AUSTIN COLLEGE
1301 E. Brockett St, Sherman, TX

Keynotes – Leaders shaping the future
Economic Development – Regional growth ideas
Future-Ready Workforce – WFS insights
Big Impact, Local Leaders – Inspiring stories
Infrastructure Readiness – Building strong foundations
Resilient Communities – Planning & financing tools
Cross-Border Collaboration – North TX & Southern OK

AI in Action
Small Business Innovation
Power Partnership – SBDC + SBA Success
Networking – Connect & collaborate
Regional Power – Chambers working together
Tourism Spotlight – DFW, McKinney, Texoma
and much more!



This Project was made possible with funding from the U.S. Economic Development Administration (EDA)



AGENDA

8:00 - 8:45 AM: Conference Registration & Advance Networking (Mabee Banquet Hall)

8:45 - 9:00 AM: Welcome-Remark *Eric Bridges, Executive Director, TCOG* (Mabee Banquet Hall)

9:00-10:00 AM: Concurrent Sessions (20 mins each session + Q&A, Sessions are scheduled across 3 classrooms)

- ▶ **DOWNTOWN CORE THRIVING** Combine Mixing residential, commercial, and recreational spaces creates a vibrant hub for growth and community engagement, earning Denison the 2025 Great American Main Street Award—**Speaker: Renee Waggoner**, Assistant City Manager, City of Denison. (Room A)
- ▶ **LAND USE & ZONING** Address housing needs and downtown revitalization through strategic land use plans and zoning ordinances, promote sustainable growth—**Speaker: Mary Tate**, Director of Development Services, City of Denison. (Room A)
- ▶ **DRIVING BUSINESS GROWTH** The Chamber of Commerce plays a pivotal role in building and strengthening the local economy from within by connecting and supporting small businesses—**Speaker: Diana Theall**, President & CEO, Denison Chamber of Commerce. (Mabee Banquet Hall)
- ▶ **PARTNERING FOR BUSINESS SUCCESS** The Chamber builds partnerships to connect leaders and small businesses, driving local growth and resilience—**Speaker: Sandy Rehkopf**, President & CEO, Sherman Chamber of Commerce. (Mabee Banquet Hall)
- ▶ **TRANSPORTATION** By improving connectivity, creating jobs, expanding housing options, and opening markets, these efforts build sustainable economic resilience for rural communities—**Speaker: Clay Barnett**, Vice President of Huitt-Zollars. (Room B)
- ▶ **BROADBAND** Reliable wireless service supports communities in tracking progress and making informed decisions to strengthen economic resilience—**Speaker: Paul Narro**, Policy Director, TekWav. (Room B)

10:10-11:10 AM: Concurrent Sessions (20 mins each session + Q&A, Sessions are scheduled across 3 classrooms)

- ▶ **MODAL TXDOT** Modal programs boost connectivity and growth, providing flexible access to markets and jobs while supporting rural development—**Speaker: Caroline Mays**, Director of Planning and Modal Programs, TxDOT. (Room A)
- ▶ **AFFORDABLE HOUSING: DEVELOPER-GOVERNMENT PARTNERSHIP** Successful developer-government collaborations show how communities tackle housing affordability and plan for sustainable growth—**Speaker: Maggie J Paker**, Founder, Innovan Neighborhoods. (Room A)
- ▶ **SBDC + SBA PANEL** SBDC & SBA provide counseling, capital, and training to drive small business growth and regional resilience—**Speakers Panel: Dr. Karen Stidham**, Director of SBDC Grayson, Cooke & Fannin Counties, **Bridget Moon**, Economic Development Specialist, SBA. (Mabee Banquet Hall)
- ▶ **TOURISM PANEL** From DFW to McKinney, Texoma, and Southern Oklahoma, Tourism connects communities, creating jobs, and showcasing Texoma's unique assets —**Speakers Panel: Aaron Werner**, President and CEO, Visit McKinney, **Brandi Burkhalter**, Executive Director, Lake Texoma Association, **Steve Smith**, Board Chair of Trinity Coalition, Visit DFW. (Mabee Banquet Hall)
- ▶ **NAVIGATING THE ALPHABET SOUP OF DEVELOPMENT FINANCING & SPECIAL PURPOSE DISTRICTS** (40 mins) A variety of Infrastructure & Capital Funding Tools, such as MUDs, PIPs, TIFs, and TRZs, will be explored to highlight the different approaches available for supporting community development and resilience —**Speaker: Joey Grisham**, Economic Development Director, City of Anna. (Room B)

11:20-12:20 PM: Concurrent Sessions (20 mins each session + Q&A, Sessions are scheduled across 3 classrooms)

- ▶ **FISCAL STRATEGIES** (40 mins) Strategies to help cities align funding with priorities for infrastructure, services, and sustainable growth —**Speaker: Renee Waggoner**, Assistant City Manager, City of Denison. (Room A)
- ▶ **FINANCIAL ASSISTANCE PROGRAMS FOR DRINKING WATER, WASTEWATER, & FLOOD MITIGATION** Water Financing: TWDB funding for projects that improve infrastructure and boost economic resilience—**Speaker: Scott Galaway**, Outreach Specialist, Texas Water Development Board. (Room B)
- ▶ **TURNING DATA INTO ACTION: ENERGY EFFICIENCY STRATEGIES FOR RESILIENT COMMUNITIES** (SECO/SPEER) Explore how local governments use energy data to cut costs, improve efficiency, and build resilient communities—**Speaker: Shaun Auckland**, Senior Manager, Govt & Community Engagement, The South Central Partnership for Energy Efficiency as a Resource (SPEER). (Room B)
- ▶ **RESIDENTIAL DEVELOPMENT IMPACT MODEL** (40 mins) Learn how this tool can help communities evaluate the return on investment of for new residential projects and estimate break-even timelines for recovering public costs—**Speaker: Paul Scheuren**, Managing Partner & Economist, Impact Data Source, LLC. (Room C)

12:30-1:30 PM: Lunch (Mabee Banquet Hall)

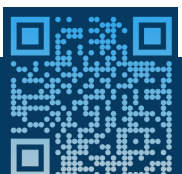
1:45-2:45 PM: Economic Development Panel (45 mins each session + Q&A) (Mabee Banquet Hall)

- ▶ **REGIONAL ED PANEL** Regional EDC Leaders: Lessons learned, current impacts, vulnerabilities, and why a diverse economy is key to resilience and growth —**Speakers Panel: Kent Sharp**, President, EDC Sherman, **Tony Kaai**, President, EDC Denison, **David Ellis**, Executive Director, EDC of Van Alstyne, **Pam Polk**, City Manager, Durant City, OK.

3:00-4:00: Concurrent Sessions (20 mins each session + Q&A, Sessions are scheduled across 3 classrooms)

- ▶ **WORKFORCE SOLUTION PANEL** Future-Ready Workforce: Schools + Programs fueling regional growth —**Speakers Panel: Janie Bates**, Executive Director of Texoma WFS, **Lisa Holloway**, Director of Corporate Foundation and Government Relation, Austin College, **Dr. Jeremy McMillen**, President, Grayson College, **Dr. G. Brent Wallace**, Chancellor/CEO, NCTC Foundation College, **Elizabeth Clayton**, Coordinator of Career, Military and Workforce Development, Sherman ISD, **Dustin Anderson**, CTE Director, Denison ISD. (Mabee Banquet Hall)
- ▶ **SMARTER, NOT HARDER: INTEGRATING AI INTO YOUR SMALL BUSINESS OPERATIONS** Discover how AI streamlines operations, boosts productivity, and drives innovation—helping your business grow efficiently and stay competitive—**Speaker: Amy May**, Owner of May Media. (Room A)
- ▶ **FINANCING THE FUTURE: HOW TX-PACE UNLOCKS PRIVATE CAPITAL FOR REGIONAL GROWTH** TX-PACE helps property owners fund energy upgrades with no upfront cost—cutting expenses, raising value, and fueling small business growth and redevelopment for long-term prosperity—**Speaker: Dr. Teresa Smith**, Director of PACE Transactions, Texas PACE Authority. (Room C)

Information in this agenda is subject to change



FEATURING PRESENTATION



Caroline Mays, AICP
Director of Planning and
Modal Programs, TXDOT



Renee Waggoner
Assistant City Manager
City of Denison



Mary Tate
Director of Development
Services, City of Denison



Maggie J Parker
Managing Partner & Founder,
Innovan Neighborhoods

COMMUNITY PLANNING



Diana Theall, IOM
President & CEO,
Denison Chamber



Sandy Rehkopf, IOM
President & CEO,
Sherman Chamber

SMALL BUSINESS



ROI
Paul Scheuren
Managing Partner & Economist
Impact Data Source, LLC.



AI TOOL
Amy May
Founder & Owner, May Media



Joey Grisham
Economic Development Director,
Anna City



Renee Waggoner
Assistant City Manager,
City of Denison



Dr. Teresa Smith
Director of PACE Transactions,
TX-PAVE Authority

CITY FUNDING



Clay Barnett, PE, CFM
Vice President,
Huitt-Zollars



Paul Narro
Policy Director, TekWav



Scott Galaway
Outreach Specialist, TWDB



Shaun Auckland
Senior Manager, Government &
Community Engagement, SPEER

RURAL INFRASTRUCTURE READINESS



Aaron Werner
President & CEO
Visit McKinney



Brandi Burkhalter
Executive Director
Lake Texoma Association



Steve Smith
Board Chair of Trinity
Coalition, Visit DFW

TOURISM PANEL



Dr. Karen Stidham
Executive Director of
SBDC, Grayson, Cooke
& Fannin Counties



Bridget Moon
Economic Development
Specialist,
SBA-DFW

SBDC + SBA PANEL



Janie Bates
Executive Director
Texoma WFS



Lisa Holloway
Director of Corporate Founda-
tion & Government Relations
Austin College



Dr. Jeremy McMillen
President,
Grayson College



Dr. G. Brent Wallace
Chancellor/ CEO of
NCTC Foundation
College



Elizabeth Clayton
Coordinator of
Career, Military and WFD,
Sherman ISD



Dustin Anderson
CTE Director,
Denison ISD

WFS READINESS PANEL



Kent Sharp
President,
Sherman EDC



Tony Kaai
President,
Denison EDC



Sean Pate
City Manager
Bonham City



David Ellis
Executive Director
Van Alstyne



Pam Polk
City Manager
Duran City

REGIONAL ECONOMIC DEVELOPMENT PANEL (NORTH TEXAS & SOUTHERN OK)

Explore strategies to strengthen current sectors, prepare for growth, and align school workforce programs to drive regional economic success.

Join Our Texoma's Big 5 EDCs and Southern Oklahoma ED leaders to discuss regional economic impacts, vulnerabilities, resilience strategies, and the value of a diversified economy.

