

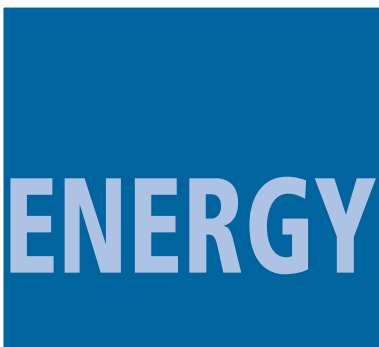


An Appalachian Regional Commission Conference
Hosted by the State of Alabama

CONFERENCE
PROGRAM

INVESTING IN APPALACHIA'S YOUTH 2014

Grow. Learn. Stay.



create

Oct 8-9
florence, alabama

INVESTING IN APPALACHIA'S YOUTH 2014

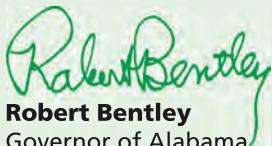
On behalf of the Appalachian Regional Commission (ARC) and the State of Alabama, we welcome you to Florence and the **Investing in Appalachia's Youth** conference. We are pleased to co-host this conference, which will explore creative approaches to reversing youth outmigration and building a stronger economic future for the Appalachian Region.

The speakers joining us here will show you how to engage young people in your community and build their leadership skills. You will hear how your community and organizations can help prepare youths for careers in science and technology, promote entrepreneurship education, develop work and living spaces that are attractive to younger residents, and take advantage of modern communication tools to connect with youth.

As outmigration continues in the Region, it is critical for us to reach out to our youth and engage them in the essential work of creating economic opportunity and building quality of life in Appalachia. We hope the ideas and strategies highlighted here will prove inspiring and effective for your community. We extend a special welcome to our student participants at the conference and encourage them to join in the conversations taking place.

While you are here with us in Florence, we hope you will make time to enjoy the attractions of this beautiful city on the banks of the Tennessee River. Its fine restaurants, historic downtown, vibrant music scene, and exciting outdoor activities make Florence a city worth getting to know.

Working together, we can find new ways to help our young people and our communities build a stronger future. Thank you for joining us!



Robert Bentley
Governor of Alabama
2014 ARC States' Co-Chair



Earl F. Gohl
ARC Federal Co-Chair



CONFERENCE AGENDA



Join the conference Twitter conversation!
#ARCYouth2014

WEDNESDAY, OCTOBER 8, 2014

3:00 p.m.–7:00 p.m.	Registration Desk Open (<i>Shoals Atrium</i>)
3:00 p.m.–6:30 p.m.	Social Media Station Open (<i>Shoals Atrium</i>)
5:00 p.m.–6:30 p.m.	<p>OPENING RECEPTION (<i>Shoals Atrium</i>)</p> <p>Welcome <i>Alabama Governor Robert Bentley</i></p> <p>The reception will feature entertainment by acclaimed Alabama rhythm and blues band the Decoys, whose five members have deep roots in the Alabama music scene. The evening will also include a short talk from Judy Hood, member of the Alabama Music Hall of Fame and Muscle Shoals Music Foundation boards of directors, on the history of the “Muscle Shoals Sound” and the economic impact of the award-winning 2013 documentary <i>Muscle Shoals</i>, a film about the Muscle Shoals Sound Studio.</p> <p><i>Heavy hors d'oeuvres will be served at the reception. A cash bar will be available.</i></p>
	<p>Dinner on Your Own</p> <p>Enjoy dinner in one of downtown Florence’s many restaurants and eateries. Round-trip shuttle transportation between the Marriott Shoals Hotel and downtown Court Street will be provided. Beginning at 6:45 p.m., shuttles will depart from the hotel’s main entrance approximately every 20 minutes; the last shuttle will leave Court Street for the hotel at 10:00 p.m. A list of restaurants is available at the conference registration desk.</p>

THURSDAY, OCTOBER 9, 2014

7:00 a.m.–10:00 a.m.	Registration Desk Open (<i>Shoals Atrium</i>)
7:30 a.m.–9:00 a.m.	Social Media Station Open (<i>Shoals Atrium</i>)
7:30 a.m.–8:30 a.m.	Breakfast (<i>Shoals C</i>)
8:30 a.m.–9:30 a.m.	<p>OPENING PLENARY SESSION (<i>Shoals C</i>)</p> <p>Welcome and Opening Remarks <i>Jim Byard Jr.</i>, Director, Alabama Department of Economic and Community Affairs, Montgomery, Alabama <i>Mickey Haddock</i>, Mayor, City of Florence, Alabama <i>Earl F. Gohl</i>, Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.</p> <p>Keynote Address <i>Kim Phinney</i>, Senior Director of Rural and Tribal Initiatives, YouthBuild USA, Westford, Vermont</p>
9:30 a.m.–9:45 a.m.	Break/Social Media Station Open (<i>Shoals Atrium</i>)
9:45 a.m.–10:35 a.m.	<p>CONCURRENT SESSIONS I</p> <p>New Business: Youth + Entrepreneurship (<i>Singing River</i>) Incorporating entrepreneurial learning and support into all levels of the education system creates opportunities for young Appalachians to become members of a fast-growing group—business owners. This session will describe successful entrepreneurship education and business incubation programs that are creating a thriving culture of business ownership across Appalachia.</p> <p>Moderator: <i>Suzanne Fuller Harbin</i>, Director of Advancement, Wallace State Community College, Hanceville, Alabama</p> <p>Panelists: <i>Laurie Daugherty</i>, Executive Director, Governor’s School for Entrepreneurs, and Associate Vice President, Kentucky Science and Technology Corporation, Lexington, Kentucky; <i>Miles Smith</i>, Participant, Ohio–West Virginia Youth Leadership Association, Beckley, West Virginia; <i>Malinda Todd</i>, Associate Director, North Carolina REAL Enterprises, Raleigh, North Carolina</p>

9:45 a.m.–10:35 a.m.

CONCURRENT SESSIONS I (continued)

New Sparkplugs: Youth + Leadership + Change Agents (*Shoals D*)

Effective youth leadership programs expose young people to community issues, teach leadership skills, and build community-wide relationships, creating individual and organizational capacity that can help communities reach their economic development goals. This session will discuss effective leadership approaches that combine learning with taking action to help solve systemic local and regional problems.

Moderator: *Lucy Johnson*, Deputy Assistant Secretary for Rural Outreach, U.S. Department of Education, Washington, D.C.

Panelists: *Willa Johnson*, Appalachian Transition Fellow, Opportunity Threads and Carolina Textile District, Morganton, North Carolina; *Stephanie Tyree*, Director of Community Engagement and Policy, West Virginia Community Development Hub, Fairmont, West Virginia; *Elandria Williams*, Education Team Member, Highlander Research and Education Center, New Market, Tennessee

New Opportunities: Youth + Tomorrow's Jobs (*Shoals A*)

Appalachia's economic future depends on increasing its supply of skilled "knowledge workers"—those in the science, technology, engineering, and mathematics (STEM) fields. This session will provide an overview of the Region's current and future STEM jobs, and describe programs designed to guide young people towards these career opportunities.

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

Panelists: *Craig Clark*, Executive Director and Dean of Applied Technology, Wellsville Campus, Alfred State College, Wellsville, New York; *Erin Hildreth*, Director of Programs, Central New York Area Health Education Center, Cortland, New York; *Sammy Lowdermilk*, Program Director, Tennessee Code Academy, Chattanooga, Tennessee

10:35 a.m.–10:45 a.m.

Break/Social Media Station Open (*Shoals Atrium*)

10:45 a.m.–11:35 a.m.

CONCURRENT SESSIONS II

New Culture: Youth + the Creative Economy (*Singing River*)

For generations, Appalachians have used their skills in creative sectors, such as crafts, music, and culinary arts, to generate supplemental income and provide flexible employment. This session will explore programs that help young people engage with Appalachian creative traditions for careers or for creative outlet.

Moderator: *Donna Loden*, Special Projects Director, HealthWorks!, Tupelo, Mississippi

Panelists: *Evie Durant*, Scenic Designer/Artist, Chattanooga, Tennessee; *Connor Knapp*, Founding Member, Piper and Leaf Artisan Tea Company, Huntsville, Alabama; *Jonathan Romeo*, Program Manager, The Crooked Road: Virginia's Heritage Music Trail, Abingdon, Virginia

New Voices: Youth + Engagement (*Shoals D*)

Communities can expand civic participation, broaden the range of perspectives, and involve youth in community issues by diversifying their engagement strategies. This session will showcase innovative outreach efforts and technologies that are being used to integrate new voices and increase youth involvement in planning, civic, health, and other community initiatives.

Moderator: *Olivia Collier*, ARC Program Manager, North Carolina Department of Commerce, Raleigh, North Carolina

Panelists: *Josh Farris*, Senior, Eastern Montgomery High School, Elliston, Virginia; *Aidil Ortiz Hill*, Team Lead, Substance Abuse Prevention, Youth Empowered Solutions, Raleigh, North Carolina; *Holly Larson Lesko*, Research Faculty Member and Principal Investigator, New River Valley: Healthy by Design Project, Virginia Polytechnic Institute and State University, Blacksburg, Virginia

New Opportunities: Youth + Tomorrow's Jobs (*Shoals A*)

(Repeat of 9:45 a.m. session)

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11:45 a.m.–1:15 p.m.	<p>LUNCH AND PRESENTATION (<i>Shoals C</i>)</p> <p>Introduction: <i>Gina Smith</i>, Assistant Director, Alabama Department of Economic and Community Affairs, Montgomery, Alabama</p> <p>Presentation: “A New Voice: Storytelling for All, Not Just Our Grandparents” <i>Adam Booth</i>, Appalachian Storyteller, Musician, and Educator, Shepherdstown, West Virginia Young Appalachian storyteller and state champion "liar" Adam Booth will share a program of stories that weave identity, upbringing, and Appalachian story heritage into a tapestry of contemporary spoken-word art.</p>
1:15 p.m.–1:30 p.m.	<p>Break/Social Media Station Open (<i>Shoals Atrium</i>)</p>
1:30 p.m.–2:20 p.m.	<p>CONCURRENT SESSIONS III</p> <p>New Landscapes: Youth + Communities (<i>Shoals A</i>) Creating the kind of community that young people will want to live and work in is key to reversing the trend of population loss in many Appalachian communities. This session will explore creative approaches some towns are using to develop vibrant and dynamic recreational, work, living, and meeting spaces that appeal to young people.</p> <p>Moderator: <i>Molly Theobald</i>, Director, Program Operations Division, Appalachian Regional Commission, Washington, D.C.</p> <p>Panelists: <i>Crystal Brown</i>, Director of Business Development, Decatur–Morgan County Chamber of Commerce, Decatur, Alabama; <i>Isaac Kremer</i>, Executive Director, Discover Downtown Middlesboro, Kentucky</p> <p>New Giving: Youth + Philanthropy + Volunteerism (<i>Shoals D</i>) Many of today’s young people are interested in contributing their time and talent to help guide and improve their community’s future. This session will explore programs that empower and encourage young people to serve their communities by becoming actively involved in advisory boards, community development foundations, and other community institutions.</p> <p>Moderator: <i>James Bush</i>, ARC Program Manager, West Virginia Development Office, Charleston, West Virginia</p> <p>Panelists: <i>Sarah Cordonier</i>, Former Intern, Civic Leaders Fellowship Program, Parkersburg Area Community Foundation, Parkersburg, West Virginia; <i>Ethan Hamblin</i>, AmeriCorps VISTA Volunteer, Foundation for Appalachian Kentucky, Chavies, Kentucky; <i>Marian Royston</i>, Mitchell Scholar, Macon County Youth Mentoring Program, Roanoke, Alabama</p>
2:20 p.m.–2:30 p.m.	<p>Break with Light Refreshments (<i>Shoals C</i>)</p> <p>Social Media Station Open (<i>Shoals Atrium</i>)</p>
2:30 p.m.–3:30 p.m.	<p>CLOSING PLENARY SESSION (<i>Shoals C</i>)</p> <p>From Our View: Young Appalachians Roundtable In this dynamic roundtable session, young professionals who have committed to living in and serving rural Appalachian communities will describe the paths that led to their choice, offer perspectives on the rewards, opportunities, and challenges young adults encounter in rural and economically distressed communities, and share insights on how community leaders can engage and empower young residents. Session attendees are encouraged to ask questions or share comments.</p> <p>Moderator: <i>William Schumann</i>, Director, Center for Appalachian Studies, Appalachian State University, Boone, North Carolina</p> <p>Panelists: <i>Joshua Bell</i>, Physician, Lakeside Clinic, Guntersville, Alabama; <i>Brandon Dennison</i>, Executive Director, Coalfield Development Corporation, Wayne, West Virginia; <i>Lucy Johnson</i>, Deputy Assistant Secretary for Rural Outreach, U.S. Department of Education, Washington, D.C.</p>
3:30 p.m.	<p>Conference Concludes</p>

SPEAKERS

Robert Bentley, Governor of Alabama

Robert Bentley was elected the 53rd governor of the State of Alabama in 2010. As governor, he has made the creation of new jobs a top priority in his administration. This commitment was reflected in the signing of Executive Order 2 on his first day in office, instructing all state agencies, departments, and commissions to prioritize job creation in their service.

In Bentley's first three years in office, Alabama gained nearly 60,000 jobs, and the governor has recruited more than 55,000 new, future jobs, many of which will become available as new facilities are constructed. Alabama's manufacturing sector has grown during his leadership, particularly in the automotive and aerospace industries; in July 2012, Bentley announced that Airbus would help change the state's economic landscape by assembling commercial aircraft in Mobile. In February 2014, Bentley successfully recruited Remington Arms to expand its manufacturing facilities in Huntsville, which will provide more than 2,000 jobs.

During his time in office, Bentley has also led legislative efforts to increase incentives for new businesses and industries, to streamline government services, and to reduce spending. In December 2013, he announced that his administration had saved Alabama taxpayers one billion dollars in three years by right-sizing government.

After a series of powerful tornadoes caused large-scale damage across the state in April 2011, Bentley established the Governor's Emergency Relief Fund to assist residents with recovery. His administration is now engaged in the greatest reconstruction effort in the state since the Civil War.

Prior to becoming governor, Bentley served two terms in the Alabama House of Representatives, representing District 63 in Tuscaloosa. He had previously led Alabama Dermatology Associates, a dermatology practice he established in Tuscaloosa in 1974 and grew into one of the largest in the Southeast. He graduated from the University of Alabama School of Medicine in 1968, and, after serving as a captain in the United States Air Force, completed his residency in dermatology at the university.

Bentley currently serves in two roles for the National Governors Association: as co-chair of the Governor's Task Force on Prescription Drug Abuse and as vice-chair of the Economic Development and Commerce Committee. He is the Appalachian Regional Commission's 2014 states' co-chair.



Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission

Earl 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. Since his appointment as federal co-chair, Gohl has traveled extensively in 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 focusing on economic security issues.



From 2001 to 2009, Gohl was the director of government relations/deputy director for the Puerto Rico Federal Affairs Administration, where he represented the governor of the Commonwealth of Puerto Rico on Capitol Hill and with executive branch agencies on issues related to economics, education, and health care.

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.

Kim Phinney, Senior Director of Rural and Tribal Initiatives, YouthBuild USA

Kim Phinney is the senior director of rural and tribal initiatives for YouthBuild USA, a national nonprofit that provides education, job skills, and counseling to unemployed young adults. Kim joined YouthBuild USA in 2001 to design education and career pathways for rural “Opportunity Youth,” defined as people between the ages of 16 and 24 without a college degree who are neither in school nor working. She now oversees technical assistance and training for the national field of 84 rural and Native American YouthBuild programs, and serves as YouthBuild’s representative on the National Rural Assembly Steering Committee, working on a broad range of rural policy issues.



Prior to joining YouthBuild USA, Phinney was the development director for Third Sector New England, a Boston-based nonprofit providing management and leadership resources to fellow nonprofits. She also served as interim program officer for Boston LISC/Neighborhood Development Support Collaborative, leading its Human Capital Development Initiative.

A native of rural Maine, Phinney began her work with rural youth in college, when she volunteered to run the Bates College Big Brothers Big Sisters program. After earning her B.A., she directed a program at a Burlington, Vermont, local community action agency supporting the self-sufficiency goals of low-income single mothers. That work solidified her commitment to addressing the numerous obstacles faced by rural young people living in poverty and isolation. It also sparked a personal interest in organizational development in a rural context.

Phinney’s work over the following decade included serving as executive director of the Vermont Women’s Rape Crisis Center, leading its organizational restructuring and co-creating a curriculum for grades 6–12 addressing healthy relationships, sexual violence, and hate crime prevention/intervention that was implemented in Chittenden County schools. She also advocated on a range of public policy issues, helping secure Vermont’s first federal grant provided under the Violence Against Women Act and, as a mayor-appointed task force member, helping establish the City of Burlington’s human rights commission.

Phinney has served on the boards of a number of nonprofits and is currently a member of the Westford School Board in Westford, Vermont. She completed her graduate work in the Urban and Environmental Policy and Planning Program at Tufts University.

ARC and the State of Alabama would like to thank the Northwest Alabama Council of Local Governments for its support of this conference.





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