



A Proud Heritage and a Bright Tomorrow

**Recognizing LDDs' Valuable Role
in Shaping Appalachia's Future**



CONFERENCE PROGRAM

**Development District Association of Appalachia
Annual Conference**

March 10–12, 2013

**Crystal Gateway Marriott
Arlington, VA**

WELCOME FROM 2013 DDAA PRESIDENT DANNY LEWIS

A warm welcome to the 2013 DDAA conference! Our conference theme this year celebrates LDDs' proud history of achievement in Appalachia, a history that has given us a solid foundation for tackling the opportunities and challenges the future will undoubtedly bring to the Region. In this rapidly changing global economy, we know we need to build on the lessons we've learned in the past to better prepare for success in the future. I believe that by drawing on our history of shared experiences and knowledge of the Region, we will be uniquely positioned to help Appalachia continue to grow and succeed in the new economic times ahead.

To help us in our "continuing education" process, this year's conference sessions will showcase examples of creative and effective development programs and activities taking place across Appalachia in areas such as developing food partnerships and expanding capital and credit access. Sessions will also address critical issues like the future of rural telecommunications and health care for an aging population. We'll benefit as well from topical presentations that will offer practical guidance on advocacy efforts and on using the ARC.net grant-management database, as well as on working with TVA on project development.

I'm very pleased to welcome to the conference USDA Deputy Secretary Kathleen Merrigan, who will provide the address at Monday morning's Federal Program Plenary Session. Other highlights this year include a briefing from Sonja Murray, chief program officer of Connect2Compete, who will speak Monday on promoting digital literacy in Appalachia.

We'll also enjoy some of our traditional conference events again this year, including the annual presentation of awards honoring individuals who have made significant efforts to benefit Appalachians, as well as the joint federal agency roundtable networking reception and plenary sessions with our partners from the National Association of Development Organizations (NADO).

Thank you for your participation and shared insights, which make this gathering valuable to us all. I look forward to an enlightening and productive conference this year!

CONFERENCE AGENDA

Sunday, March 10, 2013

Noon–5:00 p.m. <i>Arlington Room Foyer</i>	Registration Desk Open
1:00 p.m.–2:30 p.m. <i>Salon 5</i>	DDAA Executive Board Meeting Presiding: Danny Lewis, President, Development District Association of Appalachia
3:00 p.m.–4:00 p.m. <i>Salon 3</i>	DDAA Annual Meeting, Voting Session Presiding: Danny Lewis, President, Development District Association of Appalachia Remarks: Thomas M. Hunter, Executive Director, Appalachian Regional Commission, Washington, D.C.
5:00 p.m.–6:00 p.m. <i>Salons 5 and 6</i>	Reception
6:00 p.m.–8:30 p.m. <i>Salon 4</i>	Dinner Banquet Presiding: Danny Lewis, President, Development District Association of Appalachia Address: Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission, Washington, D.C. Entertainment: Presentation and musical performance by Mountain City Traditional Arts. <i>A student-run program of Frostburg State University (FSU), Mountain City Traditional Arts works to preserve and promote the traditional arts and cultural heritage of the Mountain Maryland region through a wide range of activities, including performances, classes, workshops, and displays. FSU Department of Sociology Associate Professor Kara Rogers Thomas will provide an overview of the program.</i>

Monday, March 11, 2013

7:00 a.m.–3:00 p.m. <i>Arlington Room Foyer</i>	Registration Desk Open
8:00 a.m.–9:15 a.m. <i>Salon 4</i>	Breakfast <i>Sponsored by the National Association of Development Organizations and the National Association of Regional Councils</i> Presiding: Jim Dove, Secretary, Development District Association of Appalachia Presentation: <i>The DDAA Training Program: A Valuable Asset for Your LDD</i> Misty Casto, Second Vice President, Development District Association of Appalachia; Chair, DDAA Training Committee Briefing: <i>Promoting Digital Literacy in Appalachia</i> Sonja Murray, Chief Program Officer, Connect2Compete, Washington, D.C.

9:30 a.m.–10:15 a.m.
Salon 4

Federal Program Plenary Session

Introduction: Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.

Address: Kathleen A. Merrigan, Deputy Secretary, U.S. Department of Agriculture, Washington, D.C.

10:30 a.m.–11:45 a.m.

CONCURRENT SESSIONS

(Choose one of the following three sessions)

Philanthropic Opportunities for Communities *(Salon 1)*

Moderator: Sue Moreland, Senior Program Manager, Appalachian Regional Commission, Washington, D.C.

Panelists: Gerry F. Roll, Executive Director, Foundation for Appalachian Kentucky, Chavies, Kentucky; Judy Sjostedt, Executive Director, Parkersburg Area Community Foundation and Regional Affiliates, Parkersburg, West Virginia

Food Partnerships for Communities *(Salon 2)*

Moderator: Kostas Skordas, Acting Director, Regional Planning and Research Division, Appalachian Regional Commission, Washington, D.C.

Panelists: Steven Holzbaur, Manager, Finger Lakes Fresh, Ithaca, New York; Savanna Lyons, Program Director, West Virginia Food and Farm Coalition, Oak Hill, West Virginia; Elanor Starmer, Special Assistant to the Under Secretary for Marketing and Regulatory Programs, U.S. Department of Agriculture, Washington, D.C.

Health Care and an Aging Population *(Salon 6)*

Moderator: Eric Stockton, Health Program Manager, Appalachian Regional Commission, Washington, D.C.

Panelists: Blair Barton-Percival, Assistant Director, Piedmont Triad Regional Council Area Agency on Aging, Winston-Salem, North Carolina; Steve Russell, Executive Director, North Central Planning and Development District, Winona, Mississippi; Kathy Whitaker, Director, First Tennessee Area Agency on Aging and Disability, Johnson City, Tennessee

Noon–1:20 p.m.
Salon 4

Awards Luncheon

Presiding: Sherry McDavid, First Vice President, Development District Association of Appalachia

Address: Keith Burdette, Cabinet Secretary, West Virginia Department of Commerce, Charleston, West Virginia

Presentation of the 2013 Donald R. Myers Humanitarian Award

Presentation of the 2013 John D. Whisman Vision Award

Announcement of the 2013 Congressional Award to U.S. Senator Sherrod Brown, State of Ohio

1:30 p.m.–2:45 p.m.

CONCURRENT SESSIONS

(Choose one of the following three sessions)

The Future of Rural Telecommunications *(Salon 1)*

Moderator: Mark DeFalco, Telecommunications Initiative Manager, Appalachian Regional Commission, Washington, D.C.

Panelists: Scott Peterson, Vice President of Sales, Verizon Healthcare, New York, New York; Josh Seidemann, Director of Policy, National Telecommunications Cooperative Association, Arlington, Virginia

Performance Measurement and Project Validation *(Salon 2)*

Panelists: Dan Neff, LDD Program Director, Appalachian Regional Commission, Washington, D.C.; Kostas Skordas, Acting Director, Regional Planning and Research Division, Appalachian Regional Commission, Washington, D.C.; Kathryn Whiteman, Regional Planner, Appalachian Regional Commission, Washington, D.C.

Expanding Capital and Credit Access in Appalachia *(Salon 6)*

Moderator: Ray Daffner, Entrepreneurship Initiative Manager, Appalachian Regional Commission, Washington, D.C.

Panelists: Meagan Barnes, Business Development Specialist, Ohio State University South Centers, Piketon, Ohio; Grady Hedgespeth, Director of Financial Assistance, Office of Capital Access, U.S. Small Business Administration, Washington, D.C.; Tom Pellegrini, Vice President, Enterprise Development Division, Northeastern Pennsylvania Alliance, Pittston, Pennsylvania

2:30 p.m.–4:00 p.m. <i>See the individual start time for each presentation.</i>	TOPICAL PRESENTATIONS <i>(Choose one of the following presentations)</i> NADO Presentation: Advocacy 201 with Brad Fitch (Salon 3) 2:30 p.m.–4:00 p.m. <i>Presenter:</i> Brad Fitch, President and CEO, Congressional Management Foundation, Washington, D.C. ARC.net Demystified: Practical Tips for Using ARC.net (Salon 1) 2:45 p.m.–4:00 p.m. <i>Presenters:</i> Appalachian Regional Commission Staff, Washington, D.C. Working with the Tennessee Valley Authority on Project Development and Management (Salon 2) 2:45 p.m.–4:00 p.m. <i>Presenters:</i> Rachel Crickmar, Senior Program Manager, Rural Strategy, Tennessee Valley Authority Economic Development, Nashville, Tennessee; Philip McMullan, Program Manager, Tennessee Valley Authority Economic Development, Nashville, Tennessee
4:00 p.m.–5:30 p.m. <i>Salons 4, 5, and 6</i>	DDAA/NADO Federal Agency Roundtable Networking Reception
6:00 p.m.	Dinner on Your Own
Tuesday, March 12, 2013	
8:00 a.m.–8:45 a.m. <i>Salon 4</i>	Breakfast Presiding: Misty Casto, Second Vice President, Development District Association of Appalachia; Chair, DDAA Training Committee ARC Legislative Briefing: Cameron D. Whitman, States' Washington Representative, Appalachian Regional Commission, Washington, D.C. Guy P. Land, Chief of Staff, Office of the Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.
8:50 a.m.–9:10 a.m. <i>Salon 3</i>	Presentation by the United States Marine Band Brass Quintet and the United States Marine Corps Color Guard Established by an act of Congress in 1798, the United States Marine Band is America's oldest continuously active professional musical organization. Marine Band musicians appear at the White House more than 200 times each year, and the band participates in more than 500 public and official performances annually. The United States Marine Corps Color Guard participates in more than 1,000 ceremonies annually and includes four Marines: the Color Sergeant, the Marine Corps Color Bearer, and the Left and Right Riflemen. During ceremonies, the Color Guard presents the flags of the United States and of the Marine Corps.
9:15 a.m.–10:30 a.m. <i>Salons 1, 2, and 3</i>	Joint Plenary Session with NADO The Regional Development Agenda: A Preview of the Administration's FY 2014 Policy and Budget Priorities
10:40 a.m.–11:50 a.m. <i>Salons 1, 2, and 3</i>	Joint Plenary Session with NADO Congressional Leadership Outlook: The Impact on Federal Regional Development Budgets and Policies
11:50 a.m.	Conference Adjourns



Development District
Association of Appalachia

Development District Association of Appalachia (DDAA)

The DDAA is a membership organization of the 73 local development districts (LDDs) serving the 420 counties of the Appalachian Region. The DDAA works to strengthen LDDs and their member governments and to provide leadership to support the Appalachian Regional Commission federal-state-local partnership.

DDAA's Mission

The DDAA is committed to serving its local development district members and to supporting the Appalachian Regional Commission by:

- Promoting communication and increasing quality of service;
- Communicating and advocating a vision for the Appalachian Region;
- Developing organizational resources to strengthen the LDDs and the Region; and
- Providing leadership in support of a dynamic working partnership among federal, state, and local governments within Appalachia.