



DEVELOPMENT DISTRICT ASSOCIATION OF APPALACHIA ANNUAL CONFERENCE

# Making Appalachia Stronger in Challenging Times



## CONFERENCE PROGRAM

March 20–22, 2011

Crystal Gateway Marriott

Arlington, Virginia



# 2011 DDAA CONFERENCE

Welcome to the 2011 DDAA training conference! Local development districts in Appalachia are experiencing today's constant call for government at all levels to maximize resources and do more with less. Districts are also seeing the effects of the changing legislative horizon, which is creating new funding priorities and policies that impact community economic development programs. This year's conference will explore how LDDs can respond strategically to the challenges and opportunities presented in this environment, retooling their missions and programs to better meet communities' needs and enhance the delivery of programs and services.

Conference sessions will provide insight on key political and legislative changes, and examples of effective development programs and activities taking place across Appalachia and the country. Speakers will include representatives of federal development programs, Capitol Hill staff, and LDD colleagues. There will also be a special plenary session Monday morning in which DDAA officers will discuss the important role LDDs play in helping strengthen the Region's economy and making government programs more effective and efficient, particularly in an environ-

## AGENDA

### SUNDAY, MARCH 20, 2011

**Noon–5:00 p.m.**

**Registration Desk Open** (*Arlington Room Foyer*)

**1:00 p.m.–2:30 p.m.**

**DDAA Executive Board Meeting** (*Salon 5*)

**2:30 p.m.–4:00 p.m.**

**DDAA Annual Membership Meeting**

(*Salons 1, 2, and 3*)

*Presiding:* Eric M. Bridges, President, Development District Association of Appalachia

*Remarks:* Thomas M. Hunter, Executive Director, Appalachian Regional Commission, Washington, D.C.

**5:00 p.m.–6:00 p.m.**

**Reception** (*Salons 4, 5, and 6*)

**6:00 p.m.–8:00 p.m.**

**Dinner** (*Salons 4, 5, and 6*)

*Speaker:* Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.

### MONDAY, MARCH 21, 2011

**7:00 a.m.–3:00 p.m.**

**Registration Desk Open** (*Arlington Room Foyer*)

**7:30 a.m.–8:45 a.m.**

**Breakfast** (*Salon 4*)

(*Sponsored by the National Association of Development Organizations and the National Association of Regional Councils*)

*Presiding:* W. Danny Lewis, Second Vice President, Development District Association of Appalachia

Presentation of the 2011 Congressional Award

#### **Overview of ARC's 2011–2016 Strategic Plan**

*Speaker:* John Cartwright, Director, Regional Planning and Research, Appalachian Regional Commission, Washington, D.C.

#### **Socioeconomic Review of Appalachia**

*Presenter:* David Carrier, Senior Economist, Appalachian Regional Commission, Washington, D.C.

**9:00 a.m.–10:15 a.m.**

**Plenary Session** (*Salon 4*)

#### **A Strategic Vision for the DDAA in Challenging Times**

*Speakers:* Eric M. Bridges, President, Development District Association of Appalachia; Steve Pelissier, First Vice President, Development District Association of Appalachia; Brian Dabson, Vice President and COO, Rural Policy Research Institute, Columbia, Missouri

**10:30 a.m.–11:45 a.m.**

#### **CONCURRENT SESSIONS**

(Choose one of the following three sessions)

#### **Innovative Financing Programs and Ideas** (*Salon 1*)

*Moderator:* David Hughes, Business Development Analyst, Appalachian Regional Commission, Washington, D.C.

*Panelists:* John Byers, Technical Assistance Division Director, Three Rivers Planning and Development District, Pontotoc, Mississippi; Dave Mueller, Executive Director and COO, Appalachian Development Corporation, Greenville, South Carolina; Patrick Kelley, Senior Advisor to the Associate Administrator, Office of Capital Access, U.S. Small Business Administration, Washington, D.C.

#### **Regional Health Initiatives** (*Salon 2*)

*Moderator:* Eric Stockton, Health Program Manager, Appalachian Regional Commission, Washington, D.C.

*Panelists:* Sam Morgan, Management Analyst, USDA Rural Development, Washington, D.C.; Keith Midberry, Senior Public Health Analyst, Office of Rural Health Policy, U.S. Department of Health and Human Services, Rockville, Maryland; Charmel Wesel, Development Specialist, Buckeye Hills–Hocking Valley Regional Development District, Reno, Ohio

ment of fiscal constraint. The session will be led by noted rural policy expert Brian Dabson, vice president and COO of the Rural Policy Research Institute and director of the institute's Rural Futures Lab.

Conference highlights include activities that encourage networking and idea sharing, as well as awards honoring those who have made significant contributions to Appalachia's economic and community well-being. The DDAA and the National Association of Development Organizations have renewed their partnership to offer Monday afternoon's Federal Agency Roundtable Networking Session and the plenary sessions on Tuesday morning. And the annual Congressional Award, John D. Whisman Vision Award, and Donald R. Myers Humanitarian Award will once again be presented as part of the conference events.

Thank you for joining your colleagues from throughout the Region to make this conference a productive and informative event!

### **Global Appalachia and Economic Growth** (Salon 3)

*Moderator:* Scott Hercik, Transportation and Trade Advisor, Appalachian Regional Commission, Washington, D.C.

*Panelists:* Pierce Homer, Transportation Director, Moffatt and Nichol Consulting, Richmond, Virginia; William Fanjoy, Director, Virginia/D.C. U.S. Export Assistance Center, U.S. Commercial Service, Arlington, Virginia; Peter O'Neill, Executive Director, Center for Trade Development, Office of International Business Development, Pennsylvania Department of Community and Economic Development

### **Noon–1:20 p.m.**

#### **Awards Luncheon** (Salon 4)

*Presiding:* Steve Pelissier, First Vice President, Development District Association of Appalachia

Presentation of the 2011 Donald R. Myers Humanitarian Award

Presentation of the 2011 John D. Whisman Vision Award

### **1:30 p.m.–2:40 p.m.**

#### **CONCURRENT SESSIONS**

(Choose one of the following three sessions)

#### **The Entrepreneurial LDD** (Salon 1)

*Moderator:* Beth Jones, Executive Director, Southeast Tennessee Development District, Chattanooga, Tennessee

*Panelists:* Brian Dabson, Vice President and COO, Rural Policy Research Institute, Columbia, Missouri; Jill Foys, Director of Enterprise Development, North Central Pennsylvania Regional Planning and Development Commission, Ridgway, Pennsylvania; Rudy Johnson, Executive Director, Golden Triangle Planning and Development District, Starkville, Mississippi

#### **Transportation, Freight Movement, and the Role of the LDD** (Salon 2)

*Moderator:* Scott Hercik, Transportation and Trade Advisor, Appalachian Regional Commission, Washington, D.C.

*Panelists:* Robert Augenstern, Executive Director, Southern Tier East Regional Planning Development Board, Binghamton,

New York; Robert Culver, Executive Director, Top of Alabama Regional Council of Governments, Huntsville, Alabama; Nathan Willingham, Director, Regional and Community Planning, Northwest Alabama Council of Local Governments, Muscle Shoals, Alabama

#### **Strengthen Your District by Engaging Your Board**

(Salon 3)

*Moderator:* Steve Pelissier, First Vice President, Development District Association of Appalachia

*Panelists:* Terry Bobrowski, Executive Director, East Tennessee Development District, Alcoa, Tennessee; Leanne Mazer, Executive Director, Tri-County Council for Western Maryland, Frostburg, Maryland; Bob Proud, Chairman, Ohio Valley Regional Development Commission, Waverly, Ohio

### **2:50 p.m.–4:00 p.m.**

#### **CONCURRENT SESSIONS**

(Choose one of the following three sessions)

#### **Creating Sustainable Communities in Appalachia**

(Salon 1)

*Moderator:* Joe C. McKinney, Executive Director, Land-of-Sky Regional Council, Asheville, North Carolina

*Panelists:* Kevin Byrd, Executive Director, New River Valley Planning District Commission, Radford, Virginia; Bill Curtis, Executive Director, East Alabama Regional Planning and Development Commission, Anniston, Alabama; Mariia Zimmerman, Deputy Director, Office of Sustainable Housing and Communities, U.S. Department of Housing and Urban Development, Washington, D.C.

#### **Communicating Effectively in the Twenty-First Century**

(Salon 2)

*Moderator:* Misty Casto, Executive Director, Buckeye Hills–Hocking Valley Regional Development District, Reno, Ohio

*Panelists:* Jeremy Holmes, Coordinator of Sustainability Programs, Roanoke Valley–Alleghany Regional Commission, Roanoke, Virginia; Lindsey Riley, Member Services Manager, National Association of Regional Councils, Washington, D.C.

## Supporting Our Communities and Elected Officials

(Salon 3)

*Moderator:* James Dove, Executive Director, Northeast Georgia Regional Commission, Athens, Georgia

*Panelists:* Doug Burns, Governmental Services Director, South Carolina Appalachian Council of Governments, Greenville, South Carolina; Richard Zink, Executive Director, Southern Tier West Regional Planning and Development Board, Salamanca, New York

**4:00 p.m.–6:00 p.m.**

**DDAA/NADO Federal Agency Roundtable Networking Session** (Salons 4, 5, and 6)

## TUESDAY, MARCH 22, 2011

**8:00 a.m.–8:40 a.m.**

**Breakfast** (Salon 4)

*Presiding:* Sherry McDavid, Secretary, Development District Association of Appalachia

## ARC Legislative Briefing

Cameron D. Whitman, States' Washington Representative, Appalachian Regional Commission, Washington, D.C.

Guy P. Land, Chief of Staff, Office of the Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.

**8:45 a.m.–10:20 a.m.**

**Joint Plenary Session with NADO** (Salons 1, 2, and 3)

**The Regional Development Agenda in a New Political Landscape**

**10:30 a.m.–11:50 a.m.**

**Joint Plenary Session with NADO** (Salons 1, 2, and 3)

**Congressional Outlook for the Regional Development Agenda**

Conference Adjourns



### **Development District Association of Appalachia (DDAA)**

The DDAA is a membership organization of the 73 local development districts (LDDs) serving the 420 counties of the Appalachian Region. The DDAA works to strengthen LDDs and their member governments and to provide leadership to support the Appalachian Regional Commission (ARC) federal-state-local partnership.

### **DDAA's Mission**

The DDAA is committed to serving its local development district members and to supporting the Appalachian Regional Commission by:

- Promoting communication and increasing quality of service;
- Communicating and advocating a vision for the Appalachian Region;
- Developing organizational resources to strengthen the LDDs and the Region; and
- Providing leadership in support of a dynamic working partnership among federal, state, and local governments within Appalachia