

C O N F E R E N C E   P R O G R A M

# SERVING APPALACHIA'S COMMUNITIES

*Highlighting the Present and  
Visioning the Future*



DEVELOPMENT DISTRICT ASSOCIATION  
OF APPALACHIA ANNUAL CONFERENCE

MARCH 23–25, 2014  
ARLINGTON, VIRGINIA



## Welcome from 2014 DDAA President Sherry McDavid

Welcome to the 2014 DDAA conference and to Washington! We are excited about this year's conference theme, "Serving Appalachian Communities," and the many informative sessions and activities we have planned.

The program opens with a pre-conference workshop on economic diversification efforts in Central Appalachia's "coal country," and a plenary session on the Affordable Care Act and its implications for local development districts. Later sessions will feature real-world project examples that can be replicated throughout the Appalachian Region, on topics such as energy efficiency, asset-based development, and the role of community service programs in the Region.

Conference highlights will include a visit to the United States Botanic Garden on Capitol Hill Sunday evening for a joint opening reception with the National Association of Development Organizations (NADO). Additional joint activities with NADO this year include a rural policy plenary session with key federal leaders focusing on interagency collaboration in rural-development efforts, a federal agency networking reception, and a plenary session featuring Mark Leibovich, chief national correspondent for *The New York Times Magazine*.

Other noteworthy events include ARC Federal Co-Chair Earl Gohl's Monday address to the DDAA, and award presentations to individuals who are making the Region a stronger and better place to work and live. Special presentations on Monday will include recognition of U.S. Congressman Hal Rogers of Kentucky and U.S. Senator Jay Rockefeller of West Virginia, both great champions for the Region.

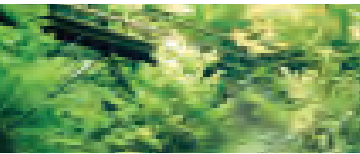
On Monday please stop by the ARCnet Café (next to the ARC registration desk) to learn arc.net features and tools to help with your LDD's project management. The café will be available from 9:00 a.m. to 4:00 p.m.

Thanks for your participation in this year's conference—we're glad you're here!

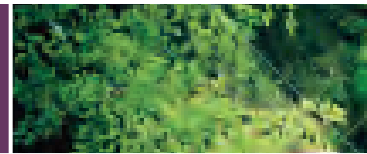
## A G E N D A

### SUNDAY, MARCH 23, 2014

8:00 a.m.–4:00 p.m. <i>Arlington Room Foyer</i>	<b>Registration Desk Open</b>
8:30 a.m.–9:30 a.m. <i>Salon 6</i>	DDAA Board Meeting
10:00 a.m.–Noon <i>Salon 4</i>	<b>Pre-Conference Workshop: Economic Diversification in Coal Communities</b> <i>(Joint session with the National Association of Development Organizations)</i> <i>Moderator: Sandy Runyon, Executive Director, Big Sandy Area Development District, Prestonsburg, Kentucky</i> <i>Presenters: Angela Belden Martinez, Senior Advisor and Director of Outreach, U.S. Economic Development Administration, Washington, D.C.; Guy P. Land, Chief of Staff, Office of the Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.; Joe McKinney, Executive Director, National Association of Development Organizations, Washington, D.C.</i>
12:15 p.m.–2:00 p.m. <i>Salons 1 and 2</i>	<b>Opening Luncheon and DDAA Annual Meeting/Voting Session</b> <i>Presiding: Sherry McDavid, President, Development District Association of Appalachia; Executive Director, FIVCO Area Development District, Grayson, Kentucky</i> <i>Remarks: Charles S. Howard, Interim Executive Director, Appalachian Regional Commission, Washington, D.C.; Guy P. Land, Chief of Staff, Office of the Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.</i>
2:15 p.m.–4:00 p.m. <i>Salon 4</i>	<b>Affordable Care Act Implementation Update</b> <i>(Joint session with the National Association of Development Organizations)</i> <i>Presiding: Misty Casto, First Vice President, Development District Association of Appalachia; Executive Director, Buckeye Hills–Hocking Valley Regional Development District, Marietta, Ohio</i> <i>Presenters: Janet Trautwein, Chief Executive Officer, National Association of Health Underwriters, Washington, D.C.; Mark Schwendeman, President, Schwendeman Agency, Inc., Marietta, Ohio</i>



4:00 p.m.–5:15 p.m.	Break
5:15 p.m.–5:30 p.m.	Board buses for reception at United States Botanic Garden. Last bus will depart at 5:30 p.m.
6:00 p.m.–7:30 p.m.	<b>Joint Opening Reception with NADO at United States Botanic Garden</b>
7:30 p.m.–7:45 p.m.	Buses depart reception for Crystal Gateway Marriott. Last bus will depart at 7:45 p.m.
	Dinner on your own
<b>MONDAY, MARCH 24, 2014</b>	
8:00 a.m.–3:00 p.m. <i>Arlington Room Foyer</i>	<b>Registration Desk Open</b>
8:00 a.m.–9:15 a.m. <i>Salon 4</i>	<b>Buffet Breakfast: Meet the ARC Staff</b> <i>Introductions and Remarks:</i> Molly Theobald, Director, Program Operations Division, Appalachian Regional Commission, Washington, D.C.; Kostas Skordas, Director, Regional Planning and Research Division, Appalachian Regional Commission, Washington, D.C.
9:30 a.m.–10:45 a.m. <i>Salon 3</i>	<b>Rural Policy Plenary Session: Interagency Partnerships for Rural Growth</b> <i>(Joint session with the National Association of Development Organizations)</i> <i>Presiding:</i> Danny Lewis, Immediate Past President, Development District Association of Appalachia; Executive Director, Georgia Mountains Regional Commission, Gainesville, Georgia; Peter Gregory, President, NADO; Executive Director, Two Rivers-Ottawaquechee Regional Commission, Woodstock, Vermont <i>Remarks:</i> Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.; Doug O'Brien, Deputy Under Secretary, U.S. Department of Agriculture Rural Development, Washington, D.C.; Matthew Dalbey, Director, Federal and State Division, Office of Sustainable Communities, U.S. Environmental Protection Agency, Washington, D.C.; Christopher Masingill, Federal Co-Chair, Delta Regional Authority, Clarksdale, Mississippi
10:45 a.m.–11:00 a.m.	Break
11:00 a.m.–12:15 p.m.	<b>CONCURRENT SESSIONS</b> <b>Energy Efficiency and the Role of LDDs</b> ( <i>Salon 1</i> ) <i>Moderator:</i> Julie Lawhorn, Infrastructure Program Analyst, Appalachian Regional Commission, Washington, D.C. <i>Presenters:</i> Stacy Richards, Director, Energy Resource Center, SEDA–Council of Governments, Lewisburg, Pennsylvania; Michelle Craig, Executive Director, Region II Planning and Development Council, Huntington, West Virginia; Bill Willis, Program Coordinator, West Virginia Division of Energy, Charleston, West Virginia <b>Ideas for Asset-Based Development</b> ( <i>Salon 2</i> ) <i>Moderator:</i> Richard Zink, Executive Director, Southern Tier West Regional Planning and Development Board, Salamanca, New York <i>Presenters:</i> Burke Walker, Director of Planning and Government Services, Northeast Georgia Regional Commission, Athens, Georgia; Jim Baldwin, Executive Director, Cumberland Plateau Planning District Commission, Lebanon, Virginia; Todd Christensen, Executive Director, Southwest Virginia Cultural Heritage Foundation, Abingdon, Virginia <b>Aging: The Current Landscape—How Best to Navigate through Troubled Waters</b> ( <i>Salon 6</i> ) <i>Moderator:</i> Rick Hindman, Director, Buckeye Hills Area Agency on Aging 8, Marietta, Ohio <i>Presenter:</i> Sandy Markwood, CEO, National Association of Area Agencies on Aging, Washington, D.C.
12:30 p.m.–2:00 p.m. <i>Salon 4</i>	<b>Awards Luncheon</b> <i>Presiding:</i> John Hemmings, Secretary, Development District Association of Appalachia; Executive Director, Ohio Valley Regional Development Commission, Waverly, Ohio <b>Presentation of the 2014 Donald R. Myers Humanitarian Award</b> <b>Presentation of the 2014 John D. Whisman Vision Award</b> <b>Announcement of the 2014 Lifetime Service Award to U.S. Senator Jay Rockefeller</b>



2:00 p.m.–2:15 p.m.	Break
2:15 p.m.–3:30 p.m.	<b>CONCURRENT SESSIONS</b> <b>Success Stories on Entrepreneurship</b> (Salon 1) <i>Moderator:</i> Carolyn Coburn, Assistant to Georgia ARC Program Manager, Georgia Department of Community Affairs, Atlanta, Georgia <i>Presenters:</i> Heather Feldman, Director of Economic Development, Georgia Mountains Regional Commission, Gainesville, Georgia; Blair Barton-Percival, Director; Sheila Hutchinson, Health Promotion Coordinator, Piedmont Triad Regional Council Area Agency on Aging, Kernersville, North Carolina <b>Economic Diversity in Appalachia</b> (Salon 2) <i>Moderator:</i> Julie Marshall, Economist, Appalachian Regional Commission, Washington, D.C. <i>Presenters:</i> Kenneth Poole, CEO/President; Mark White, Vice President for Research, Center for Regional Economic Competitiveness, Arlington, Virginia <b>Making a Difference through Community Service Programs</b> (Salon 6) <i>Moderator:</i> Keith Jones, Executive Director, Northwest Alabama Council of Local Governments, Muscle Shoals, Alabama <i>Presenters:</i> Erwin Tan, Director, Senior Corps, Corporation for National and Community Service, Washington D.C.; Kevin Byrd, Executive Director, New River Valley Planning District Commission, Radford, Virginia
3:30 p.m.–4:00 p.m.	Break
4:00 p.m.–6:00 p.m. Grand Ballroom	<b>Federal Agency Networking Reception</b> (Co-sponsored with the National Association of Development Organizations) <b>Presentation of the 2014 Congressional Award to U.S. Representative Hal Rogers</b>
6:00 p.m.–7:30 p.m. Salon 4	<b>Dinner Banquet</b> <i>Presiding:</i> Sherry McDavid, President, Development District Association of Appalachia; Executive Director, FIVCO Area Development District, Grayson, Kentucky <i>Remarks:</i> Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.
<b>TUESDAY, MARCH 25, 2014</b>	
8:00 a.m.–8:40 a.m. Salon 4	<b>Closing Breakfast: What's Next?</b> <i>Presiding:</i> Jim Dove, Second Vice President, Development District Association of Appalachia; Executive Director, Northeast Georgia Regional Commission, Athens, Georgia <i>Remarks:</i> Kostas Skordas, Director, Regional Planning and Research Division, Appalachian Regional Commission, Washington, D.C.; Misty Casto, First Vice President, Development District Association of Appalachia; Executive Director, Buckeye Hills–Hocking Valley Regional Development District, Marietta, Ohio
8:45 a.m.–9:45 a.m. Salons 1, 2, and 3	<b>Plenary Session Featuring Mark Leibovich: Our Gilded Capital</b> (Joint session with the National Association of Development Organizations)
10:00 a.m.–11:15 a.m. Salons 1, 2, and 3	<b>Congressional Leadership Outlook: Opportunities and Challenges for Regional Development in 2014</b> (Joint session with the National Association of Development Organizations)
11:15 a.m.	Conference Adjourns