



**AUBURN**

Outreach

*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 16<sup>th</sup>**

---

- 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)



- 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  
 Director  
 Alabama International Trade Center  
 Christina Stimpson  
 Director, Office of International Trade  
 Alabama Department of Commerce
- 3:45 – 4:00 Break
- 4:00 – 5:00 Alabama’s Current Incentive and Public Policy Landscape**  
 Derek Trotter  
 Senior Advisor, Bradley  
 Pending

### **Thursday, September 19<sup>th</sup>**

---

- 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**