

Conference Program

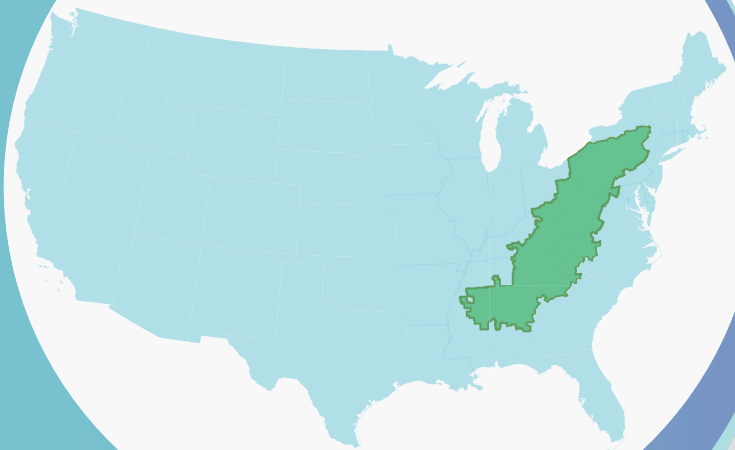
TRANSFORMING APPALACHIA

Embracing Change to Drive Progress

2017 SUMMIT

October 17-19

DoubleTree by Hilton Hotel
Pittsburgh-Green Tree
Pittsburgh, Pennsylvania



pennsylvania

An Appalachian Regional Commission Conference
Hosted by the Commonwealth of Pennsylvania



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CONFERENCE AGENDA

TUESDAY, OCTOBER 17, 2017

NOON.-6:00 p.m.	Registration Desk Open MAIN LOBBY
5:30 p.m.-7:30 p.m.	Opening Reception at Heinz History Center , 1212 SMALLMAN STREET, PITTSBURGH, PA (BUSES TO THE HEINZ HISTORY CENTER WILL DEPART AT 4:45 PM FROM THE HOTEL LOBBY.) REMARKS: <i>William Peduto</i> , Mayor, City of Pittsburgh, Pittsburgh, PA
	Dinner on Your Own

WEDNESDAY, OCTOBER 18, 2017

7:30 a.m.-8:30 a.m.	Registration Desk Open MAIN LOBBY
7:30 a.m.-8:30 a.m.	Breakfast SALONS A-B
8:30 a.m.-9:15 a.m.	WELCOMING REMARKS SALONS A-B <i>Rich Fitzgerald</i> , County Executive, Allegheny County, Pittsburgh, PA <i>Earl Gohl</i> , Federal Co-Chair, Appalachian Regional Commission, Washington, DC
9:15 a.m.-10:15 a.m.	OPENING PLENARY SESSION: <i>Putting Health in an Economic Development Perspective</i> SALONS A-B The opioid epidemic is not the only health issue preventing Appalachia's economy from reaching its full potential. So are alarming statistics about other health challenges. This opening plenary will explore why and how the Region can address health as part of our vision for a stronger, sustainable future. MODERATOR: <i>Michelyn Tinor</i> , National Sales Director, Visit Pittsburgh, and Host of PghSpot.com, Pittsburgh, PA PANELISTS: <i>Donovan (Dino) Beckett</i> , CEO and Medical Director, Williamson Health and Wellness Center, Williamson, WV; <i>Jen Giovannitti</i> , Regional Community Development Manager, Federal Reserve Bank of Richmond, Richmond, VA; <i>Earl Gohl</i> , Federal Co-Chair, Appalachian Regional Commission, Washington, DC; <i>Jason Snyder</i> , Special Assistant to the Secretary, Pennsylvania Department of Human Services, Harrisburg, PA
10:15 a.m.-10:30 a.m.	Networking Break

BREAKOUT SESSIONS I

Choose one of the following four concurrent sessions.

Developing Regional Tourism Marketing Strategies and Business Clusters

SALON 1

This session identifies how leveraging Appalachia's tourism and outdoor recreation attractions can increase economic development and business growth while continuing to preserve the landscapes and assets that make Appalachia unique.

MODERATOR: *Carrie Lepore*, Deputy Secretary for Marketing, Tourism, and Film, Pennsylvania Department of Community and Economic Development, Harrisburg, PA
PANELISTS: *Doug Arbogast*, Rural Tourism Specialist, West Virginia University Extension Service, Morgantown, WV; *Taboline Enos*, Founder and Executive Director, Pennsylvania Wilds Center for Entrepreneurship, Warren, PA; *David Kahley*, President and CEO, The Progress Fund, Greensburg, PA

Boosting Appalachia's Entrepreneurial Ecosystem

SALON 2

Appalachia has a rich history of entrepreneurship. This session will explore different resources available to entrepreneurs to access capital, develop business plans, cultivate leadership, and strengthen the Region's entrepreneurial ecosystem.

MODERATOR: *Donna Gambrell*, CEO, Appalachian Community Capital, Christiansburg, VA
PANELISTS: *Enoch Elwell*, Founder, CO.STARTERS, Chattanooga, TN; *Toi Hershman*, Regional Coordinator, National Consortium for Entrepreneurship Education, Charleston, WV; *Steve Mercil*, CEO, RAIN Source Capital, St. Paul, MN

Planning for Business Retention and Expansion

SALON 3

Preparing for the future can make your business stronger in the present. This workshop is for workforce/economic development stakeholders to discuss successful ways to retain workers, build businesses, and avert layoffs.

MODERATOR: *Britte Earp*, Deputy Director, Center for Strategic Partnerships, Pennsylvania Department of Community and Economic Development, Harrisburg, PA
PANELISTS: *Thomas Croff*, Executive Director, Steel Valley Authority, Pittsburgh, PA; *Brett Wiler*, Director of Research, Grants, and Business Outreach, Erie Regional Chamber and Growth Partnership, Erie, PA

Building a Strategic Healthcare Workforce

SALON 4

Healthcare is a major employment sector across Appalachia, yet there are significant gaps in services, providers, and access. This session will discuss strategies for expanding healthcare jobs in the Region.

MODERATOR: *Lisa Davis*, Director and Outreach Associate Professor of Health Policy and Administration, Pennsylvania Office of Rural Health, University Park, PA
PANELISTS: *Angela Alston*, Executive Director, Southeastern Area Health Education Center, Mountain State Osteopathic Postdoctoral Training Institutions, West Virginia School of Osteopathic Medicine, Lewisburg, WV; *Patrick Bolack*, Director, Alabama Access for Higher Education Center, Bevill State Community College, Jasper, AL; *Aaron E. Susmarski*, Institutional Director of Human Resources and Institutional EEO and Title IX Coordinator, Lake Erie College of Osteopathic Medicine, Erie, PA

11:45 a.m.-NOON

Networking Break

NOON-1:15 p.m.

LUNCH AND PRESENTATION SALONS A-B
Gerry Roll, Executive Director, Foundation for Appalachian Kentucky, Hazard, KY

1:15 p.m.-2:30 p.m.

BREAKOUT SESSIONS II
 Choose one of the following four concurrent sessions.

<p>Reclaiming Land through Crop Cultivation SALON 1</p>	<p>Learn how agricultural entrepreneurs are using lavender farming, apiculture, and non-timber forest products to transform unused mine land and forests into sustainable and profitable enterprises. MODERATOR: <i>Christine Laporte</i>, Appalachia Program, Sacharuna Foundation, Asheville, NC PANELISTS: <i>Kate Asquith</i>, Vice President of Programs, Appalachian Headwaters, Lewisburg, WV; <i>David Cooke</i>, Director, Grow Appalachia, Berea College, Berea, KY; <i>Marina Sawyer</i>, Project Coordinator, Green Mining Model Business Program, South Charleston, WV</p>
<p>Health Disparities and Bright Spots in Appalachia SALON 2</p>	<p>Recent ARC research shows significant disparities between Appalachia's health and the rest of the nation's. This session will review the data and discuss how communities are creating a culture of health. MODERATOR: <i>Eric Stockton</i>, Health Program Manager, Appalachian Regional Commission, Washington, DC PANELISTS: <i>Hilary Heishman</i>, Senior Program Officer, Robert Wood Johnson Foundation, Princeton, NJ; <i>Kari Kurtz</i>, Director, Community and Employer Relations, Cole Memorial, Coudersport, PA; <i>Julie Marshall</i>, Economist, Appalachian Regional Commission, Washington, DC; <i>Michael Meit</i>, Co-Director, NORC Walsh Center for Rural Health Analysis, Bethesda, MD</p>
<p>Developing Regional Tourism Marketing Strategies and Business Clusters (Repeat) SALON 3</p>	<p>This session identifies how leveraging Appalachia's tourism and outdoor recreation attractions can increase economic development and business growth while continuing to preserve the landscapes and assets that make Appalachia unique. MODERATOR: <i>Carrie Lepore</i>, Deputy Secretary for Marketing, Tourism, and Film, Pennsylvania Department of Community and Economic Development, Harrisburg, PA PANELISTS: <i>Doug Arbogast</i>, Rural Tourism Specialist, West Virginia University Extension Service, Morgantown, WV; <i>Tataboline Enos</i>, Founder and Executive Director, Pennsylvania Wilds Center for Entrepreneurship, Warren, PA; <i>David Kahley</i>, President and CEO, The Progress Fund, Greensburg, PA</p>
<p>Developing a Maker Culture SALON 4</p>	<p>Makerspaces are places where Appalachia's innovators access tools to capitalize on their creativity. This interactive panel will describe how makerspaces foster skills, products, and ideas for the 21st century. MODERATOR: <i>Joe Kapp</i>, CEO, Behavioral Businesses LLC, Lost City, WV PANELISTS: <i>Brock Allen</i>, Thinker and Founder, Tech Tank LLC, Erie, PA; <i>Douglas E. Long</i>, Dean, Business and Industry, Haywood Community College, Clyde, NC; <i>Justin Merrell</i>, CEO, Adiaon, and Founder, Catalyst Space, Altoona, PA; <i>Julie Michael Smith</i>, Youth Entrepreneurship Coordinator, Youngstown State University, Youngstown, OH</p>

2:30 p.m.-2:45 p.m.

Networking Break

2:45 p.m.-4:00 p.m.

BREAKOUT SESSIONS III
 Choose one of the following four concurrent sessions.

<p>Appalachia Goes Global SALON 1</p>	<p>Using Pennsylvania as a case study, this session features trade experts, technical assistance providers, and other partners to explore ways Appalachian companies can grow their export sales. MODERATOR: <i>Dorte Heffernan</i>, Deputy Director, Northwest Pennsylvania Regional Planning and Development Commission, Oil City, PA PANELISTS: <i>Jim Burd</i>, President and CEO, Preservation Technologies, L.P., Cranberry Township, PA; <i>Lyn Doverspike</i>, Director, U.S. Commercial Service-Pittsburgh, U.S. Department of Commerce/International Trade Administration, Pittsburgh, PA; <i>Linda Foerster</i>, Program Manager, Export Development, Office of International Business Development, Pennsylvania Department of Community and Economic Development, Harrisburg, PA; <i>Luis (Lou) Granes</i>, International Sales Manager, Sauereisen, Inc., Pittsburgh, PA; <i>Wei-Shin Lai</i>, CEO, AcousticSheep LLC, Erie, PA; <i>Rena Liu-Belshe</i>, Manager, Export Development, Southwestern Pennsylvania Commission, Pittsburgh, PA; <i>Mary McKinney</i>, Director, Duquesne University Small Business Development Center, Pittsburgh, PA; <i>Nancy Ward</i>, Director, Grow Trade Consulting, Inc., and Pennsylvania Authorized Canadian Trade Representative, Toronto, Ontario, Canada</p>
<p>Expanding Appalachia's Energy SALON 2</p>	<p>Appalachia is at the locus of energy and advanced manufacturing. This session will explore creative partnerships and alliances taking advantage of the Region's energy resources. MODERATOR: <i>Ryan Unger</i>, President and CEO, Team Pennsylvania Foundation, Harrisburg, PA PANELISTS: <i>Denise Brinley</i>, Senior Energy Advisor, Pennsylvania Department of Community and Economic Development, Harrisburg, PA; <i>Kirk Gerdes</i>, Acting Senior Technical Advisor to NETL Director, U.S. Department of Energy, Morgantown, WV; <i>Don Kiel</i>, Executive Director and Secretary, SEDA-COG Natural Gas Cooperative, Lewisburg, PA</p>

<p>Boosting Appalachia's Entrepreneurial Ecosystem (Repeat) SALON 3</p>	<p>Appalachia has a rich history of entrepreneurship. This session will explore different resources available to entrepreneurs to access capital, develop business plans, cultivate leadership, and strengthen the Region's entrepreneurial ecosystem.</p> <p>MODERATOR: <i>Donna Gambrell</i>, CEO, Appalachian Community Capital, Christiansburg, VA PANELISTS: <i>Enoch Elwell</i>, Founder, CO.STARTERS, Chattanooga, TN; <i>Toi Hershman</i>, Regional Coordinator, National Consortium for Entrepreneurship Education, Charleston, WV; <i>Steve Mercil</i>, CEO, RAIN Source Capital, St. Paul, MN</p>
<p>Doubling Down on Downtowns SALON 4</p>	<p>Appalachia's downtown communities, no matter how big or small, are economic development anchors across the Region. Each community has a valuable lesson to share as their downtowns continue to evolve.</p> <p>MODERATOR: <i>Olivia Collier</i>, ARC Program Manager, North Carolina Department of Commerce, Raleigh, NC PANELISTS: <i>Shane Barton</i>, Promise Zone Downtown Revitalization Coordinator, Community and Economic Development Initiative of Kentucky, London, KY; <i>Tyler Engle</i>, Executive Director, Joint Economic Development Board of Unicoi County, Erwin, TN; <i>Matt Settlemyer</i>, Town Manager, Town of Black Mountain, NC</p>

4:30 p.m.-6:30 p.m. Light Reception (CASH BAR) THE COURTYARD

Dinner on Your Own

THURSDAY, OCTOBER 19, 2017

7:30 a.m.-8:30 a.m.	Breakfast SALONS A-B
8:30 a.m.-9:30 a.m.	KEYNOTE ADDRESS: <i>Franco Harris, Entrepreneur and Pro Football Hall of Famer</i> SALONS A-B
9:30 a.m.-9:45 a.m.	Networking Break

BREAKOUT SESSIONS IV

Choose one of the following three concurrent sessions.

<p>Introducing ARC's Payment and Compliance System (Bring your own laptop) SALONS 1-2</p>	<p>This workshop will introduce ARC's new electronic payment system. ARC staff will demonstrate how grantees can streamline their reporting and payment requirements. Note: Attendees should bring a laptop or tablet.</p> <p>MODERATOR: <i>Molly Theobald</i>, Director, Division of Community Investment, Appalachian Regional Commission, Washington, DC PANELISTS: <i>Chris Brazell</i>, Project Manager, Division of Community Investment, Appalachian Regional Commission, Washington, DC; <i>Candy Stribling</i>, Grants System Administrator, Division of Community Investment, Appalachian Regional Commission, Washington, DC</p>
<p>Educating for a Future in Manufacturing SALON 3</p>	<p>It's never too early to prepare for a career in manufacturing. This session will explore middle school, high school, post-secondary, and nontraditional educational programs focusing on the advanced manufacturing sector.</p> <p>MODERATOR: <i>Laura Fisher</i>, Senior Vice President-Workforce, Allegheny Conference on Community Development, Pittsburgh, PA PANELISTS: <i>Donny Jones</i>, Chief Operating Officer, Chamber of Commerce of West Alabama, and West Alabama Works Team Lead, Tuscaloosa, AL; <i>Jack Pfunder</i>, President and CEO, Manufacturers Resource Center, Allentown, PA; <i>Wade Smith</i>, Group Leader, Human Resources Technical Programs-Mechatronics, Mercedes-Benz, Vance, AL</p>
<p>Local Foods as a Regional Economic Driver SALON 4</p>	<p>Local food systems—including production, processing, aggregation, and distribution—are growing the Region's economy. As Appalachia's local food sector continues to mature, so do the opportunities it brings.</p> <p>MODERATOR: <i>Fritz Boettner</i>, Director, Sprouting Farms, and Principal, Downstream Strategies, Alderson, WV PANELISTS: <i>Alisa Fava-Fasnacht</i>, Managing Partner, Emerald Valley Artisans LLC, Scenery Hill, PA; <i>Kathlyn Terry</i>, Executive Director, Appalachian Sustainable Development, Abingdon, VA</p>

11:00 a.m.-11:15 a.m. Networking Break

CLOSING PLENARY SESSION: Leadership Under Appalachia's Next Generation
SALONS A-B

Appalachia's next generation is looking for reasons to stay, live, and work in the Region. In the process, these young entrepreneurs, organizers, and thinkers are cultivating new strategies and ideas for the Region's future. As we close the conference, we will discuss the vision these emerging leaders have for Appalachia and what they need to succeed.

MODERATOR: *Earl Gohl*, Federal Co-Chair, Appalachian Regional Commission, Washington, DC
PANELISTS: *Kiran Bhatraju*, CEO, Arcadia Power, Washington, DC; *Jamie Rice*, President, RISE Erwin, Erwin, TN; *Natalie Roper*, Executive Director, Generation West Virginia, Charleston, WV

12:15 p.m.-1:15 p.m. Conference Concludes (Box lunches available outside Salons A-B)