



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

We will meet at the Hotel at Auburn University and break into two tour groups. Each group will tour both venues. A limited number of tour slots are available on a first-come, first-serve basis.

Jordan-Hare Stadium is where Auburn hosts over 88,000 visitors for home football games. The stadium tour will finish in the Letterman's Lounge, where guests will meet some of the Auburn University Raptor Center birds of prey. Classic Auburn refreshments will be provided.

Auburn's award-winning Rane Culinary Sciences Center is a global center representing a revolution in culinary and hospitality education. Student Ambassadors will lead guests through the academic floors and rooftop gardens. The tour will wrap up with tasty international treats at Hey Day Market.

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

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	<p>LOOKING BACK: THE AIRBUS STORY Bob Smith Assistant Director, European Strategy Alabama Department of Commerce</p>	
12:00 - 1:15	<p>LUNCH AND NETWORKING Brief Recognitions and Exciting Keynote Speaker TBA</p>	Legacy Ballroom II
1:15 - 2:00	<p>LOOKING BACK & PLANNING AHEAD: THE NOVELIS STORY Lee Lawson President & CEO Baldwin County Economic Development Alliance</p>	
2:00 - 2:15	BREAK	
2:15 - 3:30	PANEL: ECONOMIC DEVELOPMENT IN 2024	
3:30 - 6:00	<p>AFTERNOON FREE NETWORKING TIME Alumni are encouraged to connect with former classmates and colleagues and network during this free time.</p>	
3:45 - 5:45	<p>OPTIONAL TOURS: NEW REALM BREWERY OR THE JULE For each tour, a limited number of tour slots are available on a first-come, first-serve basis.</p> <p>TOUR 1: Guests will tour New Realm, an open concept, micro-teaching brewery, tasting room, and microbiology lab that provides AU students with a hands-on learning environment. Guests will be able to taste the latest draft offerings - and enjoy networking and storytelling in the brewhouse.</p> <p>TOUR 2: Guests will tour the galleries and lower level of The Jule Collins Smith Museum of Fine Art, located a mile from the Hotel at Auburn University. "The Jule" is an academic museum open to the public. New exhibitions are presented regularly. Light refreshments will be provided after the tour.</p>	
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	<p>PROACTIVE GROWTH STRATEGIES USING BUSINESS INTELLIGENCE Greg Barker President Economic Development Partnership of Alabama</p>	<p>Lauren B. Hyde Executive Director Alabama Business Intelligence Center</p>
9:00 - 9:15	BREAK	
9:15 - 10:45	<p>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</p>	
10:45 - 11:00	WRAP UP AND ADJOURN	

