

SUMMIT PROGRAM

APPALACHIA STRONG

prosperity. progress. growth.

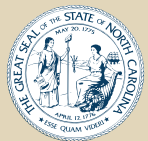
Renaissance Asheville Hotel
Asheville, North Carolina
September 4-6, 2019



Join the conversation #AppalachiaStrong
Follow us on Twitter @ARCgov



An Appalachian Regional Commission Summit
Hosted by the State of North Carolina



Summit Agenda

WEDNESDAY, SEPTEMBER 4, 2019

NOON–6:00 pm Registration Open GRAND BALLROOM FOYER

5:00 pm–7:00 pm

Opening Reception THE VENUE, 21 N. MARKET STREET, ASHEVILLE, NC

LIMITED PARKING ON SITE. SHUTTLE BUSES WILL RUN FROM ALL SUMMIT HOTELS STARTING AT 4:30 PM.

THURSDAY, SEPTEMBER 5, 2019

7:30 am–9:00 am Registration Open GRAND BALLROOM FOYER

7:45 am–8:45 am Breakfast GRAND BALLROOM

8:45 am–9:00 am

Welcoming Remarks GRAND BALLROOM

Remarks from North Carolina **Governor Roy Cooper** and Appalachian Regional Commission **Federal Co-Chairman Tim Thomas**

9:00 am–9:45 am

OPENING PLENARY

Appalachia Strong: A Regional Perspective GRAND BALLROOM

A conversation with North Carolina **Governor Roy Cooper**, Appalachian Regional Commission **Federal Co-Chairman Tim Thomas**, and Appalachian Community Capital President & CEO **Donna Gambrell**; Moderated by **Victoria Dunkle**, Communications Director, AdventHealth

9:45 am–10:15 am Networking Break

10:15 am–11:45 am

CONCURRENT SESSIONS I

(Choose one of the following EIGHT concurrent sessions from four learning tracks.)

INFRASTRUCTURE
EXPANSION

Critical Infrastructure: Smart Infrastructure Technologies WINDSOR SALON B

Technology enhancements to traditional infrastructure projects like roads, electric grids, and water/wastewater systems can be a cost-saving investment and drive economic development in rural communities.

MODERATOR: **Chris Brazell**, Program Analyst - Infrastructure, Division of Critical Infrastructure, ARC, Washington, DC

SPEAKERS: **David Talbot**, Senior Researcher and Analyst, CTC Technology and Energy, Kensington, MD;

Albert Cho, Vice President and General Manager, Advanced Infrastructure Analytics, Xylem, Inc., Calgary, Canada;

Mohd Aslami, State ITS & Signals Management Engineer, Transportation Mobility and Safety Division, North Carolina Department of Transportation, Raleigh, NC

BUSINESS & WORKFORCE
DEVELOPMENT

Cultivating Industry Clusters in Appalachian Communities WINDSOR SALON B

Strong and vibrant industry clusters develop from solid building blocks. These include a talented workforce, critical infrastructure, capital, intellectual property, and connected supply chains. Each sector develops from a region's natural assets and in its own unique way, but all benefit from thoughtful intervention and timely investment.

MODERATOR: **Matthew Raker**, Director, Community Investments and Impact, Mountain BizWorks, Asheville, NC

SPEAKERS: **Wes Stone**, Outdoor Industry Faculty Liaison, Western Carolina University, Cullowhee, NC; **Sarah Wood**,

Director of Operations, Industry Nine Componentry, Asheville, NC; **Erika McGilley**, Senior Business Lender, Natural Capital Investment Fund, Asheville, NC; **Jeannine Buscher**, Founder of Buchi Kombucha, Asheville, NC

Emerging Opportunities in Appalachian Agriculture BERKELEY ROOM

The economic potential of industrial hemp is growing every day. This panel will focus on the opportunities and challenges hemp is seeding for the Region.

MODERATOR: *Mieka Sanderson*, Program Analyst - Business, Division of Business & Workforce Investment, ARC, Washington, DC

SPEAKERS: *Joe Bilby*, General Counsel, Kentucky Department of Agriculture, Louisville, KY; *Blake Butler*, Executive Director, North Carolina Industrial Hemp Association, Asheville, NC; *Tyler Mark*, Associate Professor, Agricultural Economics University of Kentucky, Lexington, KY

Flipping the Switch on Main Street ALEXANDER ROOM

So many things happen on Main Street. This session examines how strategic investment in infrastructure, broadband, and cultural assets can recharge Appalachia's downtowns.

MODERATOR: *Liz Parham*, Director, Main Street and Rural Planning Center, North Carolina Department of Commerce, Raleigh, NC

SPEAKERS: *Sherry Long*, Assistant Executive Director, Western Piedmont Council of Governments, Hickory, NC; *Connie Tabor*, Community Development Director, City of Toccoa, Toccoa, Georgia

Making Your Community Thrive: Lessons in**Economic Resilience TOP OF THE PLAZA (12TH FLOOR)**

Why do some communities withstand economic change better than others? This session describes best practices, strategies, and policies communities have embraced to become more economically resilient.

MODERATOR: *Kostas Skordas*, Director, Division of Research and Evaluation, ARC, Washington, DC

SPEAKERS: *Fritz Boettner*, Project Leader, WVU Center for Resilient Communities, Morgantown, WV; *Christine Gyovai*, Principal, Dialogue + Design Associates, Charlottesville, VA

The Recovery Ecosystem: What Do We Know? CHEROKEE ROOM

Members of ARC's Substance Abuse Advisory Council (SAAC) will discuss elements of a recovery ecosystem to address Substance Abuse Disorder at the community level as well as past and current strategies utilized throughout the Region to ensure people in recovery gain employment while maintaining their sobriety.

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

SPEAKERS: *Robert Ware*, Chief of Police, Portsmouth Police Department, Portsmouth, OH; *Karen Kelley*, Chief Program Officer, TROSA, Durham, NC; *Nancy Hale*, President and CEO, Operation UNITE, London, KY

Tapping into Water/Wastewater Financing Options SWANNANOA ROOM

This session will address how to access funding, ways to address water affordability, different types of capital funds (grants, loans, cash reserves, debt, etc.), an overview of relevant funders, and methods for addressing affordability for Infrastructure projects.

MODERATOR: *Karen Fabiano*, Program Manager, LDD and Technical Assistance, ARC, Washington, DC

SPEAKERS: *Austin Howell Thompson*, Project Director, Environmental Finance Center at UNC-Chapel Hill, Chapel Hill, NC; *Shadi Eskaf*, Research Director, Environmental Finance Center at UNC-Chapel Hill, Chapel Hill, NC; *Leigh-Anne Krometis*, Associate Professor, Department of Biological Systems Engineering, Virginia Tech, Blacksburg, VA; *Tiffany Drape*, Assistant Professor, Department of Agricultural, Leadership, and Community Education, Virginia Tech, Blacksburg, VA

Understanding & Utilizing Opportunity Zones VICTORIA ROOM

Panelists will discuss tips and strategies implemented by ARC communities to attract investment dollars via the new, powerful economic development tool: Opportunity Zones.

MODERATOR: *Annaka Woodruff*, ARC Program Manager, Georgia Department of Community Affairs, Atlanta, GA

SPEAKERS: *Brett Wiler*, Vice President of Capital Formation, Flagship Opportunity Zone Development Company, Erie Regional Chamber and Growth Partnership, Erie, PA; *Lamont Price*, TNInvestco Director, Tennessee Department of Economic and Community Development, Nashville, TN; *George Ashton*, Managing Director - Strategic Investments, Local Initiatives Support Corporation (LISC), Washington, DC; *Michelle Christian*, Mid-Atlantic Regional Administrator, U.S. Small Business Administration, Philadelphia, PA

11:45 am-Noon Networking Break

Noon-1:15 pm Networking Lunch GRAND BALLROOM

12:45 pm

MOBILE WORKSHOPS (Pre-registration required) MEET AT HOTEL MAIN ENTRANCE

- **AB Tech: Making A Mark**
- **Asheville's River Arts District: Reclaiming History**
- **Hendersonville, North Carolina: A Main Street Community**

1:15 pm-2:45 pm

CONCURRENT SESSIONS II

(Choose one of the following SIX concurrent sessions from three learning tracks.)

BUSINESS & WORKFORCE DEVELOPMENT

Creative Economy Entrepreneurs: Transforming the Economy in

Western North Carolina ALEXANDER ROOM

North Carolina's Blue Ridge Craft Trail built a regional "coalition of the willing" to expand the region's creative economy and hospitality industry. What can other communities learn from their success?

MODERATOR: Molly Theobald, Director, Division of Critical Infrastructure, ARC, Washington, DC

SPEAKERS: Angie Chandler, Executive Director, Blue Ridge National Heritage Area, Asheville, NC; **Becky Anderson**, Founding Director of Handmade in America, Asheville, NC; **Chris Cavanaugh**, President, Magellen Strategy Group, Asheville, NC; **Anna Fariello**, Curator and Scholar, Curatorial InSight, Cullowhee, NC

BUSINESS & WORKFORCE DEVELOPMENT

Cultivating Industry Clusters in Appalachian Communities WINDSOR SALON A

Strong and vibrant industry clusters develop from solid building blocks. These include a talented workforce, critical infrastructure, capital, intellectual property, and connected supply chains. Each sector develops from a region's natural assets and in its own unique way, but all benefit from thoughtful intervention and timely investment.

MODERATOR: Matthew Raker, Director, Community Investments and Impact, Mountain BizWorks; Asheville, NC

SPEAKERS: Wes Stone, Outdoor Industry Faculty Liaison, Western Carolina University, Cullowhee, NC; **Sarah Wood**, Director of Operations, Industry Nine Componentry, Asheville, NC; **Erika McGilley**, Senior Business Lender, Natural Capital Investment Fund, Asheville, NC; **Jeannine Buscher**, Founder of Buchi Kombucha, Asheville, NC

BUSINESS & WORKFORCE DEVELOPMENT

Emerging Opportunities in Appalachian Agriculture BERKELEY ROOM

The economic potential of industrial hemp is growing every day. This panel will focus on the opportunities and challenges hemp is seeding for the Region.

MODERATOR: Mieka Sanderson, Program Analyst - Business, Division of Business & Workforce Investment, ARC, Washington, DC

SPEAKERS: Joe Bilby, General Counsel, Kentucky Department of Agriculture, Louisville, KY; **Blake Butler**, Executive Director, North Carolina Industrial Hemp Association, Asheville, NC; **Tyler Mark**, Associate Professor, Agricultural Economics, University of Kentucky, Lexington, KY

ARC TECHNICAL ASSISTANCE

Looking into the Future with Appalachia's

Next-Gen Leaders SWANNANOA ROOM

The next generation of regional leaders are participating in the ARC-Oak Ridge National Laboratory Summer STEM Institute, the Appalachian Leadership Institute, the Appalachian Teaching Project, and other professional development opportunities. How will they shape the Region's future?

MODERATOR: Jessica Mosley, Program Manager, Appalachian Leadership Institute, ARC, Washington, DC

SPEAKERS: Jennifer Tyrell, Section Manager, Scientific Assessment & Workforce Development, Oak Ridge Associated Universities, Oak Ridge, TN; **Courtney Rhoades** (Former ATP Fellow), Black Lung Organizer, Appalachian Citizens Law Center, Whitesburg, KY; **Shelley Nixon**, 2019 Oak Ridge Participant (HS Math Teacher), Asheville City Schools, NC; **Katie Cahill**, Associate Director, Howard H. Baker Jr. Center for Public Policy, University of Tennessee, Knoxville, TN

SUBSTANCE USE DISORDER & RELATED ISSUES

Paving the Road from Recovery to Work WINDSOR SALON B

Understanding the recovery ecosystem is one thing. Putting it to work is another. This session showcases examples of practical strategies and emerging networks paving the road from recovery to work.

MODERATOR: Jeff Schwartz, Program Manager - Workforce and Education, Division of Business & Workforce Investment, ARC, Washington, DC

SPEAKERS: Doug Leech, Founder & CEO, Ascension Recovery Services, Morgantown, WV; **Philip Cooper**, UpSkill WNC Coordinator, Continuing Education and Workforce Development, A-B Tech Community College, Asheville, NC; **Patrick Farrell**, President, Savage Grant, Huntington WV

Understanding & Utilizing Opportunity Zones. VICTORIA ROOM

Panelists will discuss tips and strategies implemented by ARC communities to attract investment dollars via the new, powerful economic development tool: Opportunity Zones.

MODERATOR: *Annaka Woodruff*, ARC Program Manager, Georgia Department of Community Affairs, Atlanta, GA
SPEAKERS: *Brett Wiler*, Vice President of Capital Formation, Flagship Opportunity Zone Development Company, Erie Regional Chamber and Growth Partnership, Erie, PA; *Lamont Price*, TNInvestco Director, Tennessee Department of Economic and Community Development, Nashville, TN; *George Ashton*, Managing Director – Strategic Investments, Local Initiatives Support Corporation (LISC), Washington, DC; *Michelle Christian*, Mid-Atlantic Regional Administrator, U.S. Small Business Administration, Philadelphia, PA

3:00 pm–4:00 pm

ARC Speed Seminars TOP OF THE PLAZA (12TH FLOOR)
 (Pre-registration required)

4:00 pm–5:00 pm

ARC Office Hours TOP OF THE PLAZA (12TH FLOOR)
 (Pre-registration required)

5:00 pm–7:00 pm Networking Reception GRAND BALLROOM

FRIDAY, SEPTEMBER 6, 2019

8:00 am–8:45 am Breakfast GRAND BALLROOM

8:30 am–8:45 am Announcements GRAND BALLROOM

8:45 am–9:30 am

MORNING PLENARY

Community Colleges, Community Leaders GRAND BALLROOM

A conversation with *Roger W. Davis*, President, Community College of Beaver County, Monaca, PA; *Betty Young*, President, Hocking College, Nelsonville, OH; *Johnny M. Moore*, President, Pierpont Community & Technical College, Fairmont, WV; and *Walter H. Dalton*, President, Isothermal Community College, Spindale NC, NC Association of Community College Presidents

9:30 am–9:45 am Networking Break

9:45 am–11:15 am

CONCURRENT SESSIONS III

(Choose one of the following SEVEN concurrent sessions from four learning tracks.)

A Healthy Workforce, A Healthy Community,

A Healthy Economy TOP OF THE PLAZA (12TH FLOOR)

Panelists will discuss their partnerships with ARC, detailed information about the current progress of their projects, as well as the hurdles they have faced regarding diabetes, substance use disorder, and other health issues in Appalachia.

MODERATOR: *Brittany Jones*, Program Analyst - Health, Appalachian Regional Commission, Washington, DC

SPEAKERS: *Richard Crespo*, Professor, Department of Family and Community Health, Marshall University, Huntington, WV; *Patricia Thompson-Reed*, Community-based Health Systems Specialist, Center for Disease Control and Prevention, Atlanta, GA; *Richard Jenkins*, Health Scientist Administrator, Prevention Research Branch, National Institute on Drug Abuse, Washington, DC

Creative Economy Entrepreneurs: Transforming the Economy in Western North Carolina.....

ALEXANDER ROOM

North Carolina's Blue Ridge Craft Trail built a regional "coalition of the willing" to expand the region's creative economy and hospitality industry. What can other communities learn from their success?

MODERATOR: *Molly Theobald*, Director, Division of Critical Infrastructure, ARC, Washington, DC

SPEAKERS: *Angie Chandler*, Executive Director, Blue Ridge National Heritage Area, Asheville, NC; *Becky Anderson*, Founding Director of Handmade in America, Asheville, NC; *Chris Cavanaugh*, President, Magellen Strategy Group, Asheville, NC; *Anna Fariello*, Curator and Scholar, Curatorial InSight, Cullowhee, NC

Critical Infrastructure: Smart Infrastructure Technologies.....

WINDSOR SALON B

Technology enhancements to traditional infrastructure projects like roads, electric grids, and water/wastewater systems can be a cost-saving investment and drive economic development in rural communities.

MODERATOR: *Chris Brazell*, Program Analyst - Infrastructure, Division of Critical Infrastructure, ARC, Washington, DC

SPEAKERS: *David Talbot*, Senior Researcher and Analyst, CTC Technology and Energy, Kensington, MD; *Albert Cho*, Vice President and General Manager, Advanced Infrastructure Analytics, Xylem, Inc., Calgary, Canada; *Mohd Aslami*, State ITS & Signals Management Engineer, Transportation Mobility and Safety Division, North Carolina Department of Transportation, Raleigh, NC

Develop A Narrative to Showcase Success.....

BERKELEY ROOM

Your work in building community capacity and strengthening economic growth is worthy of sharing. Learn about the tools you need to write and share your story, build your brand, and engage with audiences.

MODERATOR: *Fatimah Pierce*, Director, Division of Business & Workforce Investment, ARC, Washington, DC

SPEAKER: *Erica Allison*, Founder and CEO, Formation PR + Brand, Hendersonville, NC

Measuring Success Beyond Performance Measures.....

VICTORIA ROOM

Strong program evaluation and measurement systems help determine short, medium, and long-term success. Learn how to implement effective performance measurement strategies using your own ARC funded projects.

MODERATOR: *Regina Van Horne*, Program Evaluator, Division of Research & Evaluation, ARC, Washington, DC

SPEAKER: *Maureen M. Berner*, Professor of Public Administration and Government, UNC-Chapel Hill, Chapel Hill, NC

Paving the Road from Recovery to Work.....

WINDSOR SALON A

Understanding the recovery ecosystem is one thing. Putting it to work is another. This session showcases examples of practical strategies and emerging networks paving the road from recovery to work.

MODERATOR: *Jeff Schwartz*, Program Manager - Workforce and Education, Division of Business & Workforce Investment, ARC, Washington, DC

SPEAKERS: *Doug Leech*, Founder & CEO, Ascension Recovery Services, Morgantown, WV; *Phillip Cooper*, UpSkill WNC Coordinator; *Patrick Farrell*, President, Savage Grant, Huntington WV

Thinking Outside the Infrastructure Box.....

SWANNANOA ROOM

Water/wastewater Infrastructure development requires innovation. This session will focus on how design, technology, and regional partnerships can inform creative strategies to meet to infrastructure challenges.

MODERATOR: *Karen Fabiano*, Program Manager, LDD and Technical Assistance, ARC, Washington, DC

SPEAKERS: *Austin Howell Thompson*, Project Director, Environmental Finance Center at UNC-Chapel Hill, Chapel Hill, NC; *Shadi Eskaf*, Research Director, Environmental Finance Center at UNC-Chapel Hill, Chapel Hill, NC; *Leigh-Anne Krometis*, Associate Professor, Department of Biological Systems Engineering, Virginia Tech, Blacksburg, VA; *Tiffany Drape*, Assistant Professor, Department of Agricultural, Leadership, and Community Education, Virginia Tech, Blacksburg, VA



Join the conversation on Twitter! #AppalachiaStrong

11:15 am–11:30 am **Networking Break**

11:30 am–12:30 pm

CLOSING PLENARY

Appalachia: Open for Business **GRAND BALLROOM**

MODERATOR: *Jim McCleskey*, Director, North Carolina Washington Office, and ARC North Carolina Alternate, Washington, DC

SPEAKERS: *LT Ward*, Vice President, WNC Communities, Asheville NC; *Tom Dempsey*, Founder, SylvanSport, Brevard NC; *Jasmine Dickerson*, Community Director, Coding Solutions, Birmingham, AL

12:30 pm–12:45 pm

Closing Remarks..... **GRAND BALLROOM**

12:45 pm **Summit Concludes** (Box lunches available)

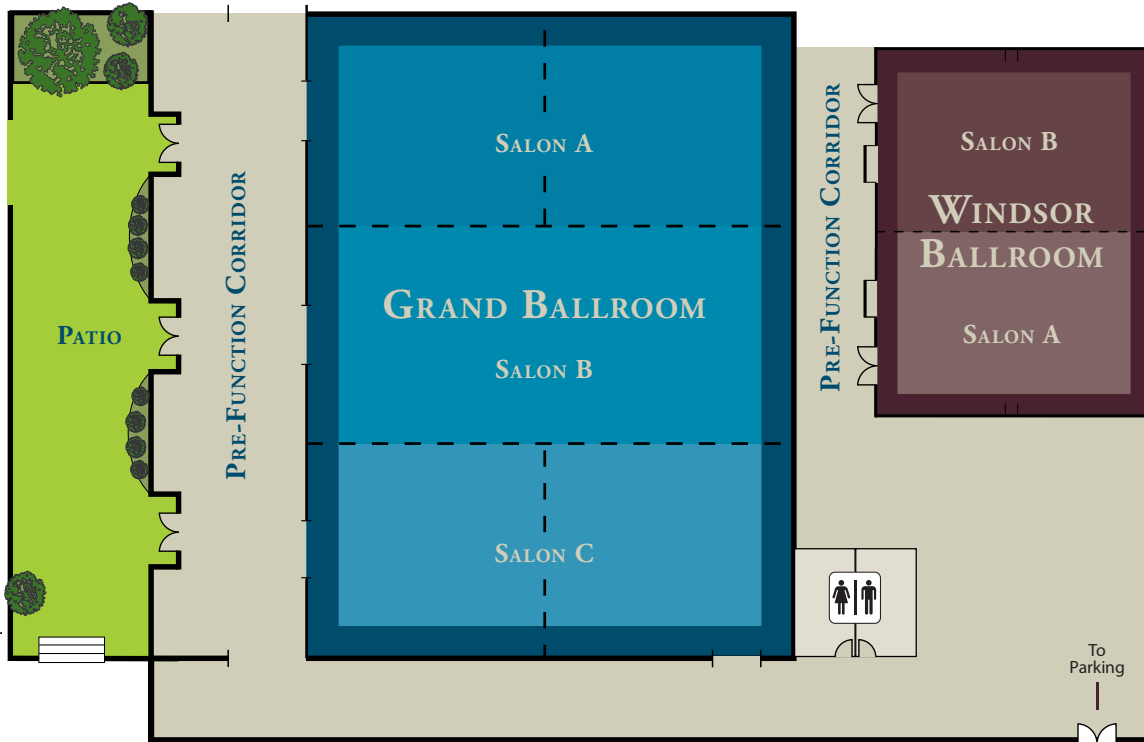
Thank you!

ARC and the State of North Carolina would like to thank the following sponsors for their support of the *Appalachia Strong: Prosperity, Progress, Growth* summit.



Renaissance Meeting Rooms

THE FIRST FLOOR MEETING ROOMS | THE GRAND BALLROOM | THE WINDSOR BALLROOM



THE SECOND FLOOR MEETING ROOMS



TOP OF THE PLAZA TWELFTH FLOOR

