

Coal-Reliant Communities Innovation Challenge Workshop

April 22-24, 2015

Pikeville, Kentucky



Welcome

Welcome to the first Coal-Reliant Communities Innovation Challenge Workshop! The National Association of Counties (NACo) and the National Association of Development Organizations (NADO) Research Foundation, with support of the U.S. Economic Development Administration (EDA), are hosting this workshop to assist counties and regions that are experiencing economic challenges due to the contraction of the coal industry. Thank you for taking the time to join us here in Pikeville.

The aim of this workshop – the first of three to be hosted throughout 2015 – is to support participants with developing economic diversification strategies that expand opportunities in your counties and regions. Each team will walk away from the workshop with a list of implementable actions to start pursuing once you get home.

NACo and the NADO Research Foundation are committed to providing you with resources to support your economic goals long term. That is why NACo and NADO, with support from EDA, are pleased to unveil the *Resources for Transitioning Economies* website – a new resource portal containing information on economic diversification. The site features tools, reports, case studies and other resources produced by public, private and nonprofit organizations, and can be accessed and used by any county, community or region seeking to diversify and strengthen its local economy. To access the site, please visit: www.diversifyingeconomies.org. As this is a new resource and we will continue to enhance it, we welcome your requests, comments and additions!

Please join us in providing social media updates during the workshop! The official hashtag for the workshop is: #readytodiversify. You can also follow along on Twitter with @NACoTweets, @NADOWeb and @US_EDA.

Again, thank you for taking the time to travel to Pikeville. We hope this workshop is beneficial to you and your community, and please do not hesitate to share your feedback with NACo or NADO staff here at the event or after you return home.

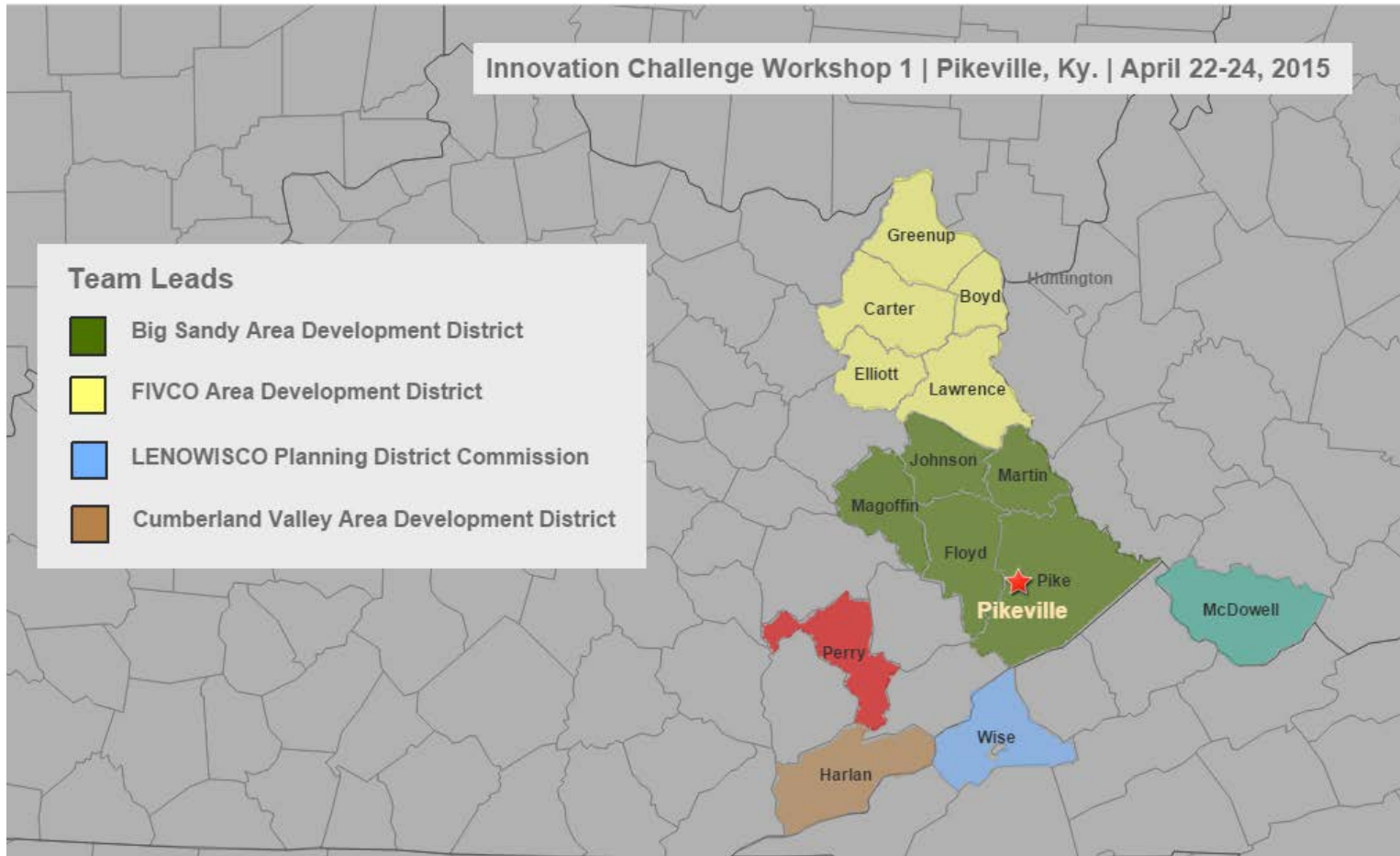
Workshop Location

The Hilton Garden Inn
849 Hambley Blvd., Pikeville, Ky. 41501
606.766.2000

Attire

The attire for the Coal-Reliant Communities Innovation Challenge Workshop is business casual.

Selected Teams



This is an enlarged map of the Appalachian teams and the counties and regions they represent.

Workshop Agenda

Wednesday, April 22 | Day 1 – Framing the Issues

- 1:30 – 2:00 p.m.** **Event Arrival and Registration**
Location: Ballroom Foyer
- 2:00 – 2:15 p.m.** **Welcoming Remarks**
Room: Grand Ballroom
- Erik Pages, President, EntreWorks Consulting, Arlington, Va.
- 2:15 – 3:30 p.m.** **Team Presentations: Who’s In the Room?**
Room: Grand Ballroom
Each team will give an introductory presentation on their goals, issues and vision for their region followed by a facilitated discussion.
- 3:30 – 3:45 p.m.** **Networking Break**
- 3:45 – 4:55 p.m.** **Panel Discussion: From Downturn to Transition**
Room: Grand Ballroom
This panel discussion will feature speakers who have experienced economic downturns and transitions in other sectors. Panelists will share insights and lessons learned, with a focus on the tangible actions they pursued to transform their economies.
- Glenn Cox, Executive Director, Handmade in America, Asheville, N.C.
 - Hon. Matt Wender, Commissioner, Fayette County, W.Va.
 - Peter Hille, President, Mountain Association for Community Economic Development, Berea, Ky.
 - Moderator: Heidi Sheppard, Advisor for Technology Collaborations, National Institute of Standards and Technology Manufacturing Extension Partnership, Gaithersburg, Md.
- 4:55 – 5:00 p.m.** **Wrap-up of Day 1**
- Erik Pages, President, EntreWorks Consulting
- 5:00 – 6:30 p.m.** **Networking Reception**
Room: F.A. Bailey
Light appetizers will be available along with a cash bar.

Thursday, April 23 | Day 2 – Exploring the Solutions

8:00 – 8:45 a.m.

Networking Breakfast

Room: F.A. Bailey

8:45 – 9:30 a.m.

Opening Plenary: Supporting the Transition

Room: F.A. Bailey

This plenary will help teams think through innovative public-private partnerships and resources to assist with implementing their goals for transitioning their economies.

- Chuck Fluharty, Founder and Vice President for Policy Programs, Rural Policy Research Institute, Iowa City, Iowa

9:30 – 10:30 a.m.

Economic Diversification Strategies: Concurrent Sessions (Round 1)

Room: F.A. Bailey

Team members will split up to attend one of three concurrent sessions in topic areas related to economic diversification strategies. A topic area expert will lead each session and facilitate small group discussion.

Session 1: Health Care Industry Strategies

Room: F.A. Bailey

Facilitators: Duane Miller, Deputy Director, LENOWISCO Planning District, Duffield, Va. & Stephen Taylor, Development Director, Kentucky Highlands Investment Corporation, London, Ky.

Session 2: Agriculture and Food Systems Development

Room: Salon A

Facilitator: Dan Neff, LDD Director, Appalachian Regional Commission, Washington, D.C.

Session 3: Workforce Training

Room: Salon B

Facilitator: Scott Tate, Senior Economic Development Specialist, Virginia Tech Office of Economic Development, Blacksburg, Va.

10:30 – 10:45 a.m.

Networking Break

- 10:45 – 12:00 p.m.** **Team Exercise #1: Identifying Actions**
Teams will meet privately to brainstorm new implementation actions. Each team will have time to discuss goals for this workshop and ways to use discussions to make progress toward future successes.
- 12:00 – 1:30 p.m.** **Luncheon Keynote: Adaptive Leadership for Positive Change**
Room: F.A. Bailey
Teams will learn about ways community leaders can focus on community engagement, shared vision and cooperation to help foster new economic opportunities.
- Kelly Ryan, President and CEO, Incurage Community Foundation, Wisconsin Rapids, Wis.
- 1:30 – 2:30 p.m.** **Economic Diversification Strategies: Concurrent Sessions (Round 2)**
Team members will split up to attend one of three concurrent sessions in topic areas related to economic diversification strategies. A topic area expert will lead each session and facilitate small group discussion.
- Session 1: Tourism and Recreation**
Room: F.A. Bailey
Facilitator: Todd Christensen, Executive Director, Southwest Virginia Cultural Heritage Foundation, Abingdon, Va.
- Session 2: Entrepreneurship and Small Business Development**
Room: Salon A
Facilitator: Mark White, Vice President of Research, The Council for Community and Economic Research, Arlington, Va.
- Session 3: Broadband Development**
Room: Salon B
Facilitator: Brian Kiser, Executive Director, Commonwealth Office of Broadband Outreach and Development, Frankfort, Ky.
- 2:30 - 3:30 p.m.** **Team Exercise #2: Developing Strategies**
Teams will meet privately to share new ideas and develop strategies to help support their implementation actions.
- 3:30 – 3:45 p.m.** **Networking Break**

3:45 – 4:45 p.m.

Team Lesson Reports: Tracking the Progress

Room: F.A. Bailey

Each team will provide a report-out of lessons learned from Day 2.

4:45 – 5:00 p.m.

Wrap-up of Day 2

- Erik Pages, President, EntreWorks Consulting

Friday, April 24 | Day 3 – Strategy & Commitments

7:30 – 8:30 a.m.

Programmatic Updates Breakfast

Room: F.A. Bailey

A buffet breakfast will be available and presentations will begin at 8:00 a.m.

Economic Development Administration (EDA) Update

Learn about ways that EDA, the White House and other federal agencies are partnering to assist coal-impacted communities.

- Angela Martinez, Senior Advisor & Director of Outreach, Economic Development Administration, Washington, D.C.

Shaping Our Appalachian Region (SOAR) Update

Hear about the current plans and priorities of the SOAR initiative to foster a new dialogue about ideas, innovations, assets and opportunities in Appalachian Kentucky.

- Jared Arnett, Executive Director, Shaping our Appalachian Region, Pikeville, Ky.

8:30 – 9:30 a.m.

Panel Discussion: Innovative Partnerships to Root the Transition

Room: F.A. Bailey

This session will highlight how diverse support partners are prioritizing economic transition efforts in Appalachia.

- Gerry Roll, Executive Director, Foundation for Appalachian Kentucky, Chavies, Ky.
- Margo Miller, Executive Director, Appalachian Community Fund, Knoxville, Tenn.
- Scott Broughton, Center Director, Advantage Kentucky Alliance, Bowling Green, Ky.
- Moderator: Jared Arnett, Executive Director, Shaping Our Appalachian Region, Pikeville, Ky.

9:30 – 11:00 a.m.

Team Exercise #3: Strategizing and Committing to Action

Teams will meet privately to confirm and document short- and long-term implementable actions.

- 11:00 - 11:30 a.m.** **Exploring Economic Diversification Data Tools**
Room: F.A. Bailey
This session will highlight data and tools that teams can use to support, visualize and communicate economic diversification strategies.
- Brian Kelsey, Economic Development Consultant, National Association of Development Organizations, Washington, D.C.
- 11:30 - 12:15 p.m.** **Team Reports – Round 1**
Room: F.A. Bailey
Four teams will overview their implementable actions followed by a facilitated discussion of major themes and takeaways.
- 12:15 - 12:30 p.m.** **Break and Pick Up Lunch**
Boxed lunches will be available.
- 12:30 - 1:15 p.m.** **Team Reports – Round 2**
Room: F.A. Bailey
Over lunch, three teams will overview their implementable actions followed by a facilitated discussion of major themes and takeaways.
- 1:15 – 1:30 p.m.** **Final Lessons and Next Steps**
 - Erik Pages, President, EntreWorks Consulting
- 1:30 p.m.** **Workshop Adjourns**

Event Participants

Jared Arnett

Executive Director
Shaping Our Appalachian Region (SOAR)
Kentucky
jared@soar-ky.org
606-766-1160

Ray Beck

City of Craig Mayor
Craig City Council
Colorado
rdlegal@bresnan.net
970-824-4994

Regina Becknell

Project Specialist
Mountain Association for Community Economic
Development
Kentucky
rbecknell@maced.org
606-356-3101

Shannon Blevins

Director of Economic Development
The University of Virginia's College at Wise
Virginia
sblevins@uvawise.edu
276-328-0162

Scott Broughton

Center Director
Advantage Kentucky Alliance
Kentucky
scott.broughton@wku.edu
814-505-3786

Bob Brown

Project Manager
Reconnecting McDowell
West Virginia
bbrown@aft.org
304-541-2110

Lora Bryant

Community Development Planner
FIVCO Area Development District
Kentucky
lora@fivco.org
606-929-1366

Melinda Burchett

Chief Operations Officer
American Health Management
Kentucky
mburchett@forhorizon.com
606-305-3028

Bobby Cassell

Former owner of small business service for coal
operations
Virginia
bobbycassell@comcast.net
276-275-0540

Todd Christensen

Executive Director
Southwest Virginia Cultural Heritage Foundation
Virginia Department of Housing and Community
Development
Virginia
todd.christensen@dhcd.virginia.gov
276-274-7774

Larry Combs

Director of Technology and Business Services
The Center for Rural Development
Kentucky
lcombs@centertech.com
606-677-6000

Michael Cornett

Director of Agency Expansion and Public
Relations
Eastern Kentucky Concentrated Employment
Program, Inc.
Kentucky
mcornett@ekcep.org
606-438-9938

Glenn Cox

Executive Director
HandMade in America
North Carolina
glenncox@handmadeinamerica.org
828-442-1556

Sandi Curd

Promise Zone Coordinator
Kentucky Highlands Investment Corporation
Kentucky
s.curd@khic.com
606-524-7785

Brent Curtice

Superintendent
Moffat County School District
Colorado
brent.curtice@moffatsd.org
970-826-6262

Chuck Fluharty

President and CEO
Rural Policy Research Institute
Iowa
cfluharty@rupri.org
319-384-3825

Russell George

President
Colorado Northwestern Community College
Colorado
russell.george@cncc.edu
970-948-4925

Tim Gibbs

President and CEO
Ashland Alliance
Kentucky
tim@ashlandalliance.com
606-324-5111

Stephen Greiner

President and CEO
Hazard Community and Technical College
Kentucky
steve.greiner@kctcs.edu
606-487-3100

Ronald Hart

Chief Operating Officer
The Center for Rural Development
Kentucky
rhart@centertech.com
606-487-7470

Peter Hille

President
Mountain Association for Community Economic
Development
Kentucky
peter@maced.org
859-986-2373

Dennis Jarvis

Director of Career Tech Education
McDowell County Schools
West Virginia
djarvis@k12.wv.us
304-436-3488

Jeff Johnson

Community Development Director
Region I Planning and Development Council
West Virginia
jeffjohnson@regiononepdc.org
304-431-7225

Brian Kelsey

Economic Development Consultant
National Association of Development
Organizations (NADO)
Texas
brian@civicanalytics.com
866-512-3835

Brian Kiser

Executive Director
Commonwealth Office of Broadband Outreach
and Development
Kentucky
502-545-2828

Hon. Gordon Lambert

County Commissioner
McDowell County
West Virginia
wimmerjen@hotmail.com
304-436-8548

Kris Mallory

Project Coordinator
Reconnecting McDowell
West Virginia
kmallory@aftwv.org
304-419-1645

Jeffrey Marshall

Executive Director
Morehead State University Center for Regional
Engagement
Kentucky
j.marshall@moreheadstate.edu
606-783-9388

Angela Martinez

Senior Advisor & Director of Outreach
U.S. Economic Development Administration
Washington D.C.
AMartinez@eda.gov
202-482-5892

Hon. Harold McBride

County Commissioner
McDowell County
West Virginia
wimmerjen@hotmail.com
304-436-8548

Duane Miller

Deputy Director
LENOWISCO Planning District Commission
Virginia
dmiller@lenowisco.org
276-431-2206

Margo Miller

Executive Director
Appalachian Community Fund
Tennessee
margo@appalachiancommunityfund.org
865-523-5783

Mike Miller

Executive Director
Kentucky River Area Development District
Kentucky
mike@kradd.org
606-568-6503

Hon. Frank Moe

County Commissioner
Moffat County
Colorado
fmoe@moffatcounty.net
970-756-7109

Clif Moore

County Manager
McDowell County
West Virginia
wimmerjen@hotmail.com
304-436-8548

Hon. Dan Mosley

County Judge Executive
Harlan County
Kentucky
danmosley@harlanonline.net
606-573-2600

Martin Meyers

President and CEO
Ignite/Orange Leaf
Kentucky
marty@orangeleafky.com
606-471-5450

Dan Neff

Director of Local Development District Program
Appalachian Regional Commission (ARC)
West Virginia
dneff@arc.gov
202-884-7707

Hon. John Osbourne

County Judge Executive
Lawrence County
Kentucky
josborne@lycomoline.com
606-638-4102

Jay Oxley

Board Chairman
Craig/Moffat Economic Development
Partnership
Colorado
jaytlc@bresnan.net
970-824-5886

Mike Patrick

Executive Director
Cumberland Valley Area Development District
Kentucky
mpatrick@cvadd.org
606-894-7391

Hon. Cecil Patterson

County Commissioner
McDowell County
West Virginia
wimmerjen@hotmail.com
304-436-8548

Sam Petsonk

Project Coordinator
Strong Mountain Communities
West Virginia
sam@msjlaw.org
304-837-6121

Chuck Riedhammer

Executive Director
Spearhead Trails
Virginia
Director@SpearheadTrails.com
276-525-5610

Gerry Roll

Executive Director
Foundation for Appalachian Kentucky
Kentucky
gerry@appalachianky.org
606-439-1357

John Rossfeld

CEO
The Memorial Hospital at Craig
Colorado
john.rossfeld@tmhcraig.org
970-826-3105

Kelly Ryan

President and CEO
Incurage Community Foundation
Wisconsin
kryan@incouragecf.org
715-570-1213

Heidi Sheppard

Advisor for Technology Collaborations
National Institute of Standards and Technology
Manufacturing Extension Partnership
Maryland
heidi.sheppard@nist.gov
301-975-6975

Hon. Ronnie Shortt

County Supervisor
Wise County
Virginia
rls6k@uvawise.edu
276-219-7283

Dan Stone

CEO
Hazard ARH Medical Center
Kentucky
dstone@arh.org
606-487-7401

Scott Tate

Senior Economic Development Specialist
Virginia Tech
Virginia
atate1@vt.edu
540-315-2062

Stephen Taylor

Development Director
Kentucky Highlands Investment Corporation
Kentucky
staylor@khic.org
606-864-5175

Denise Thomas

Community and Economic Development
Associate
Big Sandy Area Development District
Kentucky
denise.thomas@bigsandy.org
606-886-2374

Catrina Vargo

Economic Development Coordinator
Lawrence County Fiscal Court
Kentucky
cvargo66@gmail.com
606-638-4102

Hon. Matt Wender

County Commissioner
Fayette County
Virginia
mwender@cwv.net
304-573-5980

Mark White

Vice President of Research
Council for Community and Economic Research
(C2ER)
Virginia
mwhite@crec.net
703-522-4980 ext. 1015

Joyce Wilcox

Industry Liaison
Eastern Kentucky Concentrated Employment
Program, Inc.
Kentucky
jewilcox60@ekcep.org
606-339-0246

Hon. Mike Wilson

County Deputy Judge
Magoffin County
Kentucky
mike.wilson454@gmail.com
606-496-6172

STAFF

Jen Horton

Program Manager
National Association of Counties (NACo)
Washington D.C.
jhorton@naco.org
202-942-4274

Megan McConville

Program Manager
National Association of Development Organizations (NADO) Research Foundation
Washington D.C.
mmconville@nado.org
202-624-7843

Kathy Nothstine

Program Director
National Association of Counties (NACo)
Washington D.C.
knothstine@naco.org
202-714-8245

Erik Pages

President
EntreWorks Consulting
Virginia
epages@entreworks.net
703-237-2506



About the National Association of Counties (NACO)

The National Association of Counties (NACO) is the only national organization that represents county governments in the United States. Founded in 1935, NACO assists America's 3,069 counties in pursuing excellence in public service to produce healthy, vibrant, safe and resilient counties. NACO promotes sound public policies, fosters county solutions and innovation, promotes intergovernmental and public-private collaboration and provides value-added services to save counties and taxpayers money. Visit the website at www.naco.org.



About the National Association of Development Organizations (NADO)

The National Association of Development Organizations (NADO) provides advocacy, education, research and training for the nation's regional development organizations. The association and its members promote regional strategies, partnerships and solutions to strengthen the economic competitiveness and quality of life across America's local communities. Visit the website at www.nado.org.



About the U.S. Economic Development Administration (EDA)

The EDA leads the federal economic development agenda by promoting innovation and competitiveness, and preparing American regions for growth and success in the worldwide economy. As the only federal government agency focused exclusively on economic development, EDA plays a critical role in fostering regional economic development efforts in communities across the nation. Through strategic investments that foster job creation and attract private investment, EDA supports development in economically distressed areas of the United States. Visit the website at www.eda.gov.