

# Appalachia's Legacy of Resilience

How Emerging Economic Opportunities

Are Making the Region Stronger



DEVELOPMENT DISTRICT ASSOCIATION OF APPALACHIA

CONFERENCE PROGRAM March 22–24, 2015 Arlington, Virginia



### Welcome from 2015 DDAA President Misty Casto

Welcome to the 2015 DDAA conference! We are excited to gather together during this very special year, as we mark the passage of 50 years since President Lyndon Johnson signed the Appalachian Regional Development Act of 1965. With that legislation, the Appalachian Regional Commission and the LDDs began the work of bringing the Region to parity with the rest of the country. The LDDs' role in providing the "local voice" for the ARC partnership has served the Region well, and we will continue to build on this progress as we address Appalachia's challenges and opportunities for a better future.

This year's conference theme, Appalachia's Legacy of Resilience: How Emerging Economic Opportunities are Making the Region Stronger, encourages participants to embrace new ideas and strategies to help promote economic growth in our communities. Monday's concurrent sessions will examine how the health care, advanced manufacturing, new energy, and local foods sectors can help diversify Appalachia's economy and create jobs. In addition, two special sessions will invite participants to provide input for ARC's 2016–2020 strategic plan, which will guide the Commission's programs and activities moving forward.

Other conference highlights will include an opportunity to learn more about President Obama's POWER+ Plan to help communities adversely affected by the decline in coal-related jobs to diversify their economies, create new employment opportunities, and strengthen workforce competitiveness; and a presentation by leadership development expert and motivational speaker Greg Coker of the Cathedral Institute in Kentucky. In addition, through our continued partnership with the National Association of Development Organizations, our agenda includes joint plenary sessions on federal agency partnerships and the 2016 elections.

On Monday, be sure to visit the Appalachian Showcase in the Arlington Room foyer. This all-day exhibit will offer a variety of information on the 13 Appalachian states as well as samples of their products (and gift basket drawings!). Also on Monday, the ARCnet Café table will be available, from 9:00 a.m. to 4:00 p.m., to help you learn about ARC.net's features and tools for project management.

This year, we invite you to participate in our conference Twitter conversation, using the hashtag **#DDAA2015**. Look for our social media handout at the registration table for more information.

Finally, a word of thanks to conference chair and DDAA First Vice President Jim Dove for his diligence and hard work in planning this year's event. It promises to be an enlightening and productive conference.

Thank you for joining us! We look forward to hearing your insights and ideas.

Misty Casto

# Conference Agenda

SUNDAY, MARCH	1 22, 2015
8:00 a.m.–5:00 p.m. Arlington Room Foyer	Registration Desk Open
10:30 a.m.–11:45 a.m. <i>Salon 5</i>	DDAA Executive Board Meeting
Noon–1:30 p.m. <i>Salon 4</i>	OPENING LUNCHEON AND DDAA ANNUAL MEETING/VOTING SESSION  Presiding: Misty Casto, President, Development District Association of Appalachia; Executive Director, Buckeye Hills-Hocking Valley Regional Development District, Marietta, Ohio
	Remarks: Scott T. Hamilton, Executive Director, Appalachian Regional Commission, Washington, D.C.
1:30 p.m3:00 p.m.	DDAA/NADO PRE-CONFERENCE SESSIONS (Joint sessions with the National Association of Development Organizations)
	The Changing Energy Economy: Federal Opportunities for Economic and Regional Development (Salons 1 and 2)
	Power in Shared Investment: Forging Rural Economic Development Partnerships (Salons 5 and 6)
5:00 p.m.–6:00 p.m. Salons 4–6	Reception
6:00 p.m.–8:00 p.m. Salons 4–6	Dinner Banquet  Presiding: Misty Casto, President, Development District Association of Appalachia; Executive Director, Buckeye Hills-Hocking Valley Regional Development District, Marietta, Ohio
	Address: Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.
	Presentation: ARC at 50 Greg Coker, Founder, Cathedral Institute, Franklin, Kentucky
MONDAY, MARC	H 23, 2015
7:00 a.m.–4:00 p.m. Arlington Room Foyer	Registration Desk Open
7:30 a.m.–9:00 a.m. Salon 4	BREAKFAST AND OPENING SESSION  Presiding: John Hemmings, Second Vice President, Development District Association of Appalachia; Executive Director, Ohio Valley Regional Development Commission, Waverly, Ohio
	The 50-Year Impact of ARC on the Appalachian Region Introduction: Kostas Skordas, Director, Regional Planning and Research Division, Appalachian Regional Commission, Washington, D.C.
	Presenter: Ken Poole, CEO and President, Center for Regional Economic Competitiveness

Arlington, Virginia

9:15 a.m.–10:00 a.m. Salon 4	PLENARY SESSION: POWER+ PLAN Introduction: Earl F. Gohl, Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.	
	Presenter: Jason Walsh, Senior Policy Advisor to the White House Chief of Staff, Washington, D.C.	
10:00 a.m.–10:30 a.m. Arlington Room Foyer	• •	
10:30 a.m.–11:45 a.m.	CONCURRENT SESSIONS: EMERGING OPPORTUNITIES  Health Care as an Economic Catalyst (Salon 5)	
	Moderator: Eric Stockton, Health Program Manager, Appalachian Regional Commission, Washington, D.C.	
	Presenters: Sharon Lansdale, President/CEO, Center for Rural Health Development, Inc., Hurricane, West Virginia; Gregory Dent, Executive Director, Northwest Georgia Healthcare Partnership, Dalton, Georgia; George Zangaro, Director, National Center for Health Workforce Analysis, Rockville, Maryland	
	Advanced Manufacturing in the 21st Century (Salon 6)	
	Moderator: David Hughes, Business Development Analyst, Appalachian Regional Commission, Washington, D.C.	
	Presenters: Brittany Pittman, Sole Commissioner, Murray County, Chatsworth, Georgia; Charles E. Shoopman Jr., Assistant Vice President, Institute for Public Service, University of Tennessee, Knoxville, Tennessee; Tom Murray, Biologist and Senior Science Advisor, Chemistry, Economics and Sustainable Strategies Division, U.S. Environmental Protection Agency, Washington, D.C.	
	LDD Insights into the ARC Strategic Plan 2016–2020: Your Opportunity for Input (Salon 1) Introduction: Kostas Skordas, Director, Regional Planning and Research Division, Appalachian Regional Commission, Washington, D.C.	
	Facilitators: Janet Topolsky, Director, Aspen Institute Community Strategies Group, Washington, D.C.; Kristin Feierabend, Program Associate, Aspen Institute Community Strategies Group, Washington, D.C.; Erik R. Pages, President, EntreWorks Consulting, Arlington, Virginia	
Noon-1:30 p.m.	AWARDS LUNCHEON	
Salon 4	<i>Presiding: Jim Dove</i> , First Vice President, Development District Association of Appalachia; Executive Director, Northeast Georgia Regional Commission, Athens, Georgia	
	Presentation of the 2015 Donald R. Myers Humanitarian Award	
	Presentation of the 2015 John D. Whisman Vision Award	
	Announcement of the 2015 DDAA Congressional Award	
	Video: The Meaningful Impact of Appalachia's Heritage	
1:45 p.m.–3:00 p.m.	CONCURRENT SESSIONS: EMERGING OPPORTUNITIES  New Energy Opportunities (Salon 5)  Moderator: David Terry, Executive Director, National Association of State Energy Officials,  Arlington, Virginia	
	Arlington, Virginia	
	Presenters: Lindsey Smith, Vice President of Education, Electric Cooperatives of South Carolina, Cayce, South Carolina; David Gabrielson, Executive Director, PACENow, Pleasantville, New York; Dan Conant, Founder, Solar Holler, LLC, Shepherdstown, West Virginia	

1:45 p.m.–3:00 p.m. (continued)	<b>The Growing Impact of Local Food Economies</b> (Salon 6)  Moderator: Guy Land, Chief of Staff, Office of the Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.
	Presenters: James Barham, Agricultural Economist, Rural Development, U.S. Department of Agriculture, Washington, D.C.; Sarah Blood, Adjunct Assistant Professor, Morrisville State College, Morrisville, New York; Kathy Zook, Special Projects Program Manager, Eastgate Regional Council of Governments, Youngstown, Ohio
	LDD Insights into the ARC Strategic Plan 2016–2020: Your Opportunity for Input (Salon 1) Introduction: Kostas Skordas, Director, Regional Planning and Research Division, Appalachian Regional Commission, Washington, D.C.
	Facilitators: Janet Topolsky, Director, Aspen Institute Community Strategies Group, Washington, D.C.; Kristin Feierabend, Program Associate, Aspen Institute Community Strategies Group, Washington, D.C.; Erik R. Pages, President, EntreWorks Consulting, Arlington, Virginia
3:10 p.m.–3:55 p.m. Salon 4	PLENARY SESSION: STRATEGIES FOR DEVELOPING MORE IMPACTFUL PROJECTS  Join ARC Program Operations Division and LDD staff to discuss practical strategies for enhancing project development and expanding the impact of projects in your district.
4:00 p.m.–5:30 p.m. Grand Ballroom	DDAA/NADO FEDERAL AGENCY NETWORKING RECEPTION (Co-sponsored with the National Association of Development Organizations)
6:00 p.m.–7:00 p.m. Grand Ballroom	Entertainment by the Capitol Steps Enjoy a lively, light-hearted blend of music and political satire from the Capitol Steps, the famed Washington-based troupe of congressional staffers-turned-songwriters now in its 33rd year.
	Dinner on Your Own
THE CDAY ALADA	

## TUESDAY, MARCH 24, 2015

8:00 a.m.–8:50 a.m. Salon 4	BREAKFAST AND PLENARY SESSION  Presiding: Richard Zink, Secretary, Development District Association of Appalachia; Executive Director, Southern Tier West Regional Planning and Development Board, Salamanca, New York  ARC Legislative Briefing  Guy Land, Chief of Staff, Office of the Federal Co-Chair, Appalachian Regional Commission, Washington, D.C.  James Hyland, States' Washington Representative, Appalachian Regional Commission, Washing-
9:00 a.m.–10:15 a.m. Salons 1–3	ton, D.C.  PLENARY SESSION: FEDERAL AGENCY PARTNERSHIPS  (Joint session with the National Association of Development Organizations)
10:15 a.m.–11:15 a.m. Salons 1–3	PLENARY SESSION: WHAT HAPPENED TO THE OFF-YEAR? GETTING UP TO SPEED ON THE 2016 ELECTIONS (Joint session with the National Association of Development Organizations) Nathan Gonzales, Editor and Publisher, Rothenberg and Gonzales Political Report, Washington, D.C.
11:15 a.m.	Conference Adjourns

#### DDAA PRESIDENTS AND AWARD RECIPIENTS

#### **DDAA Presidents**

1977	Steve Mandes	Pennsylvania	
1978	Steve Mandes Pennsylvania		
1979	Bruce Robinette Virginia		
1980	Bruce Robinette	Virginia	
1981	George Sutherland	Georgia	
1982	Pat Bell	Kentucky	
1983	Robert Shepherd	North Carolina	
1984	Thomas Closser	Ohio	
1985	Howard Grossman	Omo	
1986	Paul Dentiste	Alabama	
1987	Percy Elkins	Kentucky	
1988	William Hess	New York	
1989	Randy Kelley	Mississippi	
1990	Sam Dayton	Georgia	
1991	Mike Wagoner	Maryland	
1992	John Beck	West Virginia	
1993	Susan Reid	Tennessee	
1994	Bob Strother	South Carolina	
1995	Wayne Strickland	Virginia	
1996	Don Rychnowski	New York	
	Linda Gayheart	Kentucky	
1997	Don Rychnowski	New York	
1998	Doug Taylor	North Carolina	
1999	Ken Green	West Virginia	
2000	Rudy Johnson	Mississippi	
2001	Ed Silvetti	Pennsylvania	
2002	David Rundgren	Virginia	
2003	Bob Culver	Alabama	
2004	Bob Culver	Alabama	
2005	Joe Guthrie	Tennessee	
2006	Leanne Mazer	Maryland	
2007	Jeff Spencer	Ohio	
2008	Bob Augenstern	New York	
2009	Keith Jones	Alabama	
2010	Sharon Gardner	Mississippi	
2011	Eric Bridges	Pennsylvania	
2012	Steve Pelissier	South Carolina	
2013	Danny Lewis	Georgia	
2014	Sherry McDavid	Kentucky	
2015	Misty Casto	Ohio	

#### John D. Whisman Vision Award Recipients

1997	Anne Whisman (Kentucky)
1998	Gene MacDonald (Ohio)
1999	Roger Swanson (New York)
2000	R. Benjamin Wiley (Pennsylvania)
2001	Gayle Lawson (Kentucky)
2002	Sara "Chuck" Stuckey (North Carolina)
2003	Bruce Robinette (Virginia)
2004	William Workman (South Carolina)
2005	Jack Burlingame (West Virginia)
2006	Kenneth Franks (Kentucky)
2007	John Bruner (Kentucky)
2008	Susan Reid (Tennessee)
2009	Donald Rychnowski (New York)
2010	Peggy Satterly (Kentucky)
2011	Mike Beatty (Georgia)
2012	James Mylott (West Virginia)
2013	Robert Culver (Alabama)

Edward Silvetti (Pennsylvania)

2014

#### Donald R. Myers Humanitarian Award Recipients

2008	Bob Evans (Ohio)
2009	Randy Owen (Alabama)
2010	Mike and Henriella Perry (West Virginia)
2011	Pat Bell (Kentucky)
2012	Bob Proud (Ohio)
2013	Dale Hileman (Ohio)
2014	Scott Niswonger (Tennessee)

#### **DDAA Congressional Award Recipients**

1989	Rep. James Oberstar (D-MN)
1990	Sen. James Sasser (D-TN)
1991	Rep. William Clinger (R-PA), Rep. Hal Rogers (R-KY)
1992	Sen. John D. Rockefeller IV (D-WV)
1993	Rep. Tom Bevill (D-AL)
1994	Rep. Bob Wise (D-WV)
1995	Rep. Bud Shuster (R-PA), Sen. Thad Cochran (R-MS)
1996	Rep. Roger Wicker (R-MS), Rep. Nick Rahall (D-WV),
	Rep. Amo Houghton (R-NY)
1997	Rep. Rick Boucher (D-VA), Rep. Joe McDade (R-PA)
1998	Rep. Bud Cramer (D-AL), Rep. Sherwood Boehlert
	(R-NY)
1999	Sen. John Warner (R-VA), Rep. Alan Mollohan
	(D-WV)
2000	Rep. Bob Ney (R-OH)
2001	Rep. Zach Wamp (R-TN), Sen. Paul Sarbanes (D-MD)
2002	Sen. George Voinovich (R-OH)
2003	Rep. Robert Aderholt (R-AL)
2004	Rep. Shelley Moore Capito (R-WV)
2005	Sen. Bill Frist (R-TN)
2006	Sen. Hillary Rodham Clinton (D-NY), Rep. John J.
	Duncan Jr. (R-TN)
2007	Rep. Bill Shuster (R-PA)
2008	Rep. Zack Space (D-OH), Rep. Chip Pickering (R-MS)
2009	Rep. Heath Shuler (D-NC)
2010	Rep. Lincoln Davis (D-TN)
2011	Rep. Steven LaTourette (R-OH)
2012	Sen. Ben Cardin (D-MD)
2013	Sen. Sherrod Brown (D-OH)
2014	Rep. Hal Rogers (R-KY)

#### **Breakfast of Champions Award Recipients (1996)**

Rep. Tom Bevill (D-AL) Rep. William Clinger (R-PA) Rep. John Myers (R-IN)

#### Lifetime Achievement Award Recipient (2004)

Sen. Robert C. Byrd (D-WV)

#### **Lifetime of Service Award Recipient (2014)**

Sen. John D. Rockefeller IV (D-WV)

#### **ARC LEADERSHIP**

#### **ARC Federal Co-Chairs**

April 1965–March 1967 March 1967–February 1969 March 1969–March 1971 March 1971–June 1977 June 1977–June 1979 December 1979–September 1982 September 1982–November 1989 March 1990–February 1994 February 1994–December 2002 February 2003–February 2010 March 2010–Present John L. Sweeney
Joe W. "Pat" Fleming II
John B. Waters Jr.
Donald W. Whitehead
Robert W. Scott
Albert P. Smith Jr.
Winifred A. Pizzano
Jacqueline L. Phillips
Jesse L. White Jr.
Anne B. Pope
Earl F. Gohl

#### **ARC States' Co-Chairs**

January	1965	Carl E. Sanders	Georgia
July	1965	Edward T. Breathitt	Kentucky
January	1966	William W. Scranton	Pennsylvania
July	1966	J. Millard Tawes	Maryland
January	1967	Hulett C. Smith	West Virginia
July	1967	Daniel K. Moore	North Carolina
January	1968	Buford Ellington	Tennessee
July	1968	Mills E. Godwin Jr.	Virginia
January	1969	Nelson A. Rockefeller	New York
July	1969	James A. Rhodes	Ohio
January	1970	Robert McNair	South Carolina
July	1970	Albert P. Brewer	Alabama
	1971	Arch A. Moore Jr.	West Virginia
July	1971	John Bell Williams	Mississippi
January	1972	A. Linwood Holton Jr.	Virginia
July	1972	Jimmy Carter	Georgia
January	1973	Winfield Dunn	Tennessee
July	1973	John J. Gilligan	Ohio
	1974	John C. West	South Carolina
July	1974	George C. Wallace	Alabama
	1975	Julian M. Carroll	Kentucky
July	1975	William L. Waller	Mississippi
January	1976	Milton J. Shapp	Pennsylvania
January		Marvin Mandel	Maryland
January		James B. Hunt Jr.	North Carolina
January		Hugh L. Carey	New York
January		John D. Rockefeller IV	West Virginia
January		Lamar Alexander	Tennessee
January	1982	John Y. Brown Jr.	Kentucky
January	1983	William F. Winter	Mississippi
January	1984	Harry R. Hughes	Maryland
January	1985	Joe Frank Harris	Georgia
January		Martha Layne Collins	Kentucky
January	1987	Arch A. Moore Jr.	West Virginia
January		Carroll A. Campbell Jr.	South Carolina
January	1989	H. Guy Hunt	Alabama
January	1990	Robert P. Casey	Pennsylvania
January		Ned R. McWherter	Tennessee
January	1992	William Donald Schaefer	Maryland
January	1993	L. Douglas Wilder	Virginia
January	1994	Zell Miller	Georgia
January	1995	Brereton Jones	Kentucky
January	1996	Gaston Caperton	West Virginia
January	1997	Kirk Fordice	Mississippi
January	1998	George E. Pataki	New York
January	1999	Cecil H. Underwood	West Virginia
January	2000	Cecil H. Underwood	West Virginia

January 2001	Paul Patton	Kentucky
January 2002	Don Sundquist	Tennessee
January 2003	Mark R. Warner	Virginia
January 2004	Mark R. Warner	Virginia
January 2005	Bob Taft	Ohio
January 2006	Ernie L. Fletcher	Kentucky
January 2007	Joe Manchin III	West Virginia
January 2008	Haley Barbour	Mississippi
January 2009	Ted Strickland	Ohio
January 2010	Sonny Perdue	Georgia
January 2011	Steven L. Beshear	Kentucky
January 2012	Robert Bentley	Alabama
January 2013	Earl Ray Tomblin	West Virginia
January 2014	Robert Bentley	Alabama
January 2015	Steven L. Beshear	Kentucky

#### **ARC Alternate Federal Co-Chairs**

June 1967-March 1968	Fred Burke
March 1968-June 1969	Clark Tyler
July 1969–February 1976	Orville H. Lerch
July 1976-October 1977	George G. Seibels Jr.
April 1978-January 1981	William E. Albers
September 1982–March 1990	Jacqueline L. Phillips
March 1990-January 1993	Hilda Gay Legg
August 2000–January 2001	Ella Wong-Rusinko
December 2002–January 2009	Richard J. Peltz

#### **ARC States' Washington Representatives**

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May 1965–June 1966
June 1966-August 1976
April 1977–July 1980
January 1981-September 1997
October 1997–January 2003
January 2004–September 2013
September 2014–Present

Harry Boswell
John D. Whisman
Leonard E. Schwartz
Michael R. Wenger
George W. "Bill" Walker
Cameron D. Whitman
James McCleskey, James
Hyland

#### **ARC Executive Directors**

July 1965–November 1971 November 1971–February 1973 May 1973–July 1978 July 1978–December 1981 December 1981–July 1994 July 1994–February 2014 September 2014–Present Ralph R. Widner Alvin J. Arnett Harry Teter Jr. Henry H. Krevor Francis E. Moravitz Thomas M. Hunter Scott T. Hamilton



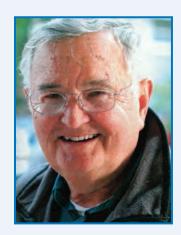
The Development District Association of Appalachia gratefully acknowledges the Appalachian Regional Commission's support

for this conference and for the work of local development districts throughout Appalachia.

# TRIBUTE TO A FRIEND OF APPALACHIA A. Michael Perry 1936–2015

The DDAA would like to mark the recent passing of Mike Perry, a longtime champion for community and economic development in Huntington, West Virginia, whose career and myriad leadership roles in the community spanned the fields of law, banking, higher education, business, and health care. Through his deep dedication and service to the Huntington region over many years, Mike made pivotal contributions that helped create the city Huntington is today.

A lawyer by training, Mike graduated from Marshall University in 1958 and from the West Virginia University College of Law in 1961. During his years practicing law, he became a partner with the firm of Huddleston, Bolen, Beatty, Porter and Copen in Huntington and served as state chairman of the Young Lawyers Section of the West Virginia State Bar. In 1999, he was selected to become a charter member of the West Virginia Bar Founda-



tion Fellows Program, which honors lawyers and members of the judiciary whose professional, public, and private careers have demonstrated outstanding dedication to the welfare of their communities and honorable service to the legal profession.

Mike recognized the key role banking plays in the growth and development of a community, and in 1981 he embarked on what became a 20-year banking career when he joined the First Huntington National Bank as its chairman. Under his stewardship, the bank grew to become the largest holding company in the state, called Key Centurion Bancshares. Mike helped guide Key Centurion, West Virginia's first billion-dollar banking organization, through a number of transitions in its growth toward becoming Banc One West Virginia Corporation, now Chase Bank.

Mike returned to his alma mater, Marshall University, from 1999 to 2000 to serve as its interim president, donating his salary to the university's general scholarship fund. The university awarded him an honorary doctorate of humane letters for his service.

A devoted steward of Appalachian history and culture, in 2000 Mike began to focus on his dream of building a history museum on his Wayne County farm. He and his wife, Henriella, co-founded the Heritage Farm Museum and Village, which now consists of more than 25,000 square feet of exhibits displayed in seven different museums and more than 30 reconstructed log and other buildings that serve to educate visitors about West Virginia's Appalachian pioneers and their way of life. Recently named West Virginia's first Smithsonian Affiliate institution, the farm museum is visited by thousands of schoolchildren and other visitors each year. It, along with Mike and Henriella, has been recognized by numerous organizations, including the West Virginia Division of Tourism (Lifetime Achievement Award); the June Harless Center for Rural Educational Research and Development (Hall of Fame); National Geographic Traveler magazine (Prime Appalachian Destination); and the Daughters of the American Revolution (Medal for Historic Preservation).

Over the years, Mike chaired or served in key positions for numerous organizations, including the West Virginia Chamber of Commerce, the West Virginia Bankers Association, the University System of West Virginia Board of Trustees, the Mary Babb Randolph Cancer Center, Advantage Valley, Arch Coal, DARCO International, Mission West Virginia, the Marshall University Foundation, WV Roundtable, and other civic and charitable organizations. His leadership and commitment earned him such honors as being named "Banker of the Decade" by the West Virginia Bankers Association, "Citizen of the Year" by the Huntington Herald-Dispatch, and a "Distinguished West Virginian" by three governors. He was a charter member of both the Marshall University and West Virginia University business halls of fame. In 2010 he and Henriella received the DDAA's Donald R. Myers Humanitarian Award for their work creating the Heritage Farm Museum and Village.

We would like to express our condolences to Mike's family and our gratitude for his many contributions to making his community—and the Appalachian Region—a better place.