

ANCHORAGE ECONOMIC
DEVELOPMENT CORPORATION



20
21



3-YEAR OUTLOOK LUNCHEON



AUGUST 4, 2021
11:30AM - 1PM

GUEST SPEAKER
MARK C. PERNA



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AEDC
Anchorage Economic
Development Corporation

Welcome

Bill Popp, AEDC President & CEO

Michael Huston, AEDC Board Chair

Dave Bronson, Mayor of Anchorage

KEYNOTE ADDRESS

***ANSWERING WHY: UNLEASHING PASSION, PURPOSE,
AND PERFORMANCE IN THE YOUNGER GENERATION***

Mark Perna, Founder & CEO of TFS Results

3-Year Outlook

Bill Popp, AEDC President & CEO

Q&A

Bill Popp, AEDC President & CEO

A Message from AEDC President & CEO



Hello! Welcome to the 2021 AEDC 3-Year-Outlook Luncheon. After a year filled with uncertainty and unprecedented turmoil, I am looking forward to sharing some good news for Anchorage businesses and the local economy. We are, of course, still dealing with the challenges sewn by COVID-19. Our organization, like many of yours, did what it could to adapt, stay safe and reduce the impacts of the virus. We appreciate you making the time to join us for another virtual event and are looking forward to seeing you all in January for the Economic Forecast Luncheon when we return to our 1,500 in-person events in the main ballroom of the Dena'ina Center.

The staff at AEDC is dedicated to delivering insights and information that illuminate Anchorage's economic past, present and future. We partnered with Alaska Public Media to ensure that our work in the virtual realm has the same high standards of professionalism. We are grateful to the McKinley Research Group for their partnership on the 2021 3-Year-Outlook Forecast and Northern Air Cargo and Northrim Bank, this year's report sponsors.

While the pandemic affected every organization differently, many community members are voicing the same issues around hiring and retaining staff. That is one of the reasons we selected Mark C. Perna to be our keynote speaker. Perna is an expert in empowering employers and educators to connect with the next generation of workers and business leaders. Thank you to Premiera Blue Cross Blue Shield of Alaska for being this year's speaker sponsor.

Our goal today is to provide clarity to the greatest degree possible. We will present an overview of the damage done, assess the current climate and look to what the future holds. We hope you can use the research, reports and analysis from today's event to inform your decisions. As always, our organization's perspective is that Alaska has a bright future ahead of it. Although there may be challenges, we believe our city has incredible opportunities for growth and success.

Thank you for attending today's event. AEDC has helped to grow and diversify the Anchorage economy for more than 34 years by connecting local businesses to information and opportunities, supporting growth across industries and marketing Anchorage to the outside world. We look forward to continuing that work in the coming days, weeks, and month as we remain focused on the future of our economy and our community.

Sincerely

A stylized, handwritten signature in dark ink, appearing to be 'BP' or similar initials.

Bill Popp

AEDC Board of Directors

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Connect with Mark C. Perna

**Speaker, Author, and
CEO of TFS Results**



Mark C. Perna is a visionary at the forefront of the national paradigm shift in education, workforce, and economic development. Mark, who serves on the Advisory Council for the Coalition for Career Development in Washington, DC, is on a mission to empower parents, educators, and employers across North America.



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Kate Matheson, Development Director, at kmatheson@aedcweb.com (907) 334-1207

Thank you

for attending the 3-Year Outlook Luncheon!

We will be emailing you a follow up survey so you can tell us what you thought of the event.

To show our appreciation for your feedback, survey responders will be entered to win a gift basket from the Glacier Brewhouse!



Gift basket will include a stylish reusable shopping bag, Glacier Brewhouse t-shirt, a stainless steel growler for your outdoor adventures, and a \$75 dollar gift certificate.