



## “STRATEGIES FOR TARGETED ECONOMIC DEVELOPMENT” KEY TOPIC AT TIDC SPRING CONFERENCE

Plans are under way for a packed agenda, with plenty of networking opportunities, at TIDC’s annual Spring Conference. Held April 23-25 at the Holiday Inn in Destin, Florida, the conference begins with a reception at 5:30 Wednesday evening. The agenda for the event should spark discussions and an exchange of ideas.

On Thursday, members will hear a presentation from Angelou Economics entitled “Developing the Marketing Plan: Strategies for Targeted Economic Development.”

Angelou Economics offers advice to companies and communities who want to take advantage of the new economy. An economic development consulting firm, they specialize in the site selection needs of the technology industry and the communities seeking to recruit them. You can learn more about them at their website - [www.angeloueconomics.com](http://www.angeloueconomics.com).

### Friday’s speakers include:

- John Bradley, TVA’s Senior Vice President of Economic Development
- Wayne Scharber, Interim President of the Tennessee Chamber of Commerce and Industry
- Matt Kisber, Commissioner Tennessee Department of Economic and Community Development

Last year, 157 members attended the Destin event. Attendance at the spring conference allows the organization to work toward goals as well as allowing individual members the opportunity to become involved and use the network to their advantage.

***Hope to see you there!!***

### Conference Registration

Register for the conference directly with the TIDC. Fees: Member \$100; Non-Member \$150; Guest \$50; Golf \$75. Register online at [www.tidc-ecdev.org](http://www.tidc-ecdev.org) or contact Suzie Lusk at 615-256-5141 for more information or a registration form.

### Hotel Reservations

Members are responsible for making their own hotel reservations for the spring conference stay. The deadline is April 4 for the negotiated conference rate. Phone the Holiday Inn- Destin toll-free at 877-837-6181 and ask for the TIDC rates.

### Sponsorship Opportunities

Spring conference sponsorship opportunities are still available. Opportunities range from coffee breaks and continental breakfasts to receptions, a shrimp boil, dinner or general conference sponsorships. Call Suzie Lusk at 615-256-5141 for details.

by Roland H. Myers III, Director of Government Relations  
Becky Winnett, Political Action Coordinator

Tennessee's political landscape changed dramatically in late 2002 and early 2003 with the election of Governor Phil Bredesen, twenty-six new state legislators, and Senator Bill Frist as Majority Leader of the U.S. Senate. With these changes come new approaches to managing state government and fresh ideas on how to address issues such as the budget, health care and education.

## At the U.S. Capitol

Tennessee's U.S. Senate delegation had significant changes in 2003. Following a heated election primary and serious general election challenge in 2002, former Tennessee Governor Lamar Alexander (R) took the office of retiring Senator Fred Thompson (R). Senator Bill Frist (R) was elected Majority Leader by his Republican colleagues in January. As Majority Leader, Senator Frist controls the Senate's agenda and schedule and is well positioned to protect and promote the needs of Tennessee in Washington.

Tennessee's U.S. House of Representatives' delegation also had major changes. In the 4th Congressional District, Lincoln Davis (D) replaced Representative Van Hilleary (R). Hilleary gave up his seat to run for Governor. Former U.S. Representative Jim Cooper (D) returned to the House from Tennessee's 5th District to replace Rep. Bob Clement (D). Clement unsuccessfully battled Alexander for the open Senate seat. In the 7th District, Marsha Blackburn (R) replaced Rep. Ed Bryant (R) who ran against Alexander as a primary opponent. All other U.S. Representatives from Tennessee were re-elected.

## At the State Capitol

Former Nashville Mayor Phil Bredesen (D) was elected over Rep. Van Hilleary (R) as Tennessee's 42nd Governor. Governor Bredesen and his cabinet took office on January 18, 2003. His election represents a party shift in the state's executive branch. For the past eight years, Republican Governor Don Sundquist has held office. For the first time since 1994, Democrats control the General Assembly and Governor's Office.

The balance of the State Senate went unchanged in the 2002 election. The Democrats kept control by a margin of three seats. As it was in the 2001-2002 session of the General Assembly, the Senate's party split is 18 Democrats to 15 Republicans. The party balance in the State House of Representatives changed. The Republicans closed the gap somewhat with a gain of three seats. The split is now 54 Democrats to 45 Republicans. Although still the majority party, and therefore in control of the House, Democrats must now work more closely with Republicans than in past sessions to pass legislation. Rarely does every member of a party vote the same on a bill, particularly on a controversial issue, so with such a slim margin, Democrats must court Republican votes. This fact gives Republicans more leverage when promoting their legislative agenda.

## Budget

The General Assembly's approval of the state's fiscal year 2003-2004 budget is the top priority of the Bredesen Administration. Governor Bredesen delivered the \$21.5 billion plan to the General Assembly on March 10. Debate on the plan began the next day at the General Assembly.

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## New Business Essential For TN to Thrive

Commissioner  
**MATT KISBER**



Being on the job for a little more than six weeks, I've spent much of my time getting my arms around the department, positioning our team and thinking strategically about our future efforts.

Given the national economic challenges and the war in Iraq, we will, without a doubt, confront some unique hurdles together in economic development over the next few months.

However, during these tough times, Tennessee has the opportunity to set new priorities and take a different, more business-like approach to economic development. This administration firmly believes that a healthy business climate is the driving force behind raising family incomes and improving lives in Tennessee.

Governor Bredesen understands that developing new business opportunities across the state is necessary for Tennessee to thrive in a rapidly changing economy. He believes the solution to our budget problems is growing the economy and creating higher paying jobs. He also wants a healthy balance of optimism and planning for the long-term.

The Governor's current budget proposal is a conservative plan that helps government operate within the realities of revenue. It puts Tennessee on the path toward improvements in key areas, like education and economic development. Improvement in those two areas will yield tremendous dividends in every aspect of the lives of Tennesseans.

This administration is convinced that the wealth of our state is in the businesses, large and small, rural and urban, that employ our citizens. Hardworking Tennesseans with good-paying jobs and good futures will be the force behind our state's success.

Our state is made up of a number of different, but defined, regional economies, which means the dynamics of West Tennessee's economy are different from that of Northeast Tennessee. As we seek to grow the state's overall economy, we must look at them individually and understand their strengths and weaknesses.

*Continued on page 3*

## Legislative Reception a Success



By Roger Sigler,  
TIDC President 2002-2003

Thanks to all of you who participated in our Legislative Reception held February 12 at the downtown Sheraton in Nashville. The annual event was held in conjunction with

the Tennessee Department of Economic and Community Development and the Tennessee Chamber of Commerce Executives, a partnership which shows our united front to the huge crowd that attended. It was a great chance to thank our lawmakers in advance for the hard work they will be doing on behalf of economic development.

Newly appointed ECD Commissioner Matt Kisber also attended the reception as well as a luncheon held earlier in the day. During lunch, the commissioner introduced himself to the board, discussed the successful partnership that ECD and TIDC has had, and how both organizations want to continue to build on it. TIDC indicated that we wanted to continue to be a resource for him and went over ways we can work together as the administration begins to settle in.

Remember, there's more to making sure the TIDC voice is heard than talking up your representatives and senators at the beginning of the session. Please follow up throughout the year and continue to remind them of key TIDC concerns.

### Scholarship Program

I would like to encourage all members to take advantage of the TIDC scholarship program, designed to provide continuing education opportunities for economic development professionals. Scholarships are awarded twice a year and may be applied to tuition/registration fees for economic development education. Apply online at [www.tidc-ecdev.org](http://www.tidc-ecdev.org) or contact Suzie Lusk at 615-256-5141 to request an application.

### Spring Conference

Don't miss the spring conference in Destin April 23-25. This year's theme is "Developing the Marketing Plan: Strategies for Targeted Economic Development," presented by Angelou Economics. On Friday Commissioner Kisber is expected to speak as well as Wayne Scharber, interim president of the Tennessee Chamber of Commerce and John Bradley with TVA. I look forward to seeing you at the spring conference.

## Commissioner (con't)

You'll hear more about regional economic development initiatives from the Governor in the coming weeks. But the bottom line is: This administration is going to do what it takes to get our economy moving again and it is going to focus on creating new jobs for all regions of our state.

By Executive Order earlier this month, the Governor created a "Jobs Cabinet" to bring together all the resources in state government that have a hand in job creation, and charged me as Economic Development Commissioner to lead this group. Our department, in conjunction with the Departments of Labor, Education, Transportation, Agriculture, Environment and Conservation and Tourism, along with the University of Tennessee, Tennessee Higher Education Commission, Board of Regents, Tennessee Industrial Development Council and the Tennessee Chamber of Commerce and Industry will work to coordinate resources and develop a specific plan to strategically train workers, grow businesses and retain and recruit jobs.

We are working to update legislation to bring Tennessee's incentive programs more in line with the 21st century economy. We want to build on Tennessee's existing resources to recruit high-growth companies and high-paying jobs, particularly in the fields of health care and biotechnology. That's why we must seek out and invest in those business development opportunities.

Economic and Community Development is also studying the state's existing rural economic development programs to find new innovative ways to develop and market the state's smaller communities. Our department is committed to creating a rural revitalization program that ensures all Tennessee communities share in the state's economic opportunities.

Although, times are tough, we firmly believe that we can accomplish our goals, foster a bright business climate and increase the quality of life for all Tennesseans.

# New TIDC Members

Bryan Quinsey	Greene County Partnership
Mike Sparks	City of Bristol, TN
Timothy Haggard	Civil & Environmental Consultants
April Eads	Bristol TN Electric
R. Michael Browder	Bristol TN Electric
Trevor Hamilton	Chattanooga Area Chamber of Commerce
Billie Queen	TVA
Wesley Weeks	Boult Cummings Conners & Berry
David Rutler	Boult Cummings Conners & Berry
James Murphy	Boult Cummings Conners & Berry
Joseph Gibbs	Boult Cummings Conners & Berry
Jim Apple	Memphis Regional Chamber
Marshall Shumate	Solomon Builders
Shannon Elliott	Rose Integrated Services

## Legislative Agenda (cont')

There is an anticipated deficit of \$500 million in the current fiscal year and a \$780 million deficit for next year. Accordingly, the budget includes 9 percent cuts in all state departments and virtually all areas of state spending, including reductions in state-shared taxes and the road fund. The cuts equal \$355 million.

### TennCare

TennCare, Tennessee's health care system for uninsured and uninsurable (similar to Medicaid), is perhaps the Administration's top priority after the budget. TennCare continues to be ever-growing drain state budget dollars. The program's current deficit is \$370 million. The Governor is expected to propose drastic reductions in the program's benefits this year to curb its skyrocketing costs.

### Lottery

Voters approved the creation of a Tennessee state lottery by a wide margin in 2002. The General Assembly is now debating how the proceeds will be spent (intended for academic scholarships), who will be eligible to receive proceeds and on what basis. The best case scenario has lottery tickets available by the end of 2003, although it is more likely that they will be available in 2004.

### Tennessee Chamber of Commerce & Industry

611 Commerce Street, Suite 3030  
Nashville, Tennessee 37203-3742  
Tel: 615-256-5141  
Fax: 615-256-6726  
E-Mail: [info@tnchamber.org](mailto:info@tnchamber.org)  
Web Site: [www.tnchamber.org](http://www.tnchamber.org)

## People On The Move...



Dave Goetz from the TN Chamber of Commerce & Industry to the Commissioner of Finance & Administration



Joe Brandon from his consulting business to Asst Commissioner of ECD

## TIDC 2003 Spring Conference Agenda

Holiday Inn Destin (877) 837-6181  
April 23-25, 2003

### Wednesday April 23:

Opening reception begins at 5:30 p.m.

### Thursday April 24:

Angelou Economics presents "Developing the Marketing Plan: Strategies for Targeted Economic Development."

AngelouEconomics advises those companies and communities wanting to take advantage of the new economy. An economic development consulting firm, they specialize in the site selection needs of the technology industry and the communities seeking to recruit them. You can learn more about them at their website [www.angeloueconomics.com](http://www.angeloueconomics.com).

### Friday April 25:

John Bradley, TVA's Senior Vice President of Economic Development  
Wayne Scharber, Interim President of the Tennessee Chamber of Commerce and Industry  
Matt Kisber, Commissioner Tennessee Department of Economic and Community Development

### Sponsorship Opportunities

To be a conference sponsor, contact TIDC at (615) 256-5141.

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