



WORKSHOP AGENDA

Grand Junction, Colorado

September 16-18, 2015

#ReadyToDiversify

WELCOME

Welcome to the second 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 Grand Junction.

The aim of this workshop – the second of three to be hosted throughout 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 Grand Junction. 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.

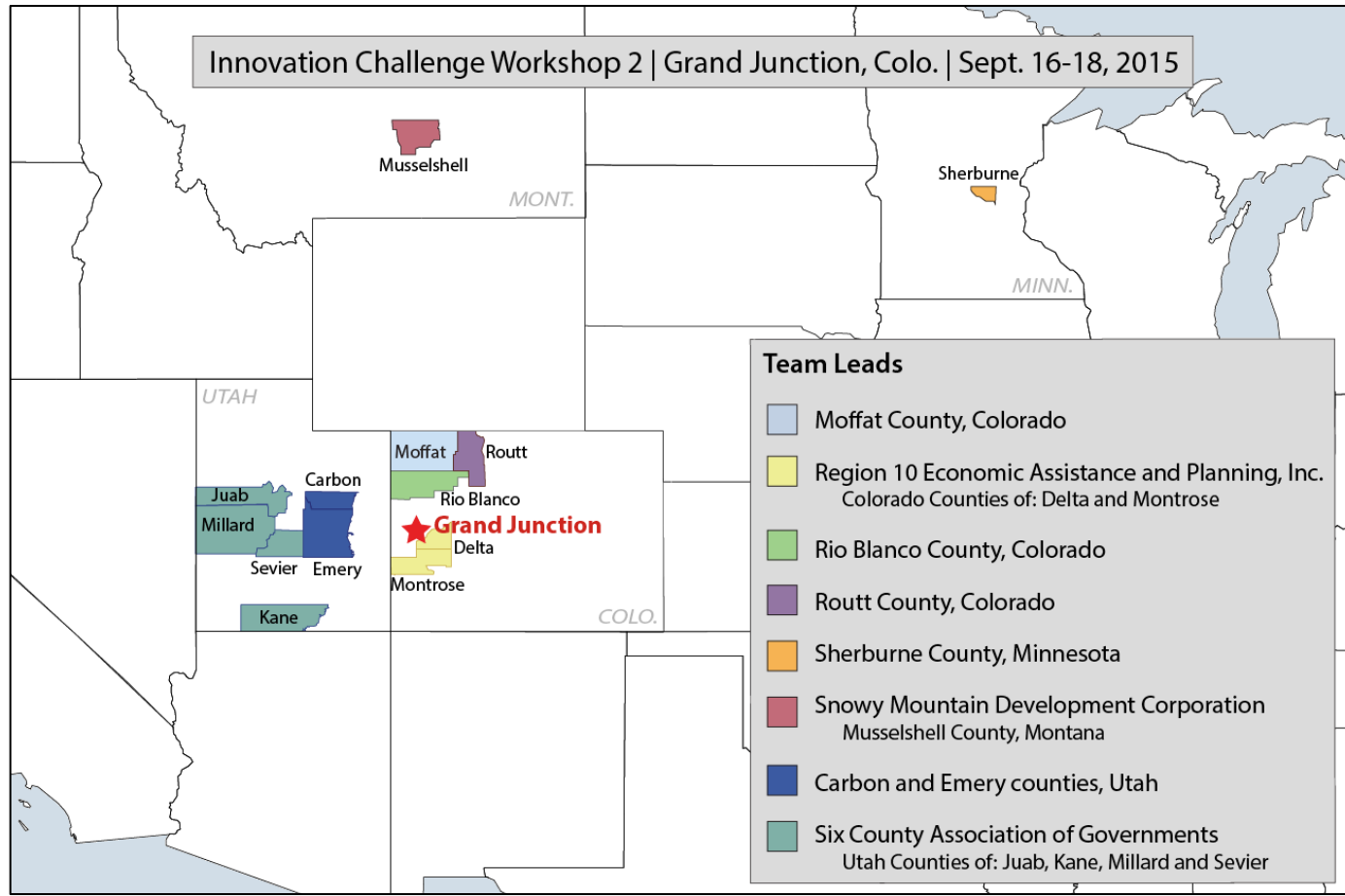
WORKSHOP LOCATION

Grand Vista Hotel
2790 Crossroads Blvd., Grand Junction, Colo. 81506
970-241-8411

ATTIRE

The attire for the workshop is business casual.

PARTICIPATING TEAMS



WORKSHOP AGENDA

Wednesday, Sept. 16, 2015: Day I – Framing the Issues

- 1:30 – 2:00 p.m.** **Event Arrival and Registration**
Location: Outside Crossroads Room
- 2:00 – 2:15 p.m.** **Welcoming Remarks**
Crossroads Room
- 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?**
Crossroads Room
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**
Crossroads Room
This panel discussion will feature speakers who have experienced economic downturns and transitions in other sectors and geographies. Panelists will share insights and lessons learned, with a focus on the tangible actions they pursued to transform their economies.
- Rosalyn Boxer, Vice President, Workforce, Arizona Commerce Authority, Phoenix, Ariz.
 - Hon. Tony Hyde, Commissioner, Columbia County, Ore.
 - Taylor Stuckert, Executive Director, Clinton County Regional Planning Commission, Wilmington, Ohio
 - 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**
Compass & Horizon Room
Light appetizers will be available along with a cash bar.

Thursday, Sept. 17, 2015: Day 2 – Exploring the Solutions

8:00 – 8:30 a.m.

Networking Breakfast

Crossroads Room

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.

- Colleen Landkamer, Minnesota State Director, Rural Development, U.S. Department of Agriculture
- 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.

Crossroads Room

- 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.

Compass Room

- 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

Crossroads Room

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

Crossroads Room

Session Leader: Rosalyn Boxer, Vice President of Workforce, Arizona Commerce Authority, Phoenix, Ariz.

Session 2: Agriculture and Food Systems Development

Horizon Room

Session Leaders: Colleen Landkamer, Minnesota State Director, Rural Development, U.S. Department of Agriculture, and Cheryal Lee Hills, Executive Director, Region Five Development Commission, Staples, Minn.

Session 3: Placemaking and Downtown Redevelopment

Compass Room

Session Leader: Clark Anderson, Director, Community Builders, Glenwood Springs, Colo.

12:15 – 1:30 p.m. Luncheon Keynote: Building Communities that Create Prosperity and Opportunity

Crossroads Room

Local leaders intuitively recognize that creating great places is essential to building a strong and resilient economy, but what underlies this linkage and how can communities strengthen it to inform local planning and economic development initiatives? Teams will learn about ways to focus on community engagement, shared vision and cooperation to promote thriving and prosperous towns and regions.

- Clark Anderson, Director, Community Builders, Glenwood Springs, Colo.
- Moderator: Brett Schwartz, Program Manager, National Association of Development Organizations Research Foundation, 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

Crossroads Room

Session Leader: Erik Pages, President, EntreWorks Consulting

Session 2: Broadband Development

Horizon Room

Session Leader: Michelle Haynes, Executive Director, Region 10 Economic Assistance and Planning, Inc., Montrose, Colo., and Diane Kruse, President, NEO Fiber, Glenwood Springs, Colo.

Session 3: Arts, Culture and Community Development

Compass Room

Session Leader: Beth Flowers, Executive Director, Arts Incubator of the Rockies, Fort Collins, Colo.

2:30 - 3:30 p.m.

Team Exercise #2: Developing Strategies

Crossroads Room

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

Crossroads Room

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, Arlington, Va.

5:00 p.m.

Adjourn

Friday, Sept. 18, 2015: Day 3 – Strategy & Commitments

7:30 – 8:30 a.m.

Networking Breakfast

Crossroads Room

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.

- Bryan Borlik, Director, Performance and National Programs, Trade Adjustment Assistance, U.S. Economic Development Administration, Washington, D.C.
- Angie Martinez, Senior Advisor, Director of External Affairs, U.S. Economic Development Administration, Washington, D.C.
- Trisha Korbas, Economic Development Representative for Colorado, Utah and Wyoming, U.S. Economic Development Administration, Denver, Colo.

8:30 – 9:30 a.m.

Panel Discussion: Regional Partnerships to Implement a Vision

Crossroads Room

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: Kathy Nothstine, Program Director, National Association of Counties, Washington, D.C.

9:30 – 11:00 a.m.

Team Exercise #3: Implementation Mapping

Crossroads Room

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

Crossroads Room

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

Crossroads Room

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

Moffat County, Colorado

Richard	Blakley	Mayor	Town of Dinosaur		970-374-2286
Mindy	Curtis	Finance Director	Moffat County	mcurtis@moffatcounty.net	970-824-9106
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Jim	Ferree	City Manager	City of Craig	jferree@ci.craig.co.us	970-826-2023
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Region 10 (representing Delta and Montrose Counties), Colorado

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Rio Blanco County, Colorado

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Routt County, Colorado

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Sherburne County, Minnesota

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Snowy Mountain Development Corporation (representing Musselshell County), Montana

Kathie	Bailey	Executive Director	Snowy Mountain Development Corporation	smdcdist6@hotmail.com	406-535-2591
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Coila	Evans	Artist and Proprietress	Coila Evans Art and Gift Gallery	artistcoilaevans@gmail.com	406-697-2758
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Carbon and Emery Counties, Utah

Keith	Brady	Commissioner	Emery County	keithb@emery.utah.hov	480-239-7931
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Six County (representing Juab, Kane, Millard and Sevier Counties), Utah

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Speakers and Staff

Clark	Anderson	Director	Community Builders	CO	CAnderson@sonoraninstitute.org	970-390-7191
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Cheryal Lee	Hills	Executive Director	Region Five Development Commission	MN	chills@regionfive.org	218-894-3233
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Trisha	Korbas	Civil Engineer/EDR for CO, UT, WY	U.S. Economic Development Administration	CO	TKorbas@eda.gov	303-844-4092
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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 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.