

The Site Selectors Guild

2020 – 2021 Annual Report





Greetings!

Wow, what a year! This pandemic touched all of us in so many ways. As it relates to the Site Selectors Guild, it forced us to do a much-needed pivot in our business model, and as a result, it made us a much stronger organization. The Guild is a business, and I have had the honor of serving as the chair of the board of directors for this business since March of 2020. As one of the original founders of the Guild, I have a deep passion to ensure its success and for us to provide valuable content to our two customer streams: companies that need guidance in a location search, and economic development organizations that benefit from our knowledge and counsel.

In March of 2020 shortly after the pandemic lockdown, the Guild created a multi-year business plan titled Guild Forward. The plan focused on three pillars that would allow for the growth and sustainability of the Guild: diversifying our product offerings; creating and owning our content; and continuous process improvement so that we can be the very best in delivering our products and services. I am thrilled to say that we have far exceeded what we hoped to accomplish.

In the past, our primary touchpoints with the economic development community were two conferences a year. As we looked to diversify and connect more with economic development organizations (EDOs), we have supplemented this with a slew of new virtual events such as our popular webinar series, which offers fresh content for our audience; the very popular Table Talk, which we added as a virtual product; and our new, size-limited and popular in-person event, One Day One Sector Summit.

The Guild also unveiled a new EDO engagement strategy called the Guild Partner program. This unique engagement outreach has garnered the participation of more than 80 EDOs (as of April 30, 2021) of all sizes from throughout the globe. You will be hearing much more about this exciting initiative later in 2021 and into 2022 as it grows to our limit of 100 EDO partners.

Within our “own the content pillar,” stay tuned to hear more about our efforts to create a site readiness designation program.





Professional standards are very important to us. You will also hear more as we further develop a new site location adviser professional designation, much like you would see for other professions that have a professional designation, e.g. CPA, SIOR, CEcD. This is important as we further enhance the professional standards of our site selection profession.

In 2010 with the founding of the Guild, we had 17 members. Today we have 55 Our newest class of seven members is listed on page 10. We have also ramped up our marketing and PR efforts around the Guild's thought leadership and have been featured over the past year in publications ranging from *The New York Times* and *The Financial Times* to top business journals across the country – yielding \$1.4 million in advertising equivalency. Our brand recognition is the best it has ever been as a result of these media impressions.

In short, the state of the Guild could not be better. There are many people to thank for this reality: the officers and my go-to team of Chris Lloyd, vice chair; John Sisson, treasurer; and Gregg Wassmansdorf, secretary. They have all worked tirelessly to advance the mission of the Guild. Our task forces and committee chairs (found on page 9) have all worked diligently to achieve the goals and objectives outlined in our business plan. And our board of directors and board advisors,

found on page 8, focused strategically to make sure we could effectively grow the Guild. Our vendor partners worked brilliantly to execute our strategy. They include our conference manager, the Angela Rogers Group; our marketing and public relations firm, DCI; our accounting firm, the Hobbs Group; and our attorneys, Vedder-Price LLP.

Lastly, a great shout out to my friend, our president and CEO Rick Weddle, who helped drive this train skillfully, tactfully and with class. Rick is retiring from the Guild later in 2021 and we will miss him.

The Guild is poised to continue its upward trajectory. We very much appreciate the support of our sponsors, economic development partners and friends of the Guild. We couldn't succeed without you!

Onward and all the best,

Jay A. Garner, CEcD
Chair, Site Selectors Guild, Inc.
Garner Economics LLC



The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Guild members provide location strategy to corporations across the globe and for every industry, sector and function. Founded in 2010, the Site Selectors Guild is dedicated to advancing the profession of international corporate site selection by promoting integrity, objectivity and professional development. Members are peer-nominated, vetted, and must demonstrate significant professional location advisory experience. Guild membership is the highest standard in the site selection industry.

Site Selectors Guild

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Site Selectors Guild Members



In the past three years alone, Guild members facilitated the creation of approximately **165,000** announced jobs and **\$90 billion** in announced capital investment.

Thought Leaders in Site Selection and Corporate Location Decisions

Original Research

- **State of Site Selection Report**, identifying the top trends impacting the location decision making process across the globe.
- **Site Readiness White Paper**, evaluating the site readiness landscape and recommending solutions for the future.
- **3 COVID-19 Impact Reports**, highlighting shifting trends in site selection and the likely impact of the COVID-19 crisis on corporate location strategy.

25+ Site Selection Matters Podcast Episodes with Nearly 10,000 Downloads

43 Media Placements Generating 200 Million+ Impressions

Dozens of Speaking Engagements by Guild Members at Virtual Conferences and Online Events

New Offerings Launched



One Day One Sector Summits, providing new opportunities for meaningful engagement with Guild members through small, in-person events focused on specific industries ranging from advanced manufacturing to data centers.



11 Webinars, offering Guild member perspective on a range of timely topics from the shifting global supply chain, to the growing role of diversity in location decisions, to the pandemic’s impact on urban, suburban and rural areas.



4 Virtual Table Talks, bringing our most popular networking session online and connecting more than 250 economic developers to Guild members.



New Awards Program, recognizing “Projects with a Purpose” and “Community Innovation: Building a Better Business Climate.”



The Guild Partner Program, aiming to build strong, working relationships between economic development professionals and the industry’s top site selection consultants. The first-of-its-kind networking partnership offers EDOs enhanced access to site selection consultants through intimate, partner-only networking events with Guild members, first-in-line access to register for Guild conferences and events, recognition on the Guild’s website and more.

The Guild is pleased to offer several live, in-person events in 2021, including:

- Annual Conference, June 10-12, 2021, Orlando, FL
- Fall Forum, September 20-22, 2021, New Orleans, LA
- One Day One Sector Summit, Fall 2021 (location/dates to be announced)

Advisory Forums

The Guild also offers Advisory Forums – an opportunity for economic developers to bring Guild members to their community. Based on their visit, Guild members offer candid feedback on the community’s strengths, opportunities and overall business attraction efforts.





Jay Garner

Garner Economics
Board Chair



Chris Lloyd

McGuireWoods Consulting
Board Vice Chair
Succession Task Force Chair



Rick Weddle

Site Selectors Guild
President & CEO



Gregg Wassmansdorf

Newmark
Board Secretary
Credentialing Task Force Chair



John Sisson

Next Move Group, LLC
Treasurer



Michelle Comerford

Biggins Lacy Shapiro & Co.
Board Member



Dennis Donovan

WDG Consulting
Board Member



Andrew Shapiro

Biggins Lacy Shapiro & Co.
Board Member



Sarah Raehl

Deloitte Consulting
Board Advisor



Chad Sweeney

Ginovus
Board Advisor



Darin Buelow
Deloitte Consulting
Annual Conference Co-Chair



Didi Caldwell
Global Location Strategies
Site Readiness Task Force Chair



Andreas Dressler
Location Decisions
International Committee Co-Chair



Larry Gigerich
Ginovus
Membership Committee Chair



Jeannette Goldsmith
Strategic Development Group
Annual Conference Chair



Dennis Meseroll
Tractus Asia Limited
International Committee Chair



Scott Redabaugh
JLL Business Consulting
Fall Forum Co-Chair



John Rocca
JLL Consulting
Fall Forum Chair



Matt Szuhan
Deloitte Consulting
Membership Committee Co-Chair



Full Members

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Olaf Babinet, Deloitte Consulting GmbH
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Darin Buelow, Deloitte Consulting
René Buck, Buck Consultants International
Gregory Burkart, Duff & Phelps, LLC
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Michelle Comerford, Biggins Lacy Shapiro & Co.
Ron Crum, CSRS, Inc.
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Dennis Donovan, WDG Consulting
Andreas Dressler, Location Decisions
Jay Garner, Garner Economics
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Robert Hess, Newmark
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Chris Lloyd, McGuireWoods Consulting
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Seth Martindale, CBRE
Dennis Meseroll, Tractus Asia Limited
Larry Moretti, LFM Corporate Location Solutions

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Mike Mullis, J.M. Mullis, Inc.
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Jim Renzas, BCI Global
Wolfgang Riedel, Riedel Consulting GmbH
John Rocca, JLL Consulting
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Ulrich Schmidt, KPMG LLP
Phil Schneider, Schneider Strategy Consulting, LLC
Alexandra Segers, Tochi Advisors
Andrew Shapiro, Biggins Lacy Shapiro & Co.
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Thomas Stringer, BDO USA, LLP
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Jerry Szatan, Szatan & Associates
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Sarah White, Global Location Strategies*
Mark Williams, Strategic Development Group, Inc.
Gary Yates, Hickey & Associates

Associate Members

Taylor Gravois, CSRS, Inc.*
Kim Moore, Newmark*

Emeritus Members

Deane Foote, Foote Consulting Group, LLC
Mark Sweeney, McCallum Sweeney Consulting

**New member, 2021*







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