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Thank you to everyone who served on the 2018 Conference Planning Committee. Please view committee members on the inside back cover.

Welcome

Welcome to Salt Lake City, Utah, for the Association for University Business and Economic Research's 71st Annual Fall Conference!

We are so excited to have you all here and hope you enjoy your time in our beautiful state. While you may know Utah for having "The Greatest Snow on Earth," we are eager to show you many of the other incredible opportunities this great state has to offer. Salt Lake is a vibrant city; uniquely nestled within the Wasatch Mountains, the city sprawls across the valley and is surrounded by breathtaking views of the often snow-capped mountains.

Aside from enjoying plenty of dining, shopping, sightseeing, and entertainment offered downtown, we hope that after the conference you are able to venture out and explore more of our state. Road trip down to Moab, Zion, or any of the nearby national parks for displays of nature that are out of this world. Or simply take advantage of Utah's extensive network of hiking trails and outdoor activities throughout the valley and nearby mountain resorts. No matter what your interests, Utah offers a wide range of adventures, and we hope you have the time to experience the full scope of what this unique state has to offer.

The spectacular landscape of Utah fits beautifully into the theme for this year's conference, "Mountains of Data, Exploring the Next Generation of Regional Research." Utah is one of the top tech economies in the country and has been dubbed "Silicon Slopes." In a world where we are creating almost 2.5 quintillion bytes of data each day, big data, real-time data, and data analytics influence everything from consumer trends to enterprise operations.

As economists and researchers, we often find ourselves sorting through and analyzing mountains of data to help inform community members, business leaders, and policymakers. But how do we go about this? What is the best way to analyze these massive amounts of data, and how do we visualize and model the data? Then, once analyzed, how do we transform the data into usable information and present it effectively? With big data comes big questions, and the aim of this conference is to traverse this mountain of questions by connecting economists, researchers, and communicators from all over the U.S. though sessions on emerging topics in business, economics, and public policy.

Thank you for joining us and enjoy the conference!

Juliette Tennert, Kem C. Gardner Policy Institute host member

Schedule

Saturday, October 13, 2018

Pre-Conference Workshop

Time	Event/Topic	Room
9:00am – 12:00pm	**Data Visualization** Training Part I **Jonathan Schwabish**	Thomas S. Monson Center, Miller Town Hall
1:00pm – 4:00pm	**Data Visualization** Training Part II **Jonathan Schwabish**	Thomas S. Monson Center, Miller Town Hall
3:00pm – 5:00pm	Registration	Thomas S. Monson Center, lobby
5:00pm – 7:00pm	Welcome Reception (Dinner on your own)	Thomas S. Monson Center, Ivory Ballroom
9:00pm	Hospitality Suite	

Sunday, October 14, 2018

Time	Event/Topic	Room
7:45am – 9:00am	Breakfast **Welcome** **Assoc. Dean Natalie Gochnour,** David Eccles School of Business **Keynote Speaker** **Jonathan Schwabish,** Urban Institute/Policy Viz Data Visualization	Salon F
9:00am – 10:30am	Social Impact Studies **James McCafferty**	Deer Valley 1
	Web Tools **Maile Nadelhoffer**	Deer Valley 2
	AUBER Centers and Media Relations from the University's Perspective **Sean Snaith**	Deer Valley 3
10:30am – 10:45am	Break/Networking	
10:45am – 12:15pm	Modeling/Forecasting Regional Economies **Carl Bonham**	Deer Valley 1

Time	Event/Topic	Room
	Dashboards **Herb Holloway**	Deer Valley 2
	Advances in Economic Impact Analysis Session **Greg Alward**	Deer Valley 3
12:15pm – 1:30pm	Lunch **Keith Schwer Keynote** John Silvia, Wells Fargo Bank	Salon F
1:30pm – 3:00pm	Media Relations Plenary Session **Sean Snaith**	Salon F
	QCEW Big Data at the Local Level **David Talan**	Deer Valley 1
3:00pm – 3:30pm	Break/Networking	
3:30pm – 5:00pm	Forecasting Regional Economies **Carl Bonham**	Deer Valley 1
	Business Models of Small AUBER Units **Marc Fusaro**	Deer Valley 2
	Economic Outlook Events: Getting Them Going and Keeping Them Going **Patrick Barkey**	Deer Valley 3
Dinner on Your Own (reservations held at the following)		
6:00pm-8:00pm	**Benihana**, 165 S West Temple **Bambara**, 202 Main St **Fireside on Regent**, 126 S Regent St **Squatters Pub**, 147 Broadway	
9:00pm	Hospitality Suite	

Monday, October 15, 2018

Time	Event/Topic	Room
7:45am – 9:00am	Breakfast **Keynote Speaker** **Joel Kotkin,** Presidential Fellow in Urban Futures, Chapman University	Salon F
9:00am – 10:30am	Energy **John Deskins**	Deer Valley 1
	Federal Statistics – I **Hart Hodges**	Deer Valley 2

Time	Event/Topic	Room
	Weird Data Science in the Service of Regional Economic Development **Tim Slaper**	Deer Valley 3
10:30am – 10:45am	Break/Networking	
10:45am – 12:15pm	The Economic Impact of the Opioid Crisis **John Deskins**	Deer Valley 1
	Topics in Economic Analysis: Housing, Wages, and Environmental Restoration **John Downen**	Deer Valley 2
	State Revenue Forecasting – Best Practices **Rich Wobbekind**	Deer Valley 3
12:15pm – 1:30pm	Lunch **Keynote Speaker** **Qing Wu,** Google	Salon F
2:15pm – 9:00pm	Field Trip to Park City and High West Distillery	
9:00pm	Hospitality Suite	

Tuesday, October 16, 2018

Time	Event/Topic	Room
7:45am – 9:15am	Breakfast AUBER Business Meeting and Awards Presentation	Salon F
9:15am – 9:30am	Break/Networking	
9:30am – 10:45am	Graduate Student and Recent Graduate Presentations **Eric Thompson**	Deer Valley 1
	Data Visualization **John Downen**	Deer Valley 2
	Data Collection **Hart Hodges**	Deer Valley 3
11:00am	Adjournment	

Presentations

Social Impact Studies
James McCafferty, Western Washington University, Chair

Impact studies are a staple in applied economic research. But what if the activity does not relate well to a traditional IO model? This session looks at three studies that may inspire your next requested study.

- Justine Dombroski, Western Washington University
- Benjamin Blair, Columbus State University
- Jeff Wallace, University of Memphis

Web Tools
Maile Nadelhoffer, University of Arizona, Chair

Smaller centers are constantly tasked to enhance their websites with high-quality interactive visuals as technology advances in the digital space, but they have only limited resources. This session will offer some relatively simple and manageable (on a budget) solutions for enhancing your center's digital presence with interactive chart widgets and maps. We will walk though identifying and setting up data sources, connecting them to charts, and then placing them in both WordPress and Drupal website environments.

- Maile Nadelhoffer, University of Arizona
- Alisha A. Kim, University of Arizona

AUBER Centers and Media Relations from the University's Perspective
Sean Snaith, University of Central Florida, Chair

AUBER directors and staff frequently become the external face of their respective colleges and/or universities to the media, the general public, government agencies, and other constituencies. This panel examines the importance of this role to the colleges and universities that house AUBER centers and the best strategies to maximize the benefits of these external relationships.

- Erika Hodges, University of Central Florida College of Business
- Nick Thiriot, Kem C. Gardner Policy Institute, University of Utah
- Vanessa Fry, Boise State University

Modeling/Forecasting Regional Economies
Carl Bonham, University of Hawaii, Chair

This session features an interesting mix of presentations and discussion on forecasting, with a focus on regional economies. We will cover topics ranging from big data for forecasting to methods for predicting state employment and industry specific forecasting practice. Come participate in the discussion about completed and ongoing research from AUBER members and guests.

- Peter Fuleky, University of Hawaii
- Keith Phillips, Dallas Fed
- Duncan Meldrum

Dashboards
Herb Holloway, Southeastern Louisiana University, Chair

Dashboards can be an effective tool for communicating up-to-the-minute data and analysis to your clients and constituents. Speakers in this session will demonstrate "live" dashboards,

addressing issues including statewide and regional economic development, demographics and community development, and labor force supply/talent development. Attend this session to glean ideas and get inspired to develop or improve your own dashboard!

- Pam Willrodt and Geoffrey Joseph, University of Arkansas at Little Rock
- Jennifer L. Pullen, University of Arizona
- Christopher Nicak, University of Cincinnati
- Michael Hollingsworth, Indiana University

Advances in Economic Impact Analysis
Greg Alward, University of Idaho and Alward Institute, Chair

Regional Input-Output and Social Accounts continue to play key roles in economy-wide modeling and applied regional science. Speakers in this session discuss a detailed model of sales tax collections for North Carolina, BEA's RIMS II regionalization methods, and a review of current open-access, open-source initiatives for constructing multi-regional social accounting data systems.

- Greg Alward, Alward Institute
- Stanislaw Rzeznik, U.S. Bureau of Economic Analysis

Media Relations Plenary Session
Sean Snaith, University of Central Florida, Chair

AUBER centers and directors often become the public faces of their colleges and universities. Knowing how to put your best face forward to an evolving media landscape is a critical skill set that all AUBER members must hone. This session will be a great opportunity to sharpen these skills.

- Annetta Wilson

QCEW Big Data at the Local Level
David Talan, U.S. Bureau of Labor Statistics, Chair

This session will discuss the Quarterly Census of Employment (QCEW) and the Business Employment Dynamics (BED) programs. The QCEW program publishes a quarterly count of employment and wages reported by employers covering more than 95 percent of U.S. jobs, available at the county, MSA, state and national levels by industry. The BED program publishes a quarterly data series of gross job gains and gross job losses statistics from 1992 forward. These data help to provide a picture of the dynamic state of the labor market. This session will provide information on how these data are generated and update users on recent program developments.

- David Talan, BLS

Forecasting Regional Economies
Carl Bonham, University of Hawaii, Chair

This session features an interesting mix of presentations and discussion on forecasting, with a focus on regional economies. We will cover topics ranging from big data for forecasting to methods for predicting state employment and industry specific forecasting practice. Come participate in the discussion about completed and ongoing research from AUBER members and guests.

- William Shobe, University of Virginia
- Qian Cia, University of Virginia
- Carl Bonham/Peter Fuleky, University of Hawaii

Business Models of Small AUBER Units
Marc Fusaro, Emporia State University, Chair

Small AUBER units face unique management responsibilities and challenges. Many small units exist with a staff of less than one person. What can reasonably be expected of a center with such

a small staff? This session will explore the challenges of providing value to a dean, managing student workers, managing programs, and engaging fellow faculty in the mission of the unit.

- Marc Fusaro, Emporia State University
- Benjamin Blair, Columbus State University

Economic Outlook Events: Getting Them Going and Keeping Them Going
Patrick Barkey, University of Montana, Chair

What does the future hold for the economy? If there's any one question that perks the interest of all walks of people and organizations, it's this one. Perhaps that's why conducting economic outlook presentations or conferences of all kinds is one of the most prevalent activities of AUBER centers. But how do you get one going from scratch? And then how do you keep it fresh and generate growth? Join us for this interactive discussion as we explore how both new and mature outlook events are tackling the challenges of keeping their events viable and fresh.

- Jeremy Hill, Wichita State University
- Monica Haynes, University of Minnesota – Duluth
- Cathy Carey, University of Western Kentucky

Energy
John Deskins, West Virginia University, Chair

Rapidly falling prices for electric power generation from solar and wind sources have remade energy markets across the country over the last decade. At the same time, governments worldwide have begun to implement policies to address the potential impacts of climate change. In this panel we will discuss the implications of these trends for the future of energy in the U.S.

- Billy Leung, REMI
- Eric Bowen, West Virginia University

- William Shobe, University of Virginia
- Christine Mikell, Enyo Energy

Federal Statistics – I
Hart Hodges, Western Washington University, Chair

Statistics from the U.S. Bureau of Economic Analysis and the U.S. Census provide a foundation for much of our research. In this session we will hear from staff at the BEA and Census, covering a range of topics from the production of metro area GDP stats and real personal income, to various items from Census. The presenters may also be able to answer questions you have about other federal stats based on their experience at BLS and other agencies.

- Eric Figueroa, U.S. Bureau of Economic Analysis
- Sharon Panek, U.S. Bureau of Economic Analysis
- Stephen M. Miller, University of Nevada – Las Vegas
- Andy Hait, U.S. Census

Weird Data Science in the Service of Regional Economic Development
Timothy Slaper, Indiana University, Chair

The data-earth is moving under our feet. Our personal devices and network platforms provide unprecedented opportunities to capture new sources of data, from internet searches to social media to monitoring economic behavior in real time. New analytical approaches to draw understanding from these data – data science – will provide economic development researchers and practitioners novel and controversial means to measure and monitor regional economic activity. This session will explore three emerging data sources and applications.

- Qing Wu, Senior Economist, Google
- Alyssa Bianco, Geo-Spatial Analyst, Dstillery
- Timothy Slaper and Johan Bollen, Indiana University

The Economic Impact of the Opioid Crisis
John Deskins, West Virginia University, Chair

Opioid abuse has devastated the U.S. in recent years, with overdose death rates nearly quadrupling since 2000. The economic costs must be enormous, given all of the resources devoted to criminal justice, treatment, and lost productivity surrounding opioid abuse. In this session, we will provide an in-depth exploration of how much the crisis has cost our economy. Hopefully, developing a better understanding of these costs will convince policymakers to provide sufficient and appropriate resources to overcome the crisis.

- Peter Evangelakis, REMI
- Mark Schweitzer, Federal Reserve Bank of Cleveland
- Ryan M. Brewer, Indiana University

Topics in Economic Analysis: Housing, Wages, and Environmental Restoration
John Downen, Kem C. Gardner Policy Institute, Chair

One of the benefits of working at an AUBER unit is the variety of research topics one is exposed to. Join us in this session for a small but wide-ranging sample of this diversity. With papers on housing affordability, prevailing wages, and the restoration of the Great Lakes, there's something for everyone.

- Amy Newburn, University of West Florida
- Richard Vogel, Farmingdale State College
- Gabriel Ehrlich, University of Michigan

State Revenue Forecasting – Best Practices
Rich Wobbekind, University of Colorado, Chair

Many AUBER centers are responsible for providing forecasts to state government. The forecasting of revenue is one of the most

important of these projections as they are used for making budgetary decisions that will impact every resident of their state. In this session, learn from top forecasters the techniques they use to provide government officials with the most accurate revenue projections possible.

- David Stringfellow, State of Utah
- Robert Zahradnik, Pew Charitable Trusts
- Christopher Grandy, University of Hawaii (Manoa)

Graduate Student and Recent Graduate Presentations
Eric Thompson, University of Nebraska, Chair

Graduate students and recent graduates from AUBER centers around the country present cutting-edge regional economics research to the AUBER audience.

- Robbi Poulson, University of Utah
- McKenna Talley, University of Texas
- Alisha Kim, University of Arizona

Data Visualization
John Downen, University of Utah, Chair

As applied research units, AUBER members often have to communicate their work to a general audience. Data visualization is an important tool to help make complex ideas more readily understood. This working session will dive into the use of Excel and Tableau to build data-based narratives. Bring your laptop (not necessary, but recommended) and be ready to visualize! Free Tableau Public is available at https://public.tableau.com/s/.

- Bart Poulson, University of Utah

Data Collection

Hart Hodges, Western Washington University, Chair

Data collection…. and analysis and presentation! How do you collect data for forecasting projects? How do you find data to analyze international trade or the impact of tariffs? Do you really know all there is to know about FRED? We've saved the best for last.

- Dan Kinnear, University of Arizona
- Maria Arias, St. Louis Federal Reserve Bank
- Benjamin Liebman, St. Joseph's University

Keynote Speakers

Joel Kotkin, Presidential Fellow in Urban Futures, Chapman University

Described by the New York Times as "America's uber-geographer," Joel Kotkin is an internationally recognized authority on global, economic, political and social trends. He is the presidential fellow in Urban Futures at Chapman University in Orange, California, executive director of the Houston-based Center for Opportunity Urbanism, and senior advisor to the Kem C. Gardner Policy Institute. He is executive editor of the widely read website www.newgeography.com and writes the weekly "New Geographer" column for Forbes.com. He is a regular contributor to the Daily Beast and Real Clear Politics.

Jonathan Schwabish, Fellow at the Urban Institute and Founder of PolicyViz

Jonathan Schwabish is a senior fellow in the Income and Benefits Policy Center at the Urban Institute and the founder of PolicyViz. Schwabish is considered a leader in the data visualization field and is a leading voice for clarity and accessibility in research. He has written on various aspects of how to best visualize data, including technical aspects of creation, design best practices, and how to communicate social science research in more accessible ways. He was named a "visualization thought leader" by AllAnalytics in 2013 and is the author of a new book about presentation design and techniques, *Better Presentations: A Guide for Scholars, Researchers, and Wonks.*

John Silvia, Managing Director and Chief Economist, Wells Fargo

John Silvia is a managing director and the chief economist for Wells Fargo. Based in Charlotte, North Carolina, he has held his position since he joined Wachovia, a Wells Fargo predecessor, in 2002 as the company's chief economist. Before his current position, Silvia worked on Capitol Hill as senior economist for the U.S. Senate Joint Economic Committee and chief economist for the U.S. Senate Banking, Housing and Urban Affairs Committee. He served as the president of the National Association for Business Economics (NABE) in 2015.

Annetta Wilson, President of Annetta Wilson Training and Success Coaching

Annetta Wilson is President of Annetta Wilson Media Training & Success Coaching (www.SpeakWithEase.com). Her expertise is in media training, presentation and communication skills coaching for executives, entrepreneurs and subject-matter experts. Ms. Wilson is the creator of '7 Secrets to Becoming a Media Magnet' (how to make the media your marketing machine) and 'You've Got Less Than 15 Seconds. Impress Me!' (how to attract clients and grow your business from 'hello'). She has coached on-air journalists at CNN; coached for Walt Disney World's Ambassador Program and I.T. specialists; and conducted trainings for executives at AAA, Tupperware Brands, Inc., and Citigroup, among others. During an award-winning career in the broadcast industry, she worked as a television news anchor, reporter, producer, talk show host and writer. Ms. Wilson also held management positions in the broadcast industry.

Qing Wu, Senior Economist at Google

From Google Trends to Google Earth, Qing Wu, a senior economist at Google, uncovers economic and consumer behavior from search trends. In his role at Google, Qing Wu works on business intelligence, quantitative analysis in online advertising, revenue forecast and management, user/advertiser behavior modeling, and macroeconomics. His specialties include internet data mining, financial forecast, macroeconomics, econometrics, supply chain and demand chain management.

Frequently Asked Questions

1) What is the wifi username and password?

Username: AUBER2018 password: auberslc1

2) How do I get around town?

Downtown Salt Lake is a very walkable city. We also have Trax busses and light rail, Greenbike bike share, Lime and Bird scooters, Lyft and Uber ride share, and taxis.

3) What are we doing on the Monday excursion?

We will be busing up to Park City, a scenic mountain resort town (30-minute drive). While there, you have the option to go on a walking tour to learn about the history of Park City/Utah or enjoy the shopping and art galleries. We will then drive 15 minutes to High West Distillery in Kamas, Utah for live music, whiskey tasting, distillery tour, and dinner. *Bring a coat, it gets chilly in the mountains!

4) What are some local sightseeing attractions?

Salt Lake has plenty of tourist destinations. Learn about the Mormon settlers at Temple Square, spend some time with the animals at Utah's Hogle Zoo, enjoy the outdoors at Red Butte Gardens or one of Utah's many hiking trails, listen to the Mormon Tabernacle Choir (perform Sunday at 10am), explore the Clark Planetarium, shop at the City Creek shopping center (connected to the conference hotel), or experience the Downtown Farmers Market on Saturday.

5) What restaurants are within walking distance?

If you are looking for a quick bite, walk on over to the City Creek Center food court. We recommend Costa Vida (Mexican), CoreLife Eatery (American), Kneaders Bakery (Deli), or BRIO Tuscan Grille (Italian).

If you want to explore downtown, here are a few close restaurants we recommend: Copper Onion, Café Molise,

Beerhive Pub, Whiskey Street, Pretty Bird, and the New Yorker.

6) Where should I go to dinner Sunday evening?

We have made reservations at some of our favorite restaurants for Sunday evening (listed in the program) for conference attendees. Grab a few friends and just tell the restaurant you are with AUBER for reserved seating. All restaurants are within walking distance of the conference.
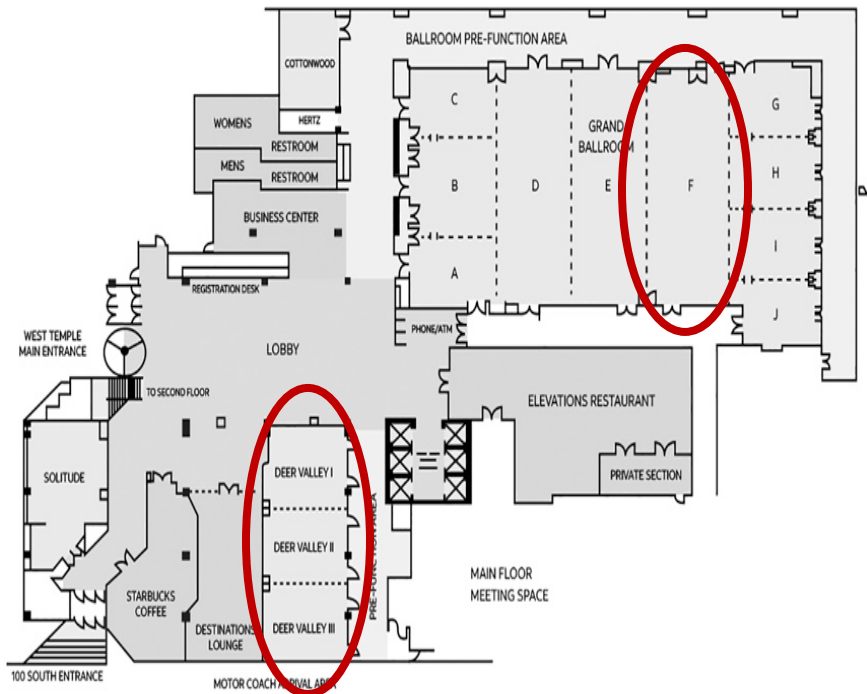
7) Does the conference have a hashtag?

Yes! #AUBER2018

8) Who do I contact if I have a question or complaint?

We have an information desk in the conference hallway that can help you! Or feel free to email Meredith.king@utah.edu or call Meredith at 208-602-2504 if it is urgent.

The Marriott Hotel Layout

Thanks for Visiting Salt Lake City!

See you next year in Savannah, Georgia!

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**A special thanks to the University of Utah's
Kem C. Gardner Policy Institute for hosting the
2018 AUBER Fall Conference in Salt Lake City!**

Juliette Tennert
Director of Economics
and Public Policy

Jennifer Robinson
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Meredith King
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SAVE THE DATE

2019 AUBER Fall Conference, October 12 - 15, 2019, Savannah, Georgia!

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