



AUBURN
Outreach
*Government & Economic
Development Institute*

40th ANNIVERSARY ALUMNI REUNION INTENSIVE ECONOMIC DEVELOPMENT TRAINING COURSE

THE HOTEL AT AUBURN UNIVERSITY

MONDAY, OCTOBER 28TH

12:45 - 4:45

OPTIONAL TOURS

Offsite

A limited number of tour slots are available on a first-come, first-serve basis. The bus will leave the Hotel at Auburn University at 12:45 PM, and the final tour will conclude by 4:45 PM.

The tour will begin at Jordan-Hare Stadium, where Auburn hosts over 88,000 visitors for fall home football games. The stadium tour will finish in the Letterman's Lounge, where guests will meet some of the Auburn University Raptor Center hawks, falcons, and eagles and learn about the raptor rehabilitation program. Classic Auburn refreshments will be provided.

Guests will then tour Auburn's award-winning Rane Culinary Sciences Center, a global center representing a revolution in culinary and hospitality education. Student Ambassadors from the AU School of Human Sciences will lead guests through the academic floors and rooftop gardens. Guests will wrap up at Hey Day Market, where they will be given a voucher for a tasty international treat.

6:00 - 7:00

OPENING RECEPTION

Terrace Room

Join your Intensive classmates and other alumni / economic development colleagues for an opening reception in the Terrace Room of the Hotel at Auburn University.

TUESDAY, OCTOBER 29TH

◀◀ 1985 - 2024 ▶▶

9:00 - 9:15

WELCOME AND OPENING

Grand Ballroom II

9:15 - 10:00

LOOKING BACK: THE MERCEDES STORY

Linda Sewell
Vice President, Public Affairs and Communications
Coca-Cola Bottling Company United

Steve Sewell
Executive Vice President
Economic Development Partnership of Alabama

10:00 - 10:45

LOOKING BACK: THE HYUNDAI STORY

Todd Strange
Former Mayor
City of Montgomery, Alabama

10:45 - 11:15	NETWORKING BREAK	
11:15 - 12:00	LOOKING BACK: THE AIRBUS STORY Bob Smith Assistant Director, European Strategy Alabama Department of Commerce	
12:00 - 1:15	LUNCH AND NETWORKING Brief Recognitions and Exciting Keynote Speaker TBA	Legacy Ballroom II
1:15 - 2:00	LOOKING BACK & PLANNING AHEAD: THE NOVELIS STORY Lee Lawson President & CEO Baldwin County Economic Development Alliance	
2:00 - 2:15	BREAK	
2:15 - 3:30	PANEL: ECONOMIC DEVELOPMENT IN 2024	
3:30 - 6:00	AFTERNOON FREE NETWORKING TIME Alumni are encouraged to connect with former classmates and colleagues and network during this free time.	
3:45 - 5:45	OPTIONAL TOUR: NEW REALM BREWERY AT HEY DAY MARKET A limited number of tour slots are available on a first-come, first-serve basis. Participants will meet at New Realm Brewery at Hey Day Market, which is next door to the Hotel at AU. Guests will tour New Realm, a state-of-the-art, open concept, micro-teaching brewery, tasting room, and microbiology lab that provides Auburn brewing science and hospitality management students with a hands-on learning environment. This tour will include an opportunity to taste New Realm's latest and greatest draft offerings, as well as time for networking and storytelling in the brewhouse.	
6:00 - 7:00	NETWORKING RECEPTION	Terrace Room

WEDNESDAY, OCTOBER 30TH ▶▶▶ 2024 - LOOKING AHEAD ▶▶▶▶

7:15 - 8:00	BUFFET BREAKFAST	Grand Ballroom II
8:00 - 9:00	PROACTIVE GROWTH STRATEGIES USING BUSINESS INTELLIGENCE Greg Barker President Economic Development Partnership of Alabama	Lauren B. Hyde Executive Director Alabama Business Intelligence Center
9:00 - 9:15	BREAK	
9:15 - 10:45	DISRUPTIVE DEMOGRAPHICS IN ALABAMA: IMPLICATIONS FOR GLOBAL COMPETITIVENESS James H Johnson, Jr. William R. Kenan Jr. Distinguished Professor, Strategy Entrepreneurship Director, Urban Investment Strategies Center University of North Carolina at Chapel Hill	
10:45 - 11:00	WRAP UP AND ADJOURN	

