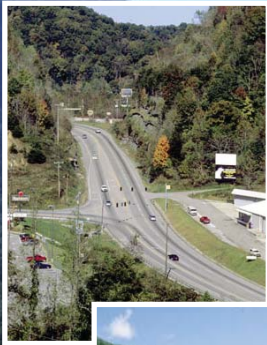


Global Appalachia: Challenges and Opportunities

*Engaging, Competing, and Succeeding
in the Global Economy of the 21st Century*



CONFERENCE PROGRAM

March 1–3, 2009

Crystal Gateway Marriott

Arlington, Virginia

2009 DDAA CONFERENCE

Welcome to the 2009 DDAA conference! This year's conference will explore how Appalachia can compete and succeed in today's quickly changing and often confusing global economy. Creating a "Global Appalachia" presents dynamic opportunities and serious challenges that local development districts must be prepared to respond to. This crucial period of transition to the global economic environment will shape the future for Appalachian businesses and communities, and this conference will help attendees better understand how to help position the Region and its workforce for success.

Speakers will discuss factors critical to that success: expanding Appalachian export opportunities, developing an internationally competitive workforce, and ensuring the Region's access to global markets, all of which will help make existing businesses more competitive and encourage new enterprise and employment. Attendees will learn about the key role of the intermodal global supply chain in shaping economic growth and how the Network Appalachia initiative is capitalizing on the Appalachian Development Highway System to provide access to national and international markets. Other highlights will include the ARC Export Trade Advisory Council's role in promoting Appalachian businesses and products around the world.

The conference includes an address by ARC Federal Co-Chair Anne B. Pope, as well as three joint plenary sessions with the National Association of Development Organizations (NADO) on how current domestic policy and congressional leadership may affect regional development work. Monday afternoon's plenary session will examine funding opportunities related to the recently passed federal economic stimulus package, while Tuesday's two sessions address the Obama administration's economic policy agenda and the congressional outlook regarding regional development issues. The

AGENDA

SUNDAY, MARCH 1, 2009

- Noon–5:00 pm Registration Desk Open (*Arlington Room Foyer*)
- 1:30 pm–4:30 pm **DDAA/NADO EXECUTIVE DIRECTOR PEER LEARNING LAB PART I** (*Salon K*)
Fiduciary Responsibility and Oversight
(*Participation is limited to executive directors who registered for this session prior to the DDAA conference.*)
- 2:00 pm–3:10 pm **DDAA EXECUTIVE BOARD MEETING** (*Salon 5*)
- 3:15 pm–4:30 pm **DDAA ANNUAL MEMBERSHIP MEETING** (*Salon 4*)
Presiding: Keith Jones, President, Development District Association of Appalachia
Remarks: Thomas M. Hunter, Executive Director, Appalachian Regional Commission
DDAA Business Meeting with Election of Officers for 2009–2010
Nomination of DDAA Executive Board for 2009–2010
- 5:00 pm–8:00 pm **RECEPTION AND DINNER** (Reception sponsored by BNSF Railway) (*Salons 1, 2, and 3*)
Presiding: Keith Jones, President, Development District Association of Appalachia
Speaker: Anne B. Pope, Federal Co-Chair, Appalachian Regional Commission
Special Recognition: Establishment of the Donald R. Myers Humanitarian Award
Presentation of the Donald R. Myers Humanitarian Award: Randy Owen, Country Music Artist and Charity Fundraiser/Organizer, Fort Payne, Alabama

MONDAY, MARCH 2, 2009

- 7:00 am–3:00 pm Registration Desk Open (*Arlington Room Foyer*)
- 7:30 am–9:00 am **BREAKFAST PLENARY SESSION** (*Salon 3*)
(Sponsored by the National Association of Development Organizations and the National Association of Regional Councils)
Presiding: Sharon Gardner, Second Vice President, Development District Association of Appalachia
Speaker: James Hrusovsky, President and CEO, Severstal Columbus, Columbus, Mississippi
- 9:00 am–Noon **DDAA/NADO EXECUTIVE DIRECTOR PEER LEARNING LAB PART II** (*Salon K*)
Fiduciary Responsibility and Oversight
- 9:10 am–10:20 am **CONCURRENT SESSIONS**
- Access to Global Opportunities** (*Salon H*)
Moderator: J. Scott Hercik, Transportation Advisor, Appalachian Regional Commission
Speaker: Lloyd Thompson, Associate Vice President/Senior Economist, Moffatt and Nichol, New York, New York
- Connecting with Market Opportunity** (*Salon 6*)
Moderator: Tom Crump, Director, Furniture Export Office, North Carolina Department of Commerce, High Point, North Carolina
Speakers: Leslie Drake, Director, U.S. Commercial Service Charleston, Charleston, West Virginia; Gregory J. Edwards, Director of External Affairs, Virginia Port Authority, Norfolk, Virginia; George Hiller, Director of International Programs, Southwest Virginia Higher Education Center, Abingdon, Virginia

DDAA and NADO have also teamed this year to offer Monday's Federal Agency Networking Roundtables and Reception. This new event will allow one-on-one conversations with federal program representatives.

The Region's current and future strength depends on its leaders, and this year's conference celebrates the memory of one of its most dedicated: Don Myers, who served as executive director of the Ohio Mid-Eastern Governments Association and was a member of the DDAA board of directors until his death in April 2008. Mr. Myers will be honored at the Sunday evening banquet, where the DDAA will officially rename its Humanitarian Award in his honor.

The 2009 Donald R. Myers Humanitarian Award will be presented to country music artist and philanthropist Randy Owen, an Alabama native. The lead singer for the country band Alabama, which was inducted into the Country Music Hall of Fame in 2005, Mr. Owen is also a solo recording artist whose wide-ranging philanthropic activities include establishing the annual radiothon Country Cares for St. Jude Kids, which has raised more than \$345 million for St. Jude Children's Research Hospital.

On Monday the DDAA, as in years past, will present the John D. Whisman Vision Award and the Congressional Award to recognize individuals who have made noteworthy efforts to benefit the people of Appalachia. Monday's events will conclude with special entertainment by accomplished magician—and Don Myers' son—Eric Myers, who has entertained thousands with his family-friendly blend of comedy and magic.

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

Developing a Competitive Workforce (*Salon 5*)

Moderator: Jeff Schwartz, Education Program Manager, Appalachian Regional Commission

Speakers: Ronald E. Radcliffe, Executive Director, WORKFORCE West Virginia, West Virginia Department of Commerce, Charleston, West Virginia; Beth Jones, Executive Director, Southeast Tennessee Development District, Chattanooga, Tennessee; H. DeWitt Blackwell Jr., Executive Director, Western Piedmont Council of Governments, Hickory, North Carolina

10:30 am–11:40 am **CONCURRENT SESSIONS** (*Repeat of previous sessions*)

11:50 am–1:30 pm **AWARDS LUNCHEON** (*Salon 3*)

Presiding: Barry L. Tarter, First Vice President, Development District Association of Appalachia

Presentation of the 2009 Congressional Award: The Honorable Heath Shuler, Congressman, 11th Congressional District, North Carolina

Presentation of the 2009 John D. Whisman Vision Award: Donald Rychnowski, Executive Director, Southern Tier West Regional Planning and Development Board, Salamanca, New York

1:40 pm–2:40 pm **PLENARY SESSION** (*Salons 5 and 6*)

Appalachia 21: The Way Ahead

Moderator: J. Scott Hercik, Transportation Advisor, Appalachian Regional Commission

Speakers: Michael Snow, Executive Director, American Hardwood Export Council, Washington, D.C.; John H. Menge, Senior Vice President/Director of Business Development, Moffatt and Nichol, New York, New York; James J. Mermis, Managing Partner, The Junto Company, Columbus, Ohio

2:45 pm–3:50 pm **JOINT PLENARY SESSION with NADO** (*Salon 4*)

Federal Economic Stimulus Package: An In-Depth Analysis of Funding Opportunities for Regional Development Organizations and Local Governments

4:00 pm–6:00 pm **DDAA/NADO Federal Agency Networking Roundtables and Reception** (*Salon 3*)

Learn about federal programs and funding opportunities at this networking event.

6:00 pm–7:00 pm **Special Entertainment** (*Salon 4*)

The Magic of Eric Myers

TUESDAY, MARCH 3, 2009

7:30 am–8:30 am **BREAKFAST** (*Salon 3*)

Presiding: Eric Bridges, Secretary, Development District Association of Appalachia

Remarks: Cameron D. Whitman, States' Washington Representative, Appalachian Regional Commission
Guy P. Land, Chief of Staff, Office of the Federal Co-Chair, Appalachian Regional Commission

8:45 am–10:20 am **JOINT PLENARY SESSION with NADO** (*Salon 4*)

The New Administration's Economic and Domestic Policy Agenda

10:30 am–11:50 am **JOINT PLENARY SESSION with NADO** (*Salon 4*)

Congressional Outlook for the Regional Development Agenda

Noon **CONFERENCE ADJOURNED**

IN MEMORIAM

Donald R. (Don) Myers

1942–2008

*Executive Director, Ohio Mid-Eastern Governments Association
Cambridge, Ohio*

Board Member, Development District Association of Appalachia



The Development District Association of Appalachia dedicates the 2009 DDAA conference in memory of Don Myers and has renamed the organization's annual Humanitarian Award in his honor. Don was a dedicated public servant throughout his career who cared deeply about the Appalachian Region and the citizens he served. The following is excerpted from a eulogy written about Don by John Lowe of the *Daily Jeffersonian* in Cambridge, Ohio.

The unexpected loss of Donald R. Myers . . . dealt a blow to eastern Ohio, the impact of which will be felt for years. He was the executive director of the Ohio Mid-Eastern Governments Association and the president of the Eastern Ohio Development Alliance.

Mr. Myers spent his life advocating the Region—its cities, its villages, its heritage. Most of all, he advocated the people, especially those who were ill equipped to help themselves. Because he worked behind the scenes with local, state, and federal legislators and agency officials, many of the people he helped most did not know he was their champion. That was how he wanted it. Fundamentally, he was a man who valued his privacy. Yet he was known as a force for eastern Ohio and Appalachia by those in power in Washington and in Appalachia from Mississippi to New York. . . . Time after time he came through for the people of eastern Ohio.

Mr. Myers was a facts speaker. He spoke the truth as he saw it whether people wanted to hear it or not. He took a lot of criticism for outspokenness. "But how can we correct a problem," he asked, . . . "if we don't even acknowledge it?" Mr. Myers spoke the truth not out of belligerence, but out of concern. . . . Don Myers was a man of deep compassion—compassion for his family, his community, and people everywhere.