



WORKSHOP AGENDA

Charleston, West Virginia

November 18-20, 2015

[#ReadyToDiversify](#)

WELCOME

Welcome to the Innovation Challenge Workshop for Coal-Reliant Communities! The National Association of Counties (NACo) and the National Association of Development Organizations (NADO) Research Foundation, with support from 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. Congratulations on a successful application, and thank you for taking the time to join us here in Charleston.

The aim of this workshop – the third of a series hosted in 2015 – is to support community leaders with creating economic diversification strategies that expand opportunities in your counties and regions. Each team will walk away from the workshop with a roadmap of implementable actions and a timeline 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, have developed 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 non-profit 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 Charleston. We hope this workshop is beneficial to you and your community. Please be sure to complete the evaluation forms to help us improve our offerings, and please do not hesitate to share your feedback with NACo or NADO staff here at the event or after you return home.

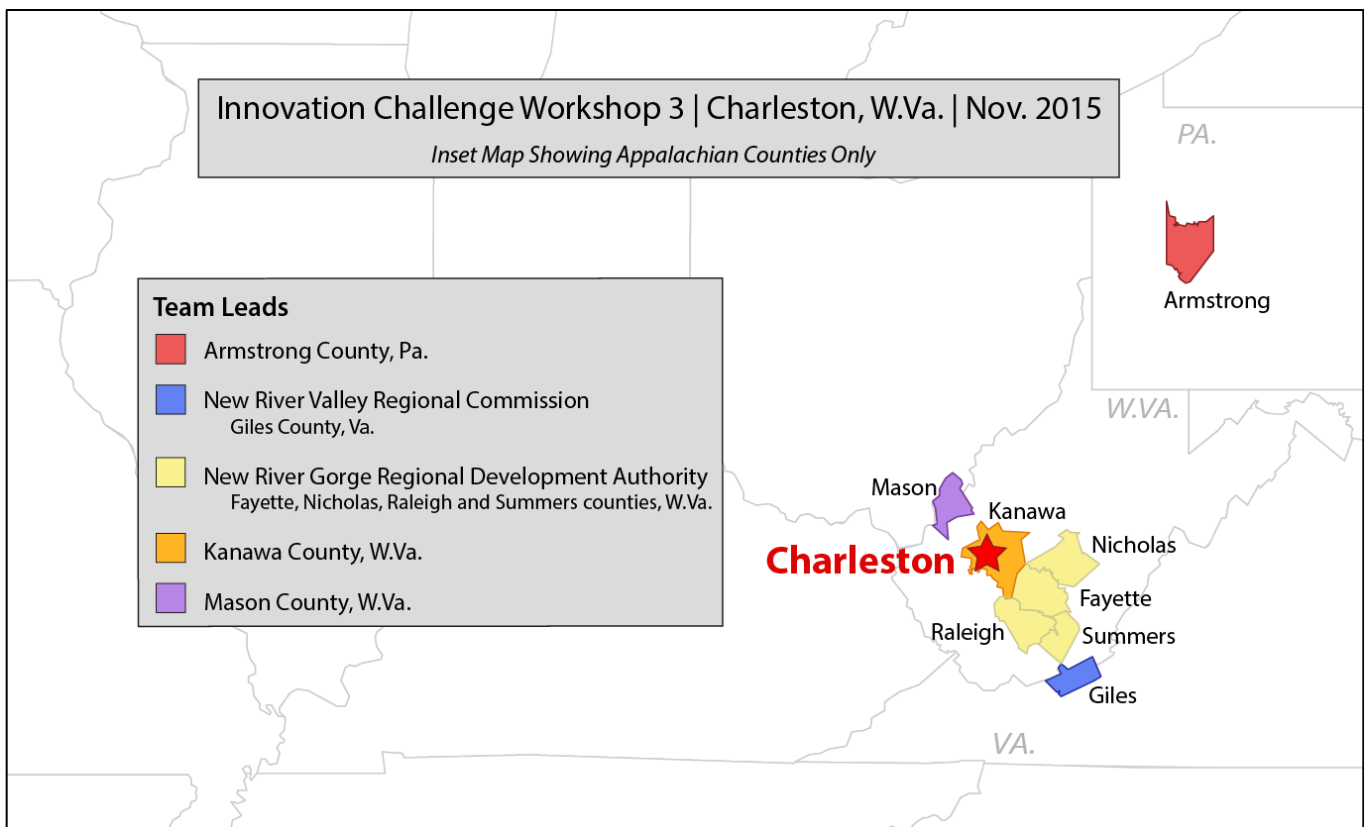
WORKSHOP LOCATION

Charleston Marriott Town Center
200 Lee Street, Charleston, WV 25301
304-345-6500

ATTIRE

The attire for the workshop is business casual.

EVENT PARTICIPANTS



AGENDA

Wednesday, Nov. 18, 2015: Day I – Framing the Issues

- 1:30 – 2:00 p.m.** **Event Arrival and Registration**
Location: Outside Salon D (Second Floor)
- 2:00 – 2:15 p.m.** **Welcoming Remarks**
Salon D
- Kathy Nothstine, Program Director, National Association of Counties, Washington, D.C.
 - Erik Pages, President, EntreWorks Consulting, Arlington, Va.
- 2:15 – 3:30 p.m.** **Team Presentations: Who’s In the Room?**
Salon D
- One representative from 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**
Salon D
- This panel discussion will feature speakers who have experienced economic downturns and community transitions in various sectors and geographies. Panelists will share insights and lessons learned, focusing on patterns and opportunities found within economic, physical and social changes in a community.
- Taylor Stuckert, Executive Director, Clinton County Regional Planning Commission, Wilmington, Ohio
 - Cindy Winland, Director of Strategic Priorities, Delta Institute, Chicago, Ill.
 - Stephanie Tyree, Deputy Director, West Virginia Community Development Hub, Fairmont, W.Va.
 - Moderator: Erik Pages, President, EntreWorks Consulting, Arlington, Va.

4:55 – 5:00 p.m.

Wrap-up of Day 1

- Erik Pages, President, EntreWorks Consulting, Arlington, Va.

5:00 – 6:30 p.m.

Networking Reception

Salon A & B (Second Floor)

Light appetizers will be available along with a cash bar.

Thursday, Nov 19, 2015: Day 2 – Exploring the Solutions

8:00 – 8:30 a.m. **Networking Breakfast**

Salon D

8:30 – 9:00 a.m. **Opening Plenary: Partnerships and Resources to Root the Transition**

This plenary will help teams think through the changing economic landscape of rural America, and identify innovative partnerships and resources to assist with implementing their goals for transitioning economies.

- Chuck Fluharty, Founder and Vice President for Policy Programs, Rural Policy Research Institute, Iowa City, Iowa
- Moderator: Erik Pages, President, EntreWorks Consulting, Arlington, Va.

9:00 – 9:45 a.m. **Exploring Data and Tools: Concurrent Sessions**

Exploring Economic Diversification Data Tools

This session will highlight data and tools that teams can use to develop, visualize and communicate economic diversification strategies.

Salon D

- Brian Kelsey, Economic Development Consultant, National Association of Development Organizations (NADO), Washington, D.C.

Exploring Workforce Development Tools

This session will highlight data and tools that teams can use to develop, visualize and communicate adult education and workforce development strategies.

Salon E

- Joel Simon, Vice President for Workforce and Economic Development, Council for Adult and Experiential Learning, Chicago, Ill.

9:45 – 10:00 a.m. **Networking Break**

10:00 – 11:15 a.m. **Team Exercise #1: Identifying Goals**

Salon D

Teams will meet privately to start discussing top priorities for economic diversification-related goals. Use the questions provided in your discussion packets to discuss goals, key players and related activities or projects as a group. Assign someone on the team to serve as a note taker.

11:15 a.m. - 12:15 p.m. Economic Diversification Strategies: Concurrent Sessions (Round 1)

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

Session 1: Workforce Development, Education and Training

Salon E

Session Leader: Joel Simon, Vice President for Workforce and Economic Development, Council for Adult and Experiential Learning, Chicago, Ill.

Session 2: Brownfields and Site Redevelopment

Salon D

Session Leader: Patrick Kirby, Director, Northern West Virginia Brownfields Assistance Center, Morgantown, W.Va.

Session 3: Advanced Manufacturing Sector Development

Salon F

Session Leader: Petra Mitchell, President and CEO, Catalyst Connection, Pittsburgh, Pa.

12:15 – 1:30 p.m.

Luncheon Keynote: Building Communities that Create Prosperity and Opportunity

Salon D

Asset-based economic development strategies are rooted in mutually supportive regional relationships to grow local businesses and create local jobs. This session will introduce an approach to economic development that engages a wide range of partners and invests in local assets to strengthen local economies. The discussion will include a case study illustrating how these principles have created a robust regional agriculture sector rooted in local people, places and firms.

- Leslie Schaller, Director of Programs, Appalachian Center for Economic Networks (AceNET), Athens, Ohio
- Moderator: Kathy Nothstine, Program Director, National Association of Counties, Washington, D.C.

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: Entrepreneurship and Small Business Development

Salon E

Session Leader: Erik Pages, President, EntreWorks Consulting

Session 2: Broadband Development

Salon D

Session Leader: Gale Given, Chief Technology Officer, West Virginia Office of Technology, Charleston, W.Va.

Session 3: Transportation and Infrastructure Connections

Salon F

Session Leader: Scott Hercik, Transportation and Trade Advisor, Appalachian Regional Commission, Washington, D.C.

2:30 - 3:30 p.m. **Team Exercise #2: Developing Strategies**

Salon D

Use this time with your team to share highlights from the concurrent sessions and incorporate new ideas to strengthen your team’s goals and strategies. Follow the discussion questions in your packet to guide the conversation. You can also begin filling out the ‘Implementation Roadmap’, found at the end of the packet and on the provided PowerPoint template, which all teams will be presenting on Friday.

3:30 – 3:45 p.m. **Networking Break**

3:45 – 4:45 p.m. **Team Report-outs: Tracking the Progress**

Salon D

Each team will provide highlights of lessons learned from Day 2.

4:45 – 5:00 p.m. **Wrap-up of Day 2**

- Erik Pages, President, EntreWorks Consulting

5:00 p.m. **Adjourn**

Friday, Nov. 20, 2015: Day 3 – Strategy & Commitments

7:45 – 8:00 a.m. Networking Breakfast

Salon D

8:00 – 8:30 a.m. U.S. Economic Development Administration (EDA) Update

Learn about ways that EDA, the White House and other federal agencies are partnering to support places undergoing economic transitions.

- Doug Lynott, POWER Program Manager, U.S. Economic Development Administration, Washington, D.C.

8:30 – 9:30 a.m. Panel Discussion: Regional Partnerships to Implement a Vision

Salon D

This session will highlight how rural regions have engaged diverse support partners to create a lasting vision for the future, and how they are applying place-based strategies to make those visions reality.

- Cheryal Lee Hills, Executive Director, Region Five Development Commission, Staples, Minn.
- Dan Frank, Senior Program Manager, Initiative Foundation, Little Falls, Minn.
- Moderator: Brett Schwartz, Program Manager, National Association of Development Organizations Research Foundation, Washington, D.C.

9:30 – 11:00 a.m. Team Exercise #3: Implementation Mapping

Take this time with your team to complete your 'Implementation Roadmap' (using the provided PowerPoint template). Assign one team member to present the team's completed Implementation Roadmap to the larger group.

11:00 - 11:45 a.m. Team Reports – Round 1

Four teams will overview their implementable actions followed by a facilitated discussion of major themes and takeaways.

11:45 a.m. - 12:00 p.m. Break and Pick Up Lunch

12:00 - 12:45 p.m. Team Reports – Round 2

Over lunch, the remaining four teams will overview their implementable actions followed by a facilitated discussion of major themes and takeaways.

12:45 – 1:00 p.m.

Final Lessons and Next Steps

- Erik Pages, President, EntreWorks Consulting, Arlington, Va.

1:00 p.m.

Workshop Adjourns

EVENT PARTICIPANTS

Southeast Michigan Council of Governments (representing Monroe County and Wayne County)

Dave	Davison	Mayor	City of Luna Pier	Luna Pier	MI	ddavison@cityoflunapier.com	734-848-4206
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West Michigan Shoreline Regional Development Commission (representing Muskegon County)

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Northwest New Mexico Council of Governments (representing Cibola, McKinley and San Juan counties)

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New River Valley Regional Commission (representing Giles County, Va.)

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New River Gorge Regional Development Authority (representing Fayette, Nicholas, Raleigh and Summers counties, W.Va.)

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Speakers, Staff and Guests

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About the National Association of Counties (NACo)

The National Association of Counties (NACo) unites America's 3,069 county governments. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public's understanding of county government, and exercise exemplary leadership in public service. 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 to promote regional strategies, partnerships and solutions to strengthen the economic competitiveness and quality of life across America's local communities. The NADO Research Foundation examines innovative practices in regional development, improves the organizational and professional capacity of regional development organizations and their partners, and bridges the communications gaps between policy makers, practitioners and the public. Visit the website at www.nado.org.



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

The U.S. Economic Development Administration 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.