

Energizing Appalachia

*Regional Approaches for Effective
Energy Development*



CONFERENCE PROGRAM

March 11–13, 2007

Crystal Gateway Marriott

Arlington, Virginia

DDAA ANNUAL CONFERENCE

Welcome to the Development District Association of Appalachia's (DDAA) 2007 training conference, *Energizing Appalachia: Regional Approaches for Effective Energy Development*. This year's "annual reunion" of local development districts (LDDs) will provide you with not only a variety of training sessions and activities that will benefit your local development district but also the opportunity to meet with many of your colleagues from throughout Appalachia.

With a theme this year of "energizing" the Appalachian Region, a primary focus of our training will be on helping local development districts be better prepared to launch successful energy programs in their communities. This focus was generated by the Appalachian Regional Commission's (ARC) October 2006 Energy Blueprint, created at the request of ARC's federal co-chair and governors to provide a strategic framework for the promotion of energy-related job opportunities through the stimulation of sustainable energy production, efficiency measures, and innovation efforts throughout the Region.

For this effort to be successful, local development districts will need to be key partners in implementing energy-related activities fostered by ARC. The aim of this conference is to help districts prepare to engage in activities that promote energy efficiency and encourage the development of renewable forms of energy. Training and plenary sessions will describe successful energy-related projects and provide the opportunity to learn about government programs as well as possible funding strategies for energy-focused activities. Speakers will include Douglas L. Faulkner, deputy under secretary for rural

AGENDA

SUNDAY, MARCH 11, 2007

- 8:00 am–5:00 pm Registration Desk Open (*Arlington Room Foyer*)
- 9:00 am–10:15 am DDAA EXECUTIVE BOARD BREAKFAST MEETING (*Salon 1*)
- 10:30 am–11:45 am **Overview of the Local Economic Assessment Package: A Tool for Evaluating Your Community's Economic Development Potential** (*Salon 5*)
Speaker: Lisa Petraglia, Director of Economic Research, Economic Development Research Group, Boston, Massachusetts
- Noon–1:30 pm **DDAA LUNCH AND ANNUAL MEETING** (*Salon 4*)
Presiding: Jeff Spencer, President, Development District Association of Appalachia
Remarks: Thomas M. Hunter, Executive Director, Appalachian Regional Commission
DDAA Business Meeting with Election of Officers for 2007–2008
Nomination of DDAA Executive Board for 2007–2008
- 1:30 pm–3:00 pm **CONCURRENT SESSIONS**
- *ARC Project Performance Measurement Training* (*Salon 5*)
Facilitators: Henry King, Director, Program Operations Division, Appalachian Regional Commission
Molly Theobald, Program Manager, Program Operations Division, Appalachian Regional Commission
 - *Primer on ARC Program and Operations for LDD Board Members* (*Salon 6*)
Facilitator: David Campbell, Assistant Professor, Department of Public Administration, Binghamton University, Binghamton, New York
 - *SouthEast Regional Directors Institute Training for Executive Directors* (*Salon 2*)
This session will run until 4:30 pm.
- 3:00 pm–5:00 pm **Free Time**
- 5:00 pm–8:00 pm **RECEPTION AND DINNER** (*Reception–Salon 3 / Dinner–Salons 4, 5, and 6*)
Presiding: Jeff Spencer, President, Development District Association of Appalachia
Speaker: Anne B. Pope, Federal Co-Chair, Appalachian Regional Commission
- Presentation of Congressional Award:* The Honorable Bill Shuster, Congressman, 9th Congressional District, Pennsylvania

MONDAY, MARCH 12, 2007

- 7:30 am–3:00 pm Registration Desk Open (*Arlington Room Foyer*)
- 7:30 am–8:50 am **BREAKFAST** (*Salon 4*)
(*Cosponsored by the National Association of Development Organizations and the National Association of Regional Councils*)
Presiding: Keith Jones, Second Vice President, Development District Association of Appalachia
Remarks: Richard J. Peltz, Alternate Federal Co-Chair, Appalachian Regional Commission
Speaker: Daniel J. Desmond, Deputy Secretary, Office of Energy and Technology Deployment, Pennsylvania Department of Environmental Protection
- 9:00 am–10:15 am **PLENARY SESSION** (*Salon 4*)
Energy Overview
Speakers: Marilyn A. Brown, Professor, School of Public Policy, Georgia Institute of Technology
Paul Gilman, Director, Oak Ridge Center for Advanced Studies, Oak Ridge, Tennessee

development at the U.S. Department of Agriculture; Marilyn A. Brown, professor at the Georgia Institute of Technology School of Public Policy; and Paul Gilman, director of the Oak Ridge Center for Advanced Studies.

Other activities and training events designed to benefit LDD board members, executive directors, and their staffs include an overview of the ARC program and operations for board members, conducted by David Campbell of Binghamton University; SERDI training for executive directors; and ARC project performance measurement training, facilitated by ARC staff. The Sunday banquet will feature ARC Federal Co-Chair Anne B. Pope as speaker and the presentation of the Congressional Award to U.S. Congressman Bill Shuster of Pennsylvania. Monday's lunch program will include the presentation of the 2007 John D. Whisman Vision Award.

Finally, we will join with the National Association of Development Organizations (NADO) on Monday night for a taste of Washington political satire in a performance by the renowned Capitol Steps; and on Tuesday morning for plenary sessions featuring Mary E. Peters, secretary of the U.S. Department of Transportation; columnist and author Jeff Birnbaum of the *Washington Post*; and federal budget expert Stanley Collender.

Again, welcome to this year's conference!

10:30 am–11:45 am

CONCURRENT SESSIONS

- *Encouraging the Development of Renewable Sources of Energy* (Salon 5)
Speakers: Amy Welch, Graduate Research Assistant, Department of Geography, Pennsylvania State University
Lucille Olszewski, Senior Meteorologist, Blackwater Environmental Services, Pittsburgh, Pennsylvania
Jonathan G. Overly, Executive Director, East Tennessee Clean Fuels Coalition, Knoxville, Tennessee
Scott Sklar, President, The Stella Group, Ltd., Washington, D.C.
- *Helping Appalachian Communities Become More Energy Efficient* (Salon 6)
Speakers: Stacy Richards, Program Director, Energy Resource Center, SEDA-COG, Lewisburg, Pennsylvania
Jason Hartke, Manager, State and Local Advocacy, U.S. Green Building Council, Washington, D.C.
John A. Laitner, Senior Economist, American Council for an Energy-Efficient Economy, Washington, D.C.

Noon–1:15 pm

LUNCH (Salon 4)

Remarks: Anne B. Pope, Federal Co-Chair, Appalachian Regional Commission

Speaker: Douglas L. Faulkner, Deputy Under Secretary for Rural Development, U.S. Department of Agriculture

Presentation of the John D. Whisman Vision Award

1:15 pm–1:30 pm

Break

1:30 pm–2:45 pm

CONCURRENT SESSIONS (repeat of morning sessions)

- *Encouraging the Development of Renewable Sources of Energy* (Salon 5)
- *Helping Appalachian Communities Become More Energy Efficient* (Salon 6)

2:45 pm–3:00 pm

Break

3:00 pm–3:45 pm

The Positive Impact of LDDs on Appalachia (Salon 5)

Speaker: Jeff Spencer, President, Development District Association of Appalachia

3:45 pm–7:00 pm

Free Time (Dinner on your own)

7:00 pm

Dessert Reception (Arlington Room Foyer and Salon 3)

8:00 pm

Special Performance: The Capitol Steps (Salons 4, 5, and 6)

TUESDAY, MARCH 13, 2007

7:30 am–8:40 am

BREAKFAST (Salon 3)

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

8:45 am–10:20 am

JOINT PLENARY SESSION with NADO (Salons 4, 5, and 6)

The 2007 Political Landscape and the Outlook for Domestic Programs

Speakers: The Honorable Mary E. Peters, Secretary, U.S. Department of Transportation
Jeff Birnbaum, Author, Political Analyst, and *Washington Post* Columnist

10:20 am–10:30 am

Break

10:30 am–Noon

JOINT PLENARY SESSION with NADO (Salons 4, 5, and 6)

Mastering the "Real World" of Federal Budget and Appropriations Process

Speaker: Stanley Collender, Managing Director, Qorvis Communications

Noon

CONFERENCE ADJOURNED

Development District Association of Appalachia

The Development District Association of Appalachia (DDAA) is a nonprofit organization of local development districts (LDDs) within the 13-state area served by the Appalachian Regional Commission (ARC), a legislated federal-state partnership agency. LDDs are multi-jurisdictional regions governed by local elected officials and other appointees from communities within the districts.

In 1976, the executive directors of the LDDs created the DDAA as an institutional means of providing services and collaborative opportunities that support the LDD service mission in Appalachia and promote the dynamic local-state-federal partnership enabled by ARC.

A conference of the DDAA has been held every year since the association's inception—bringing together hundreds of LDD personnel; local, state, and federal officials; issue experts; and special guests to share experiences and knowledge concerning the unique challenges and opportunities faced in the Appalachian Region.

The DDAA generally sponsors three major training events each year. These events focus primarily on the professional and technical needs of local communities and economic development staff in an overall effort to maintain and enhance their performance skills and service capabilities. However, many training events also benefit other local and state public service practitioners, and ultimately benefit the public served.

DDAA Training Program

A primary mission of the Development District Association of Appalachia is to provide training opportunities to its 72 member local development districts located throughout the 13-state Appalachian Region. Through annual funding provided by the Appalachian Regional Commission and the leadership of the DDAA's Training Committee, a wide array of training activities has been made available to LDD staff, board members, and others.

In addition to on-site training workshops and satellite broadcasts, the DDAA Training Program now offers funding support for individual professional development activities. Reimbursement for up to 50 percent of the costs associated with the training can be provided by the DDAA. For more information on the DDAA Training Program, please contact your state DDAA representative.

DDAA Web Site

To learn more about the Development District Association of Appalachia and the work of its 72 local development districts throughout Appalachia, please visit the DDAA Web site at www.ddaa-ldd.org.