

# CONFERENCE PROGRAM

APPALACHIA'S EDUCATIONAL ASSETS

# Investing in a Skilled Future



October 25–27, 2010 | Rome, Georgia



An Appalachian Regional Commission Conference  
Hosted by the State of Georgia

**On behalf** of the Appalachian Regional Commission (ARC) and the state of Georgia, we welcome you to Rome and the ***Appalachia's Educational Assets: Investing in a Skilled Future*** conference.

The economic challenges the Appalachian Region faces today require creative new approaches to maximizing resources for economic development. This conference will show you how building on your community's existing educational assets—both physical and knowledge based—can help strengthen the local economy by attracting investment and creating local jobs.

The conference sessions will highlight ideas and best practices in topics including retooling the workforce, expanding instructional capacity through technology, building a healthy and educated workforce, and supporting entrepreneurial training. We are confident that the strategies you learn here will help your community develop creative ways to build on its educational assets to create economic opportunity.

We hope you enjoy your stay here in Rome and can take time to explore the city's vibrant historic downtown, unique shops and restaurants, and many cultural, heritage, and recreational attractions.

We wish you a productive and meaningful conference experience.



**Earl F. Gohl**  
*ARC Federal Co-Chair*



**Sonny Perdue**  
*Governor of Georgia*  
*2010 ARC States' Co-Chair*

Welcome



APPALACHIA'S EDUCATIONAL ASSETS

# Investing in a Skilled Future

# Agenda

## Monday, October 25, 2010

**9:00 a.m.–1:00 p.m.**

**Pre-Conference Event:  
Heritage Tours**

*Buses will depart from the Forum Civic Center at 9:00 a.m. and will return there at 1:00 p.m.*

**1:00 p.m.–7:00 p.m.**

**Registration Desk Open**

*Forum Civic Center Lower-Level Lobby*

**5:30 p.m.–6:15 p.m.**

**Welcome Reception**

*Forum Civic Center Freedom Hall*

**6:15 p.m.–7:00 p.m.**

**Musical Performances by Randall Franks and the Watkins Family**

*Forum Civic Center Arena*

**7:00 p.m.–9:00 p.m.**

**Dinner on Your Own**

*Ten favorite Rome restaurants extend a special welcome to conference participants through the Rome Dine-Around. Menus are available at the Dine-Around information desk in the Forum Civic Center lower-level lobby.*

## Tuesday, October 26, 2010

All morning and afternoon sessions will take place at the Forum Civic Center.

**6:00 a.m.–7:00 a.m.**

**Health Walk**

*A three-mile group health walk will take place in downtown Rome, on paved walkways along the Oostanaula River. Participants will meet at 6:00 a.m. in the Forum Civic Center lower-level lobby.*

**7:00 a.m.–Noon**

**Registration Desk Open**

*Lower-Level Lobby*

**7:30 a.m.–8:30 a.m.**

**Buffet Breakfast**

*Arena*

**8:30 a.m.–9:15 a.m.**

**Welcome and Opening Remarks**

*Arena*

Georgia Governor Sonny Perdue, 2010 ARC States' Co-Chair

Earl F. Gohl, ARC Federal Co-Chair

**9:15 a.m.–10:00 a.m.**

**Keynote Address**

**“The Appalachian Experience: A Story of Ingenuity and Resilience”**

*Arena*

A. Michael Perry

Co-Founder, Heritage Farm Museum and Village, Huntington, West Virginia

**10:00 a.m.–10:30 a.m.**

**Break**

*Freedom Hall*

**10:30 a.m.–Noon**

**Concurrent Sessions**

---

**School Buildings as Centers of Community and Economic Development**

*Aventine Room*

Out-of-school programs not only offer a safe and stimulating learning environment for young people, they also support the local economy by providing training to both the current and the future workforce. In many rural areas, programs are located in and around school buildings, enabling communities to take advantage of school infrastructure during non-school hours. Panelists will detail the benefits of these programs and discuss best practices, including tips on adapting and replicating successful models.

**Moderator:**

**Rivka Burstein-Stern**, Field Outreach Coordinator, Afterschool Alliance, Washington, D.C.

**Panelists:**

**Phyllis Elder**, Statewide Network Coordinator, Kentucky Out-of-School Alliance

**Angela D. King**, Executive Director, Cannon County REACH Afterschool Programs, Tennessee

**Bricca Prestridge Sweet**, Director, Statesville Housing Authority Family Development Division, North Carolina

---

**Expanding Instructional Capacity through Technology**

*Blossom Room*

Education technologies are helping local schools provide students with more diverse educational programs and experiences. This session will highlight programs that are effectively using distance-learning systems, smart classrooms, and other technologies to enable educators to expand content, reach more students, and enhance the effectiveness of instruction. Panelists will describe how these technologies work and how they are benefiting students, teachers, and communities. Speakers will include an administrator, a teacher, and two high-school students who have benefitted from distance-learning programs.

**Moderator:**

**Mark DeFalco**, Telecommunications Initiative Manager, Appalachian Regional Commission

**Panelists:**

**Taylor Leigh Hayes**, Student, Cherokee County High School, Alabama

**Logan Allen Hill**, Student, Cherokee County High School, Alabama

**Aimée Hudock**, American Sign Language Teacher, Broome-Tioga Board of Cooperative Educational Services, New York

Garrett Roen, Admissions Counselor,  
Pennsylvania State University–DuBois

---

## **Supporting Entrepreneurial Training**

### *Shorter Room*

Panelists will discuss entrepreneurship education and training programs at the high school, community college, and university levels, and will highlight nationally recognized curricula for youth and adults such as REAL Enterprises and FastTrac. The panelists will also discuss the development of school-based enterprises, as well as programs delivered through university-based Small Business Development Centers.

#### **Moderator:**

**Paul DeLargy**, Director, Georgia REAL Enterprises

#### **Panelists:**

**Randall E. Donaldson**, Business Consultant–Gainesville, University of Georgia Small Business Development Center

**Jack Shelton**, Executive Director, PACERS, Inc., Alabama

**Malinda Todd**, Associate Director, North Carolina REAL Enterprises

---

## **Health, Wellness, and Nutrition: Building a Healthy Workforce**

### *Jackson/Clocktower Room*

A strong economy depends on a healthy workforce, and good health starts in childhood. Panelists in this session will discuss recent research into school-based health programs and their effects on educational outcomes and community well-being, and describe best practices for delivering health-care services through schools, including a dental program in West Virginia’s distressed counties and a health-care system in rural New York.

#### **Moderator:**

**Eric Stockton**, Health Program Manager, Appalachian Regional Commission

#### **Panelists:**

**Richard Crespo**, Professor of Community Health, Marshall University School of Medicine, West Virginia

**Chris Kjolhede**, Director, School-Based Health Program, Bassett Healthcare Network, New York

**Amanda M. McDougald**, Research Associate and Co-Chair of Healthy Augusta, Georgia Prevention Institute, Medical College of Georgia



**Noon–1:15 p.m.**  
**Lunch and Keynote Address**  
**“Education and Training in**  
**Support of Economic Growth”**

*Arena*

**Ray Uhalde**

Vice President, Workforce and Education Policy Group, Jobs for the Future, Washington, D.C.

**1:30 p.m.–3:00 p.m.**  
**Concurrent Sessions**

---

**Expanding Instructional Capacity through Technology**

*Blossom Room*

Education technologies are helping local schools provide students with more diverse educational programs and experiences. This session will highlight programs that are effectively using distance-learning systems, smart classrooms, and other technologies to enable educators to expand content, reach more students, and enhance the effectiveness of instruction. Panelists will describe how these technologies work and how they are benefitting students, teachers, and communities. Speakers will include an administrator, a teacher, and two high-school students who have benefited from distance-learning programs.

**Moderator:**

**Mark DeFalco**, Telecommunications Initiative Manager, Appalachian Regional Commission

**Panelists:**

**Taylor Leigh Hayes**, Student, Cherokee County High School, Alabama

**Logan Allen Hill**, Student, Cherokee County High School, Alabama

**Aimée Hudock**, American Sign Language Teacher, Broome-Tioga Board of Cooperative Educational Services, New York

**Garrett Roen**, Admissions Counselor, Pennsylvania State University–DuBois

---

**What to Do Before the Plant Closes**

*Shorter Room*

The manufacturing sector has traditionally employed a significant share of the Appalachian workforce. But global competition has driven many of the Region’s manufacturing jobs offshore, causing layoffs and worker dislocation, and changing the employment base of the Appalachian workforce. Panelists in this session will highlight successful programs that are helping communities retool their workforces and adapt to a changing global environment.

**Moderator:**

**Chad R. Miller**, Assistant Professor, Department of Economic and Workforce Development, University of Southern Mississippi

**Panelists:**

**Scott R. Daugherty**, Commissioner for Small Business, North Carolina Department of Commerce

**J. Mark Estep**, President, Southwest Virginia Community College

**Debra M. Lyons**, Executive Director, Georgia Governor's Office of Workforce Development

---

**Health, Wellness, and Nutrition:  
Building a Healthy Workforce**

*Jackson/Clocktower Room*

A strong economy depends on a healthy workforce, and good health starts in childhood. Panelists in this session will discuss recent research into school-based health programs and their effects on educational outcomes and community well-being, and describe best practices for delivering health-care services through schools, including a dental program in West Virginia's distressed counties and a health-care system in rural New York.

**Moderator:**

**Eric Stockton**, Health Program Manager, Appalachian Regional Commission

**Panelists:**

**Richard Crespo**, Professor of Community Health, Marshall University School of Medicine, West Virginia

**Chris Kjolhede**, Director, School-Based Health Program, Bassett Healthcare Network, New York

**Amanda M. McDougald**, Research Associate and Co-Chair of Healthy Augusta, Georgia Prevention Institute, Medical College of Georgia

---

**Increasing Educational  
Attainment: Building an Educated  
Workforce**

*Aventine Room*

The majority of job openings in the next ten years will require an education beyond a high school diploma. This means that communities working to build an educated workforce must focus not only on helping students graduate from high school but also on encouraging them to pursue and complete post-secondary degrees and certificates. Panelists in this session will discuss programs that have been successful in helping students graduate from high school and continue their education through post-secondary programs and training.

**Moderator:**

**Elizabeth L. (Betty) Hale**, Senior Fellow, Institute for Educational Leadership, Washington, D.C.

**Panelists:**

**Shirley L. Davis**, Director, Georgia Appalachian Center for Higher Education, North Georgia College and State University

**Ernie DuPont**, Director, Workforce Initiatives, CVS Caremark Corporation, New York



Susan McCracken, Director of External Affairs and Community Relations, Office of Government Relations, Appalachian State University, North Carolina

**3:00 p.m.–3:15 p.m.**

**Break**

*Freedom Hall*

**3:15 p.m.–4:45 p.m.**

**Concurrent Sessions**

---

### **School Buildings as Centers of Community and Economic Development**

*Jackson/Clocktower Room*

Out-of-school programs not only offer a safe and stimulating learning environment for young people, they also support the local economy by providing training to both the current and the future workforce. In many rural areas, programs are located in and around school buildings, enabling communities to take advantage of school infrastructure during non-school hours. Panelists will detail the benefits of these programs and discuss best practices, including tips on adapting and replicating successful models.

**Moderator:**

Rivka Burstein-Stern, Field Outreach Coordinator, Afterschool Alliance, Washington, D.C.

**Panelists:**

Phyllis Elder, Statewide Network Coordinator, Kentucky Out-of-School Alliance

Angela D. King, Executive Director, Cannon County REACH Afterschool Programs, Tennessee

Bricca Prestridge Sweet, Director, Statesville Housing Authority Family Development Division, North Carolina

---

### **Supporting Entrepreneurial Training**

*Blossom Room*

Panelists will discuss entrepreneurship education and training programs at the high school, community college, and university levels, and will highlight nationally recognized curricula for youth and adults such as REAL Enterprises and FastTrac. The panelists will also discuss the development of school-based enterprises, as well as programs delivered through university-based Small Business Development Centers.

**Moderator:**

Paul DeLargy, Director, Georgia REAL Enterprises

**Panelists:**

Jack Shelton, Executive Director, PACERS, Inc., Alabama

Ron E. Simmons, Area Director–Gainesville, University of Georgia Small Business Development Center

**Malinda Todd**, Associate Director, North Carolina REAL Enterprises

---

## **What to Do Before the Plant Closes**

### *Shorter Room*

The manufacturing sector has traditionally employed a significant share of the Appalachian workforce. But global competition has driven many of the Region's manufacturing jobs offshore, causing layoffs and worker dislocation, and changing the employment base of the Appalachian workforce. Panelists in this session will highlight successful programs that are helping communities retool their workforces and adapt to a changing global environment.

#### **Moderator:**

**Chad R. Miller**, Assistant Professor, Department of Economic and Workforce Development, University of Southern Mississippi

#### **Panelists:**

**Scott R. Daugherty**, Commissioner for Small Business, North Carolina Department of Commerce

**J. Mark Estep**, President, Southwest Virginia Community College

**Debra M. Lyons**, Executive Director, Georgia Governor's Office of Workforce Development

---

## **Increasing Educational Attainment: Building an Educated Workforce**

### *Aventine Room*

The majority of job openings in the next ten years will require an education beyond a high school diploma. This means that communities working to build an educated workforce must focus not only on helping students graduate from high school but also on encouraging them to pursue and complete post-secondary degrees and certificates. Panelists in this session will discuss programs that have been successful in helping students graduate from high school and continue their education through post-secondary programs and training.

#### **Moderator:**

**Elizabeth L. (Betty) Hale**, Senior Fellow, Institute for Educational Leadership, Washington, D.C.

#### **Panelists:**

**Shirley L. Davis**, Director, Georgia Appalachian Center for Higher Education, North Georgia College and State University

**Ernie DuPont**, Director, Workforce Initiatives, CVS Caremark Corporation, New York

**Susan McCracken**, Director of External Affairs and Community Relations, Office of Government Relations, Appalachian State University, North Carolina

**5:30 p.m.–8:30 p.m.**  
**Reception and Dinner at the  
Tellus Science Museum**

Participants will enjoy access to museum exhibits followed by a musical performance by the Georgia Pick and Bow Band and a buffet dinner served in the museum's private café.

**Wednesday, October 27, 2010**

**7:00 a.m.–10:00 a.m.**  
**Registration Desk Open**

*Lower-Level Lobby*

**7:30 a.m.–8:30 a.m.**  
**Buffet Breakfast**

*Arena*

**8:30 a.m.–3:00 p.m.**  
**Focus Session: Green Schools,  
Sustainable Communities:  
Growing New Opportunities**

*Riverwalk Ballroom*

This session is sponsored by the Appalachian Regional Commission, the American Association of Community Colleges, the Association for the Advancement of Sustainability in Higher Education, Second Nature, and the Community College Alliance for Sustainability.

**8:30 a.m.–9:30 a.m.**  
**Keynote Presentations: Overview  
of Green Schools Policies and  
Initiatives**

Earl F. Gohl, ARC Federal Co-Chair

Marie Foster Gnage, Member, Board of Directors Executive Committee, American Association of Community Colleges, and President, West Virginia University at Parkersburg

Rose Harrell Johnson, President, Haywood Community College, North Carolina

Speaker presentations will be followed by a panel discussion that will include time for questions from the audience.

**9:30 a.m.–10:40 a.m.**  
**Green Colleges and Universities:  
Greening Your Campus and  
Operations**

Administrators from colleges and universities currently implementing green programs will describe their experiences with green facilities planning, sustainable land use, and green operations management. They will also discuss the policies and resources needed to operate buildings and dining services; to plan and care for outdoor facilities such as parking lots and grounds; and to manage energy use, purchasing, transportation, waste disposal, water use, and renewable energy production.

**Moderator:**

Elena P. Rush, Grant Writer, Spartanburg County School District Two, South Carolina

**Panelists:**

Gordie Bennett, Sustainability Manager, University of Tennessee, Knoxville

Craig R. Clark, Dean of Applied Technology, Alfred State College, New York

Sonia Marcus, Director, Office of Sustainability, Ohio University

**10:40 a.m.–10:50 a.m.**  
**Break**

**10:50 a.m.–Noon**  
**Building Green Communities:  
Campus-Community Partnerships**

School administrators and community leaders will discuss how they are working together to develop green campuses and communities. They will describe how they encourage and support each other in efforts to improve energy efficiency and sustainable land use and to boost renewable energy production and create green jobs in local communities. Topics will include co-curricular initiatives, service learning, campus-community initiatives, community action plans and programs, and building local demand for green products and services.

**Moderator:**

**Beth Jones**, Executive Director, Southeast Tennessee Development District/  
Chattanooga Area Regional Council  
of Governments

**Panelists:**

**Susan Kidd**, Director of Sustainability,  
Agnes Scott College, Georgia

**Amanda Thompson**, Planning Director,  
City of Decatur, Georgia

**Joe Wakeman**, Director of Sustainability,  
Hocking College, Ohio

**Noon–1:15 p.m.**  
**Buffet Lunch with Facilitated  
Roundtable Discussions**

**1:15 p.m.–1:30 p.m.**  
**Break**

**1:30 p.m.–2:30 p.m.**  
**Report on Roundtable  
Discussions**

**Facilitators:**

**Jeff Schwartz**, Education Program Manager,  
Appalachian Regional Commission

**Ray Daffner**, Energy Initiative Manager,  
Appalachian Regional Commission

**2:30 p.m.–3:00 p.m.**  
**Reflections and Next Steps**

**Panelists:**

**Marie Foster Gnage**, Member, Board of  
Directors Executive Committee,  
American Association of Community  
Colleges, and President, West Virginia  
University at Parkersburg

**Stuart Rosenfeld**, Principal and Founder,  
Regional Technology Strategies, North  
Carolina

**3:00 p.m.**  
**Conference Adjourns**

# Speakers and Panelists



APPALACHIA'S EDUCATIONAL ASSETS

# Investing in a Skilled Future

# Speakers

## Georgia Governor Sonny Perdue

Sonny Perdue has served as Georgia's governor since January 2003. Last year he was chosen by his fellow Appalachian governors to serve as the Appalachian Regional Commission's 2010 states' co-chair.

Perdue's priorities as governor have included attracting new businesses and jobs to Georgia, improving education and the quality of programs affecting children, providing better access to health care, and working for comprehensive ethics reform. His focus on reforming the state budget and setting spending priorities after he took office helped stimulate the state's economy and turn the state budget deficit into a substantial surplus. During his first term in office, Georgia created over 200,000 new jobs.

As governor, Perdue has set a goal of changing the culture of Georgia's state government to be principle-centered, results-driven, and customer-focused. His efforts to transform state government have led to Georgia being named one of the best-managed states in the nation in 2008 by the independent nonprofit Pew Center on the States and *Governing* magazine. Georgia's grade in Pew's *Grading the States 2008* report, a B+, was the highest in the Southeast.

Perdue's public-service career began in the 1980s, when he served on the Houston County Planning and Zoning Board. In 1990 he was elected to the Georgia State Senate, where he served for 11 years and was selected to serve as both majority leader and president pro tempore. As a state senator, he was recognized as a leading authority on issues related to agriculture, transportation, education, emerging technologies, and economic development.

Born in Perry, Georgia, Perdue earned a doctorate in veterinary medicine from the University of Georgia in 1971. Following his service as a captain in the United States Air Force from 1971 to 1974 and a short career in veterinary medicine, Perdue became a successful small-business owner in the fields of agribusiness and transportation. Today those businesses have grown to include several locations across the Southeast.





## ARC Federal Co-Chair Earl F. Gohl

Earl F. Gohl serves as the 11th federal co-chair of the Appalachian Regional Commission (ARC), an economic development partnership between the federal government and the governors of the 13 Appalachian states. He was nominated by President Barack Obama in November 2009 and unanimously confirmed by the Senate in March 2010. During his first six months as federal co-chair, Gohl has visited each of the 13 states to examine ARC projects and has met with a broad cross section of community leaders, activists, organizers, and entrepreneurs.



Gohl came to ARC with 20 years of experience in Pennsylvania state and local government. From 1975 to 1995, he held positions including executive assistant to the mayor of Harrisburg; elected member of the Harrisburg City Council; deputy secretary of the Pennsylvania Department of Community Affairs; and director of the Pennsylvania governor's Washington office. As deputy secretary, Gohl awarded and administered \$100 million annually in housing and community development programs benefiting communities within the Appalachian Region. He also managed several initiatives to strengthen the capacity of rural local governments to meet economic challenges.

From 1996 to 2001, Gohl served as a special assistant, and then as an associate assistant secretary, at the U.S. Department of Labor. There he was responsible for the development and implementation of legislative strategy in the areas of immigration policy, employment standards, affirmative action and federal workers' compensation programs, and international affairs, including child-labor and core-labor standards.

From 2001 to 2009, Gohl was the director of government relations/deputy director for the Puerto Rico Federal Affairs Administration, where he formulated legislative- and executive-branch initiatives related to taxes, economic security, health care, education, nutrition, environment, homeland security, labor, housing, and transportation.

In his Senate confirmation hearing, Gohl stated that his objective as ARC federal co-chair would be to ensure that each federal dollar expended by the Commission was "an investment in the economic future of Appalachian families that will generate a return for American taxpayers."

Gohl holds a bachelor of arts degree from Rider College (now Rider University) in New Jersey and a master of public administration degree from Pennsylvania State University.



# Speakers

## A. Michael (Mike) Perry

Mike Perry is co-founder, with his wife, Henriella, of the Heritage Farm Museum and Village outside of Huntington, West Virginia. The museum is a recreation of 19th-century life that seeks to preserve the state's Appalachian heritage and foster appreciation for previous generations' ingenuity and work in laying the foundation for progress. Perry oversees the museum's daily operations through the nonprofit Heritage Farm Foundation.

A leader in the West Virginia business, education, and health communities, Perry spent the early years of his career in law. He was a partner with the Huntington-based firm Huddleston, Bolen, Beatty, Porter, and Copen and served as state chairman of the Young Lawyers Section of the West Virginia State Bar. In 1981 he moved to banking, and subsequently helped transition First Huntington National Bank into Bank One West Virginia, NA, today a multi-billion-dollar bank holding company. In 1993 he was named chairman of the bank, a position he held until his 2001 retirement. Perry has also served as chairman of the West Virginia Chamber of Commerce, the West Virginia Bankers Association, and the University of West Virginia Board of Trustees, and as interim president of Marshall University.

Perry has been active in helping provide West Virginians with access to quality health care, serving as the first chairman of the nonprofit Genesis Affiliated Health Services, Inc. He is co-chairman with U.S. Senator Jay Rockefeller of the West Virginia Children's Health Project Mobile Medical Unit and was the first chairman of the Mary Babb Randolph Cancer Center.

He currently serves on the boards of organizations including Arch Coal, Inc.; Champion Industries; Portec Rail Products, Inc.; DARCO International; Imagine West Virginia; Logan Corporation; and Pullman Plaza Hotel.

Perry has been honored as "Banker of the Decade" by the West Virginia Bankers Association and twice as "Citizen of the Year" by the Huntington *Herald-Dispatch*. He is a charter member of the business halls of fame at Marshall University and West Virginia University.

He received his bachelor of arts degree from Marshall University in 1958 and his law degree from the West Virginia University College of Law in 1961.



## Ray Uhalde

Ray Uhalde is a vice president at Jobs for the Future in Boston, Massachusetts, leading its Washington, D.C.-based Workforce and Education Policy Group. Jobs for the Future develops, implements, and promotes new education and workforce strategies that help communities, states, and the nation compete in the global economy. With programs in 200 communities in 41 states, the group plays an active role in developing and implementing national workforce development policy, high school reform, and higher education policy.



Uhalde's career includes more than 25 years with the U.S. Department of Labor, most recently as senior advisor to the secretary of labor, responsible for leading the agency's implementation of the American Recovery and Reinvestment Act of 2009. He served as acting assistant secretary of the Employment and Training Administration for two years; and from 1994 to 2002, he was the Department of Labor's deputy assistant secretary, overseeing 1,400 employees and a program budget of \$10 billion. As such, he was responsible for the nation's unemployment insurance system, the One-Stop Career Center network, the Job Corps program, foreign labor certification for immigration, and training programs for low-income youth and adults, dislocated workers, seniors, people with disabilities, and other special populations.

Prior to his appointment as deputy assistant secretary, Uhalde administered the agency's strategic planning, policy development, research, and demonstration activities. He began his career at the Department of Labor as a labor economist in the Office of the Secretary. For his government service, Uhalde received the Presidential Rank Award of Meritorious Executive and the Department of Labor's Philip Arnow Award.

Uhalde has also headed the Workforce Development Strategies Group at the National Center on Education and the Economy, and served as staff director for the New Commission on the Skills of the American Workforce. In the private sector, he has worked as an economist for a research and consulting firm.

Uhalde holds bachelor of arts and master of arts degrees in labor economics from Fresno State College (California State University, Fresno) and the University of Maryland, respectively. He was a first lieutenant in the U.S. Army Special Forces.

# Panelists

## **Gordie Bennett**

Gordie Bennett has directed activities of the Office of Sustainability at the University of Tennessee–Knoxville since 2008. As sustainability manager, Bennett has led efforts to reduce the university’s ecological footprint by tracking and reporting campus emissions, developing sustainability outreach materials, and advocating for sustainable campus operations. He serves on the steering committee of the Tennessee Higher Education Sustainability Association and is a member of the City of Knoxville Energy and Sustainability Task Force.

## **Rivka Burstein-Stern**

Rivka Burstein-Stern has served since August 2007 as field outreach coordinator at the Washington, D.C.–based Afterschool Alliance, the nation’s leading voice for quality, affordable afterschool programs. In this role she develops and disseminates resources on federal policy, program marketing, and sustainability and community outreach; monitors the afterschool policy landscape; and mobilizes providers and advocates to communicate with policy makers about the importance of afterschool programs. She was previously a teacher and coach in an afterschool program in Seattle, Washington.

## **Craig R. Clark**

Craig Clark is dean of applied technology and professor of civil engineering technology at Alfred State College, a comprehensive college of technology and part of the State University of New York. Clark oversees the school’s Wellsville campus, which serves 800 students in skilled trades and since 2003 has been developing renewable-energy and green-construction coursework. He serves on the college’s Green Team, which is developing the Institute for Sustainability, and is principal investigator for a \$2.1 million New York State Energy Research and Development Authority grant to develop clean-energy training.

## **Richard Crespo**

Richard Crespo is professor of community health at West Virginia’s Marshall University School of Medicine, which educates students in primary-care disciplines to serve in underserved areas of Appalachia. In addition to teaching community medicine and directing the community medicine rotation, Crespo manages grants and contracts in chronic disease management, diabetes control, school health, mental health, and children’s oral health, all within the Appalachian Region. He also works in community health internationally, in the areas of program design, disease surveillance, training trainers, and evaluation.

### Scott R. Daugherty

Scott Daugherty was appointed North Carolina's first small-business commissioner by Governor Beverly Perdue in February 2010. In this role he works to better integrate state-supported small-business resources; heighten business access to the state's business assistance resources; and advocate and serve as a policy resource on small-business issues. He also serves as an assistant vice chancellor for extension, engagement, and economic development at North Carolina State University and directs the university system's statewide Small Business and Technology Development Center program.

### Shirley L. Davis

Shirley Davis has served since late 2005 as director of the Georgia Appalachian Center for Higher Education (GACHE) at North Georgia College and State University. Serving 37 Appalachian counties and their 61 county and city high schools, the center provides competitive grant funds to help schools increase their graduation and post-secondary enrollment rates as the foundation for building an educated and skilled workforce. Under Davis's leadership, GACHE also assists school leaders in assessing curriculum rigor and career relevance to better prepare students for post-secondary education and career success.

### Randall E. Donaldson

Randy Donaldson joined the University of Georgia Small Business Development Center (SBDC) in Gainesville as a small-business consultant two years ago. The SBDC's mission is to enhance the economic well-being of Georgians by providing educational services for small-business owners and aspiring entrepreneurs. A certified public accountant, Donaldson has had a 34-year career in financial management with *Fortune* 500 multinational corporations in Atlanta. Most recently, he was the tax director and treasurer for Lanier Worldwide, Inc. His career includes experience in corporate tax, accounting, mergers and acquisitions, and treasury.

### Ernie DuPont

As director of workforce initiatives for CVS Caremark Corporation in Clifton Park, New York, Ernie DuPont develops workforce programs at the national, state, and local levels by building strategic partnerships with government, nonprofit, educational, and faith-based organizations. He also oversees all federal, state, and local workforce-related tax-incentive programs. DuPont began his career with CVS in 1986 and has served in roles ranging from store manager to regional human resource manager and workforce development director. He currently serves on a number of advisory boards, including one for the National Council on Aging.

# Panelists

## Phyllis Elder

Phyllis Elder has served as the statewide network coordinator for the Kentucky Out-of-School Alliance since January 2008. As such, she oversees the organization's advocacy efforts to increase awareness of the need for local, state, and federal funding for quality programs for children and youth outside of the regular school day. She also acts as the liaison between state agencies and local stakeholders interested in improving the quality of out-of-school programs through the development of a statewide school-age quality framework.

## J. Mark Estep

J. Mark Estep became president of Southwest Virginia Community College in 2007. He was previously dean of the College of Fine and Applied Arts at Appalachian State University in North Carolina. He had also served as professor in the Department of Technology and in other positions at Appalachian State. Estep's career also includes service as a college administrator and teacher at Livingston University in Alabama and as a public-school teacher in Missouri and Kentucky. Prior to embarking on his college education, Estep worked in coal mines in Appalachia.

## Marie Foster Gnage

President of West Virginia University at Parkersburg since 2004, Marie Foster Gnage is a member of the American Association of Community Colleges' Board of Directors Executive Committee, chairing the Committee on Program Initiatives. Her career in higher education has included service as senior vice president for academic affairs at Raritan Valley Community College in New Jersey; associate vice chancellor for educational services at Pima Community College in Arizona; vice president for instruction at Central Florida Community College; and dean of academic affairs at Florida's Broward Community College.

## Elizabeth L. (Betty) Hale

Betty Hale is senior fellow at the Institute for Educational Leadership (IEL) in Washington, D.C. IEL's mission is to improve education—and the lives of children and their families—by bringing together diverse constituencies and empowering leaders with knowledge and applicable ideas. Formerly president of IEL, Hale develops leaders in education and related fields, helping them grow and refine their capacity to work together to ensure better outcomes for children and youth. She also currently supports the ARC-initiated Appalachian Higher Education Network, which works to increase post-secondary education attainment in the Appalachian Region.

### **Taylor Leigh Hayes**

Taylor Hayes is a junior at Alabama's Cherokee County High School, where she has participated in distance-learning courses and experiences through video-conferencing and interactive Web sites. Distance-learning coursework is a regular part of the school's curriculum and gives students opportunities to interact with students at other schools, as in Hayes's AP history class; and to experience events such as debates in the Alabama state legislature. Hayes has served as a page for members of the legislature and is active in the high school's Beta Club and Leo Club.

### **Logan Allen Hill**

Logan Hill is a junior at Alabama's Cherokee County High School, where he has participated in distance-learning courses and experiences through Alabama's ACCESS Distance Learning program (designed to help give public high school students in the state equal access to educational opportunities) and through videoconferencing and interactive Web sites. Distance-learning coursework is a regular part of the school's curriculum. Hill serves as student council vice president and is parliamentarian of the Student Government Association.

### **Aimée Hudock**

Aimée Hudock has taught American Sign Language (ASL) via distance-learning technology since 2005 at Broome-Tioga Board of Cooperative Educational Services (BOCES) in Binghamton, New York. Established to help public schools provide unique programming by sharing services, BOCES operates as an extension of the local school districts and the New York State Education Department. ASL is taught as a foreign language to high school students and is currently offered to ten different school districts and/or alternative education sites. Along with teaching ASL, Hudock is a freelance interpreter.

### **Rose Harrell Johnson**

Rose Harrell Johnson has more than 20 years of community college leadership experience and is currently president of Haywood Community College in Clyde, North Carolina. Known for its programs and leadership in sustainability, creativity, and entrepreneurship, the college has developed, under Johnson's tenure, sustainable programs and projects unique to North Carolina colleges. They include a green building certificate, an associate degree in low-impact development, bio-fuels production in collaboration with county government, a sustainable demonstration house, and sustainable modules incorporated into more than 50 courses across college programs.



# Panelists

## Beth Jones

Beth Jones is executive director of the Southeast Tennessee Development District/Chattanooga Area Regional Council of Governments and has served in leadership roles for the agency's economic and community development programs for 14 years. She oversees all agency activities, including the administration, planning, and economic and community development departments; the Southeast Tennessee Area Agency on Aging and Disability; the Southeast Industrial Development Association; and workforce development staff. Jones previously worked for almost 18 years as a regional field director for U.S. Senator Jim Sasser.

## Susan Kidd

Susan Kidd became the first director of sustainability at Agnes Scott College, in Decatur, Georgia, in January 2008. As such, she manages an office that initiates and implements, with partners, all sustainability initiatives on campus, in areas including climate action planning, waste diversion, energy conservation, and water-use reduction, as well as student engagement, education, and leadership. Kidd was the first R. Howard Dobbs sustainability scholar-in-residence in Emory University's Office of Sustainability in 2007 and 2008. She served as senior vice president of the Georgia Conservancy from 2002 to 2006.

## Angela D. King

Angela King is executive director of Tennessee's Cannon County REACH Afterschool Programs, serving grammar and high schools. The REACH Afterschool mission is to create and sustain "safe havens" at public schools where students and community members can access expanded learning opportunities and integrated education, health, social service, and cultural programs in the out-of-school hours. The award-winning program has grown from serving 12 children in 1999 to serving over 300 today. King speaks across the country on afterschool issues and is currently Tennessee's afterschool ambassador.

## Chris Kjolhede

As director of the School-Based Health Program for New York's Bassett Healthcare Network, Chris Kjolhede oversees 18 school-based health centers in 13 rural school districts that in the last academic year received nearly 20,000 visits. Kjolhede is an attending pediatrician and research scientist at Bassett Healthcare and fulfills the role of school physician for five school districts. He is also the primary investigator for a four-year New York State Department of Health project providing resources and technical assistance to help schools establish a healthier environment.



### **Debra M. Lyons**

In 2006, Georgia Governor Sonny Perdue named Debra Lyons executive director of the Governor's Office of Workforce Development, which provides a platform for collaboration among public- and private-sector workforce development stakeholders. In this role, Lyons is responsible for advising the governor on workforce development policy and implementing initiatives to strengthen the state's workforce development enterprise. She also serves as executive director of the State Workforce Investment Board and oversees Georgia Work Ready, a one-of-a-kind workforce development system that links education and workforce development.

### **Sonia Marcus**

Sonia Marcus has directed the Office of Sustainability at Ohio University since its inception in the spring of 2006. Under her leadership the university has implemented a number of key sustainability initiatives, including a long-term sustainability planning process, an ecology-based student residence, an innovative efficiency program targeting student rental units in the Athens community, a highly successful dorm-based energy competition, three LEED-registered renovation projects, and a campus-wide composting system that is the largest of its kind at any college or university in the nation.

### **Susan McCracken**

Susan McCracken is the director of external affairs and community relations for Appalachian State University, serving as the primary contact between the university and governmental bodies such as the state legislature and the U.S. Congress. From 2008 to 2010, McCracken was director of sponsored programs in Appalachian's Cratis D. Williams Graduate School. Previously she had directed GEAR UP North Carolina, which works to increase the number of low-income students who are prepared to enter and succeed in post-secondary education. There she piloted the first-ever North Carolina College Application Week.

### **Amanda M. McDougald**

Amanda McDougald has served since April 2009 as research associate at the Medical College of Georgia's Georgia Prevention Institute, which conducts research in the areas of health promotion and disease prevention, mainly focused on youth. McDougald currently assists in the SMART (Strong Minds in Activity and Recreational Teams) study, which aims to demonstrate the interaction between physical activity, scholastic achievement, and cognitive functioning. She is also co-chair of the multidisciplinary Healthy Augusta task force, which promotes overall fitness in the Central Savannah River Area.

# Panelists

## Chad R. Miller

Chad Miller is an assistant professor in the University of Southern Mississippi's (USM) Department of Economic and Workforce Development and is assistant director for trade at the new USM Center for Logistics, Trade, and Transportation. He teaches graduate courses in globalization, economic development organization management, and green economic development, and is graduate coordinator of the master of science in economic development program. Miller's research focus is on improving intermodal transportation for global competitiveness. His private-sector logistics experience includes consulting with companies on moving products to international markets efficiently.

## Garrett Roen

Garrett Roen is an admissions counselor at Pennsylvania State University's DuBois campus. Of the university's 20 campuses, Penn State DuBois has the largest geographical service area with the fewest number of potential students, necessitating the use of technology to support its programs. Roen represents the university, both on- and off-campus, to prospective students, parents, and secondary-school counselors, and counsels students through the admissions process. He also enrolls qualified high school students in the university's "dual enrollment" programs, which allow them to take classes at the campus while still in high school.

## Stuart Rosenfeld

Stuart Rosenfeld is principal and founder of the nonprofit Regional Technology Strategies, which assists governments, foundations, and other organizations in creating, implementing, and evaluating innovative regional economic development strategies, with a special focus on historically disadvantaged regions and populations. Rosenfeld has over 30 years of experience in public policy research and analysis, with an emphasis on education and workforce training, rural development, and technology policy. He was previously deputy director of the Southern Growth Policies Board, where he founded the Southern Technology Council and the Consortium for Manufacturing Competitiveness.

## Jack Shelton

Jack Shelton is executive director and co-founder of PACERS, an association of small rural communities and schools in Alabama that organizes and supports comprehensive rural education and community development programs of national quality. Shelton has served as consultant to U.S. foundations and education organizations and to universities in the United States, Scotland, and Australia. In 1979 he organized the Program for Rural Services and Research at the University of Alabama, which under his leadership initiated statewide programs and research efforts in rural education, entrepreneurship, cultural documentation, and health.

### **Ron E. Simmons**

Ron Simmons is the area director for the University of Georgia Small Business Development Center in Gainesville. His office provides free one-on-one counseling to entrepreneurs in a 12-county area to support economic development efforts. Simmons specializes in strategic management and organizational development and has interests in retail and sales management. Since joining the SBDC in 1990, he has worked with more than 2,200 businesses and taught more than 300 workshops. He holds the rank of senior public service associate, equivalent to full professor, at the University of Georgia.

### **Bricca Prestridge Sweet**

Bricca Prestridge Sweet currently directs afterschool programs for North Carolina's Statesville Housing Authority, serving 560 high-risk youth and their families. In this role she has increased the number of youths served by over 200 percent. She has served as director of Ed-LBEX, a nonprofit agency in Watauga County, since 2002, providing design, grant-seeking, implementation, evaluation, and sustainability assistance to afterschool and other school-reform programs. One of the nation's first ten "afterschool ambassadors," Sweet has assisted with regional and national staff development and program evaluation.

### **Amanda Thompson**

Amanda Thompson is the planning director for the City of Decatur, Georgia, overseeing the planning, building, and inspection functions for the city as well as staffing several resident boards and commissions. During her six years as planning director, she has led the performance measurement program, implemented a mixed-use zoning district, created the Environmental Sustainability Board, and implemented two local historic districts. She was the project manager for the award-winning Decatur Community Transportation Plan adopted in 2008, the first transportation plan in the nation to use a rapid Health Impact Assessment.

### **Malinda Todd**

Malinda Todd is associate director for NC REAL (North Carolina Rural Entrepreneurship through Action Learning) Enterprises, a statewide nonprofit that supports entrepreneurship and small-business creation through experiential educational programs and support for youth and adults. Todd oversees delivery of NC REAL's programs and training services and has developed a number of facilitator training programs. She has also worked to expand NC REAL's youth programs and has increased the number of elementary- and middle-school program participants from 90 in 2006 to over 2,000 in 2010.

# Panelists

## Joe Wakeman

Joe Wakeman is director of sustainability at Hocking College in Nelsonville, Ohio. As such, he developed the college's Office of Sustainability and leads all sustainability initiatives throughout the campus community; he ensures that the college meets its commitments to initiatives like the College Sustainability Report Card and the Sustainable Forestry Initiative; and he manages all land-use activities through the development and use of the college's land management plan. Wakeman has served as a faculty member, department chair, and dean in Hocking's School of Natural Resources.

# Tellus Science Museum

## Reception and Dinner at the Tellus Science Museum

Join your conference colleagues on Tuesday evening for a reception and dinner at the magnificent Tellus Science Museum, a 120,000-square-foot science museum and education center in nearby Cartersville. Participants can explore the museum's exhibits at their leisure before a buffet dinner served in the private café. Entertainment will be provided by the Georgia Pick and Bow Band. Georgia Pick and Bow is a bluegrass and old-time mountain music school for kids in grades 4 to 12 that seeks to build students' teamwork skills and regional pride and to sustain traditional music.

Opened in January 2009, the museum features eye-popping exhibits like an 80-foot-long Apatosaurus and a replica Wright Brothers flyer. Galleries and attractions include the Weinman Mineral Gallery, where guests can learn how the Earth formed and see dazzling mineral displays; the Fossil Gallery, where visitors can walk through time from the start of life on Earth through the age of dinosaurs; the Science in Motion gallery, which shows the history of motorized transportation and features an 1886 Benz Patent Motorwagon, a jet cockpit, and more; the Collins Family My Big Backyard interactive science gallery for kids; and the planetarium and observatory, which offer a trip to the edge of the galaxy and beyond. Visitors can also explore the Solar Decathlon House, designed and built by Georgia Tech faculty and students for an international competition.

**Join in for an inspiring evening of hands-on/minds-on science experiences!**



Photo courtesy of the Tellus Science Museum

# Conference Sponsors

ARC and the Georgia Appalachian Regional Office would like to thank the following sponsors for their support of the **Investing in a Skilled Future** conference.







# A Greener Conference

**Attendees may notice** that this conference incorporates environment-friendly approaches. Every effort will be made to minimize the use of paper products and disposable items throughout the conference, and meals and events will feature local and regional food products as well as Georgia-made beverages. To reduce vehicle fuel use and emissions, free shuttle transportation will be provided to the pre-conference heritage tours and between the hotels and the Forum Civic Center for conference events.



## Additional Speaker Bios

**Paul DeLargy** will be the moderator at the Tuesday concurrent session *Supporting Entrepreneurial Training* (10:30 a.m.–noon and 3:15 p.m.–4:45 p.m.). DeLargy is director of Georgia REAL Enterprises, which creates experiential educational programs for kindergarten through post-secondary-level students to foster entrepreneurship knowledge and skills and enterprise development. Founder of the national REAL and Mini-REAL programs, DeLargy's areas of expertise include education administration, community education, rural economic development, and rural education. He has been a primary- and elementary-school principal, a high school teacher, and a college professor, and currently serves as a consultant on entrepreneurship for the Georgia Department of Education.

**Elena P. Rush** will be the moderator at the Wednesday session *Green Colleges and Universities: Greening Your Campus and Operations* (9:30 a.m.–10:40 a.m.). Rush has served since 2006 as grant writer for South Carolina's Spartanburg County School District Two, which recently completed construction of its first school facility to use a geothermal heat pump system for heating and cooling. Rush is also president of the Pribyl Group, Inc., a consulting firm that provides grant research, writing, management, and reporting services to local governments, school districts, and nonprofit organizations. Prior to her current positions, Rush created and led the Spartanburg County Community and Economic Development Department for more than 14 years.

## Addendum

**Mike Romesburg** replaced Ernie DuPont as a panelist at the Tuesday concurrent session *Increasing Educational Attainment: Building an Educated Workforce* (1:30 p.m.–3:00 p.m. and 3:15 p.m.–4:45 p.m.). Romesburg is manager of workforce development programs for CVS Caremark Corporation in Atlanta, Georgia.

[www.arc.gov](http://www.arc.gov)



**Appalachian Regional Commission**

1666 Connecticut Avenue, NW, Suite 700, Washington, DC 20009-1068  
(202) 884-7700 [info@arc.gov](mailto:info@arc.gov)