

Government & Economic
Development Institute

2024 INTENSIVE ECONOMIC DEVELOPMENT TRAINING COURSE

Fueled by Spire

Government & Economic Development Institute
Auburn University

Week II: September 16-19, 2024

Moderated by Jeremy L. Arthur, Director, GEDI

Grand Ballroom II, The Hotel at Auburn University

Monday, September 16th

Monday, September 16 th			
7:30 - 8:00	Grab and Go Breakfast and Coffee - Sponsored by Spire		
8:00 - 8:30	Welcome and Introductions		
8:30 - 9:30	The History of Economic Development in Alabama Steve Murray Director, Alabama Department of Archives & History		
9:30 - 9:45	Break - Sponsored by Spire		
9:45 - 11:00	Alabama Government and Economic Development Joe A. Sumners, Ph.D. Founder, Wicked Solutions, LLC Executive Director Emeritus, AU Government & Economic Development Institute		
11:00 – 11:15	Break		
11:15 - 12:15	PK-12 Education and Alabama Economic Development Chuck Marcum Chief of Staff, Alabama State Department of Education		
12:15 – 1:30	Lunch (On Your Own)		
1:30 - 2:30	Alabama Workforce Development: Programs and Planning Ed Castile Deputy Secretary for Workforce Programs, Alabama Department of Commerce Executive Director, AIDT		
2:30 – 2:45	Break — Sponsored by Spire		
2:45 - 3:45	Placemaking as Economic Development Nathan R. Norris, J.D. Founding Principal, CityBuilding Partnership		
3:45 – 4:00	Class Photo and Break		
4:00 - 5:00	Placemaking / Community Resources - Moderated Panel Gina Clifford - DesignAlabama Mary Jackson - Alabama Communities of Excellence (ACE) Matt Leavell - Your Town Alabama Mary Helmer Wirth - Main Street Alabama		
5:00 - 6:30	Welcome Reception (Terrace Room) Sponsored by Alabama Power, AMEA, and CSX		

Special Appearance by Aubie! (Pending)

Tuesday, September 17th

Tuesday, September 17 th			
7:30 - 8:00	Grab and Go Breakfast and Coffee - Sponsored by PowerSouth		
8:00 - 9:00	Tourism as an Economic Development Strategy Tami Reist President & CEO, Alabama Mountain Lakes Tourist Association		
9:00 – 9:15	Break – Sponsored by Stifel		
9:15 - 10:30	The Role of Local Elected Officials in Economic Development – Moderated Panel Jim Byard – Founder, Byard Associates; Former Mayor of Prattville Dr. Hollie Cost – Assistant VP, AU Outreach & Office of Public Service; Former Mayor of Montevallo Gordon Stone – Mayor, Town of Pike Road County Commissioner - Pending		
10:30 – 10:45	Break		
10:45 – 11:45	Alabama Department of Commerce Overview Pending		
11:45 – 1:00	Lunch (On Your Own)		
1:00 – 2:00	Rural Development Resources Nivory Gordon, Jr. State Director for Alabama USDA Rural Development	Brenda Tuck Rural Development Manager Alabama Department of Commerce	
2:00 – 2:15	Break - Sponsored by GEDI		
2:15 - 3:00	Alabama Department of Economic and Community Affairs Kenneth Boswell Director, ADECA		
3:00 - 3:45	Economic Development Partnership of Alabama Greg Barker President, EDPA		
3:45 – 4:00	Break		
4:00 - 5:00	Your Turn: Open Forum - Facilitated by GEDI Staff		
Wednesday, September 18 th			
7:30 - 8:00	Grab and Go Breakfast and Coffee - Sponsored by Central Alabama Electric Cooperative		
8:00 - 8:45	Broadband: Essential Economic Development Infrastructure Tom Stackhouse President and CEO, Central Alabama Electric Cooperative		
8:45 - 9:45	Alabama's Infrastructure Report Card and Its Importance to Economic Development Joe Meads Principal and Owner, Sain Associates, Inc.		

Break - Sponsored by Sain Associates

9:45 - 10:00

WORKING DRAFT

10:00 - 11:15 The Role of Utilities in Alabama Economic Development - Moderated Panel

Monica Garsed, Economic Development Manager, Spire

Blair King, Director of Business Development, Alabama Power Company

Penny Townson, Economic Development Regional Specialist, Tennessee Valley Authority Thomas Tyson, Economic Development Representative, PowerSouth Energy Cooperative

11:15 - 11:30 Break

11:30 -12:15 Site Selection: A Local Perspective

John Sweatman

Project Manager, City of Opelika

12:15 – 1:30 Lunch (On Your Own)

1:30 - 2:30 Retail as an Economic Development Tool

Elliott Cook

Director of Real Estate for the Retail Academy, Retail Strategies

2:30 – 2:45 Break - Sponsored by Alabama Technology Network (ATN)

2:45 – 3:45 International Trade and Economic Development

Brian Davis Christina Stimpson

Director Director, Office of International Trade
Alabama International Trade Center Alabama Department of Commerce

3:45 – 4:00 Break

4:00 – 5:00 Alabama's Current Incentive and Public Policy Landscape

Derek Trotter Pending

Senior Advisor, Bradley

Thursday, September 19th

7:30 - 8:30 Graduation Breakfast (Terrace Room) - Sponsored by Spire

8:30 – 9:30 The Role of Public Policy in Economic Development – Moderated Panel

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

Casey Rogers, External Affairs Director, Office of Governor Kay Ivey

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

9:30 – 9:45 Economic Development Association of Alabama (EDAA)

Jim Searcy President, EDAA

9:45 - 10:00 Know Your Community

Jon Gross

Technical Assistance Manager, GEDI

10:00 - 10:15 Break - Sponsored by Spire

10:15 - 11:00 Business Expansion: A Local Perspective

Phillip Dunlap

Director of Economic Development, City of Auburn

11:00 - 11:30 Your Turn: Course Wrap Up