



AUBURN
Outreach
*Government & Economic
Development Institute*



40th ANNIVERSARY ALUMNI REUNION INTENSIVE ECONOMIC DEVELOPMENT TRAINING COURSE

Fueled by Spire, Presenting Sponsor

THE HOTEL AT AUBURN UNIVERSITY

MONDAY, OCTOBER 28TH

- 12:45 - 4:45** **OPTIONAL TOURS** *Sponsored by Central Alabama Electric Cooperative* Offsite
Pre-registration is required. Guests will meet in the Hotel's pre-function foyer (outside of the ballrooms) and break into two tour groups. Each group will tour both Jordan-Hare Stadium and Auburn's award-winning Rane Culinary Sciences Center. The stadium tour will finish in the Tiger Walk Club, where guests will meet some of the Auburn University Raptor Center birds of prey and enjoy classic Auburn refreshments. At the Rane Center, 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
Sponsored by Goodwyn Mills Cawood and Southeast Gas

TUESDAY, OCTOBER 29TH ◀◀ 1985 - 2024 ▶▶

- 9:00 - 9:15** **WELCOME AND OPENING** Grand Ballroom II
Jeremy L. Arthur - Director, GEDI
Royrickers Cook, Ph.D. - Vice President for University Outreach and Associate Provost, Auburn University
Christopher B. Roberts, Ph.D. - President, Auburn University
- 9:15 - 10:00** **LOOKING BACK: THE MERCEDES STORY**
Linda Sewell Steve Sewell
Vice President, Public Affairs and Communications Executive Vice President
Coca-Cola Bottling Company United 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** *Sponsored by ATN and Sain Associates*
- 11:15 - 12:00** **LOOKING BACK: THE AIRBUS STORY**
Bob Smith - Assistant Director of Business Development
Alabama Department of Commerce

12:00 – 1:15	LUNCHEON <i>Sponsored by Spire, Presenting Sponsor</i> RTJ TRAIL: DRIVING ALABAMA FORWARD Mike Beverly, PGA - President and CEO, Sunbelt Golf Robert Trent Jones Golf Trail	Legacy Ballroom II
1:15 – 2:00	LOOKING BACK & PLANNING AHEAD: THE NOVELIS STORY Lee Lawson - President & CEO Baldwin County Economic Development Alliance	Grand Ballroom II
2:00 – 2:15	BREAK <i>Sponsored by ATN and Sain Associates</i>	
2:15 – 3:30	SUCCEEDING IN ECONOMIC DEVELOPMENT: INSIGHTS FROM DAVE ECHOLS AWARD WINNERS Moderator: Jeremy L. Arthur - Director, GEDI Panel Members: <hr/> Greg Barker - President, Economic Development Partnership of Alabama (2010) Phillip Dunlap - Director of Economic Development, City of Auburn (2012) Valerie Gray - Former Executive Director, Chambers County Development Authority (2019) David W. Hutchison - Executive Director, Butler County Commission for Economic Development (2020)	
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 TOURS: NEW REALM BREWERY OR THE JULE <i>Sponsored by Alabama Mountain Lakes Tourist Association</i> Pre-registration is required. Guests will meet in the Hotel's pre-function foyer (outside of the ballrooms). TOUR 1: Guests will tour New Realm Brewery, 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. 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.	
6:00 – 7:00	NETWORKING RECEPTION <i>Sponsored by CSX and Lathan Architects</i>	Terrace Room

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

7:15 – 8:00	BUFFET BREAKFAST <i>Sponsored by EDPA</i>	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 <i>Sponsored by ATN and Sain Associates</i>	
9:15 – 10:45	WARNING: GALE FORCE DEMOGRAPHIC WIND GUSTS AHEAD! James H. Johnson, Jr. - William R. Kenan Jr. Distinguished Professor, Strategy and Entrepreneurship Director, Urban Investment Strategies Center - University of North Carolina at Chapel Hill	
10:45 – 11:00	WRAP UP AND ADJOURN	

