



GOVERNMENT & ECONOMIC  
DEVELOPMENT INSTITUTE

## 2021 INTENSIVE ECONOMIC DEVELOPMENT TRAINING COURSE

Government & Economic Development Institute  
Auburn University

Week II: September 20-23, 2021

**Moderated by Jeremy L. Arthur, Director, GEDI**

Grand Ballroom II, The Hotel at Auburn University

### **Monday, September 20<sup>th</sup>**

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**8:00 – 8:15**     **Welcome Back**

**8:15 – 9:15**     **The History of Economic Development in Alabama**

Edwin C. Bridges, Ph.D.

Director Emeritus

Alabama Department of Archives and History

9:15 – 9:30     Break

**9:30 – 10:45**   **Alabama Government and Economic Development**

Joe A. Sumners, Ph.D.

Executive Director Emeritus

AU Government & Economic Development Institute

10:45 – 11:00   Break (Sponsored by Spire)

**11:00 – 12:00**   **Economic Development and Alabama's Changing Image**

Steve Sewell

Executive Vice President

Economic Development Partnership of Alabama

12:00 – 1:15     Lunch (On Your Own)

**1:15 – 2:15**     **Alabama Workforce Development: Programs and Planning**

Ed Castile

Deputy Secretary &

Executive Director, AIDT

AL Department of Commerce

Nick Moore

Governor's Education Policy Advisor

Alabama Governor's Office of Education and Workforce

2:15 – 2:30     Break and Class Photo

**2:30 – 3:30**     **PK-12 Education and Alabama Economic Development**

Eric G. Mackey, PhD

Superintendent of Education

State of Alabama

3:30 – 3:45     Break (Sponsored by Spire)

- 3:45 – 5:00**     **PK-12 Education and Workforce: Making the Connection (Panel)**  
Barbara J. Cooper, Ph.D., Secretary of Early Childhood Education, State of Alabama  
Audrey Marshall, Coordinator of Work-Based Education, Auburn City Schools  
Heather Brothers New, IOM, TMP, AACE; President & CEO; The Chamber, Gadsden and Etowah County
- 5:00**             **Welcome Reception (Terrace Room)**  
Sponsored by Alabama Power and Alabama Municipal Electric Authority (AMEA)  
Special appearance by Aubie the Tiger

## **Tuesday, September 21<sup>st</sup>**

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- 8:00 – 8:30**     **Alabama Office of Apprenticeship**  
Josh Laney  
Director, Alabama Office of Apprenticeship
- 8:30 – 9:00**     **Alabama Small Business Commission**  
Rosemary Elebash  
Alabama State Director  
National Federation of Independent Businesses
- 9:00 – 9:15     Break
- 9:15 – 10:15**   **Placemaking as Economic Development**  
Nathan R. Norris, J.D.  
Founding Principal, CityBuilding Partnership
- 10:15 – 10:30   Break (Sponsored by PowerSouth)
- 10:30 – 11:30** **Placemaking Resources (Panel)**  
Carrie Banks, Chair, Alabama Communities of Excellence  
Tami Reist, President & CEO, Alabama Mountain Lakes Tourist Association  
Mary Helmer Wirth, President & State Coordinator, Main Street Alabama
- 11:30 – 12:15** **Alabama Department of Commerce**  
Greg Canfield  
Secretary, Alabama Department of Commerce
- 12:15 – 1:30     Lunch (On Your Own)
- 1:30 – 2:00**     **Alabama Department of Economic and Community Affairs**  
Kenneth Boswell  
Director, ADECA
- 2:00 – 3:00**     **The Role of Local Elected Officials in Alabama Economic Development (Panel)**  
Jim Byard, Jr., Founder, Byard Associates, LLC  
Leigh Dollar, Mayor, City of Guntersville  
Ray Long, Chairman, Morgan County Commission
- 3:00 – 3:15     Break (Sponsored by Chambless King Architects)

**3:15 – 3:45** **Alabama Capital Network**  
Joshua Jones  
Chief Executive Officer, Alabama Capital Network

**3:45 – 5:00** **Retail as an Economic Development Strategy**  
Lacey Bacchus  
Business Developer, Retail Strategies  
Madeline Farr  
Director of Retail Academy, Retail Strategies

**Wednesday, September 22<sup>nd</sup>**

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**8:00 – 9:00** **Alabama Infrastructure and Economic Development**  
Joe Meads  
Principal and Owner, Sain Associates, Inc.

9:00 – 9:15 Break

**9:15 – 9:45** **Broadband: Essential Economic Development Infrastructure**  
Tom Stackhouse  
President and CEO, Central Alabama Electric Cooperative

**9:45 – 10:45** **The Role of Utilities in Alabama Economic Development (Panel)**  
Leigh Davis, Vice President of Economic & Community Development, Alabama Power Company  
Warren Hicks, Project Manager, Economic Development AL Region, Tennessee Valley Authority  
Horace H. Horn, Jr., Vice President of External Affairs, PowerSouth Energy Cooperative  
Mike Swinson, Director of Economic Development, Spire Energy

10:45 – 11:00 Break (Sponsored by Sain Associates, Inc.)

**11:00 – 12:00** **International Trade and Development**  
Brian Davis  
Director  
Alabama International Trade Center  
Hilda Lockhart  
Director, International Trade Division  
Alabama Department of Commerce

12:00 – 1:00 Lunch (On Your Own)

**1:00 – 1:30** **Site Selection: A Local Perspective**  
Arndt Siepmann  
Deputy Director of Economic Development  
City of Auburn  
Martin Hartl  
President  
ID Plastics LP

**1:30 – 2:30** **Rural Development: Best Practices from Across Alabama (Panel)**  
Whitney H. Barlow, J.D., Executive Director, Chilton County Industrial Development Authority  
David Padgett, Economic Developer, Bullock County Development Authority  
Bryant Whaley, Executive Director, Randolph County Economic Development Authority

2:30 – 2:45 Break (Sponsored by NextSite)

**2:45 – 3:45** **Rural Development Partners and Resources (Panel)**  
Allen Bowen, Acting State Director, USDA Rural Development  
Bevin Tomlin, Community Development Manager, Alabama Power Company  
Brenda Tuck, Rural Development Manager, Alabama Department of Commerce

3:45 – 4:00 Break (Sponsored by Southeast Gas)

**4:00 – 5:00 Economic Development Partnership of Alabama & Alabama Innovation and Entrepreneurship**

Greg Barker  
President, EDPA

**Thursday, September 23<sup>rd</sup>**

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**7:30 – 8:15 Graduation Breakfast (Terrace Room)**

Sponsored by Spire

**8:15 – 9:15 The Role of Public Policy in Economic Development**

Martha Roby  
Senior Advisor for Government Affairs &  
Economic Development, Bradley

Sheron Rose  
Senior Vice President of External Affairs  
Montgomery Area Chamber of Commerce

9:15 – 9:30 Break

**9:30 – 10:30 State and Federal Incentives**

Alex Flachsbart  
President and CEO  
Opportunity Alabama

Angela Smith  
Incentives Manager  
Alabama Department of Commerce

10:30 – 10:45 Break (Sponsored by Spire)

**10:45 – 11:15 Economic Development Association of Alabama**

Jim Searcy  
Executive Director, Economic Development Association of Alabama

**11:15 – 11:45 Business Retention and Expansion: A Local Perspective**

John Sweatman  
Project Manager  
City of Opelika

Todd Shackett, Former Director of Operational  
Excellence; Baxter International, Inc. and  
President, Southern Union State Community College