



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 16th

- 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.
Executive Director Emeritus, GEDI
Owner and Manager, Wicked Solutions, LLC
- 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 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 and Alabama Municipal Electric Authority
Special Appearance by Aubie!

Tuesday, September 17th

- 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
Lee Patterson – County Commissioner, Calhoun County; President, ACCA
Gordon Stone – Mayor, Town of Pike Road
- 10:30 – 10:45 Break
- 10:45 – 11:45** **Alabama Department of Commerce Overview**
Bob Smith
Assistant Director, Business Development
Alabama Department of Commerce
- 11:45 – 1:00 Lunch (On Your Own)
- 1:00 – 2:00** **Rural Development Resources**
Nivory Gordon, Jr. Brenda Tuck
State Director for Alabama Rural Development Manager
USDA Rural Development 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 18th

- 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, P.E. Lawren Pratt, P.E.
Principal and Owner, Sain Associates Civil Engineering Manager, Barge Design Solutions
- 9:45 – 10:00 Break - Sponsored by Sain Associates

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

Monica Garsed, Director, Economic Development Southeast, Spire
 Warren Hicks, Economic Development Regional Specialist, Tennessee Valley Authority
 Blair King, Director of Business Development, Alabama Power Company
 Thomas Tyson, Economic Development Representative, PowerSouth Energy Cooperative

11:15 - 11:30 Break

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

John Sweatman Director, Economic Development City of Opelika	Todd Shackett Former Director of Operational Excellence, Baxter International; President, Southern Union State CC
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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
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3:45 – 4:00 Break

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

Derek Trotter Senior Advisor, Bradley	Greg Canfield Managing Director of Economic Development Burr & Foreman
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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
 Sheri Rollins, District Director, Congressman Mike Rogers

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	Local Industry Representative Auburn, Alabama
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11:00 – 11:30 Your Turn: Course Wrap Up