



***ATC 2014 Preliminary Schedule | Subject to Updates & Changes  
As of July 18, 2014***

**Friday, August 22**

**8:30 a.m. – 10:00 a.m. | 4:00- 6:00 p.m.**

**Conference Registration**

**9:00 a.m. – 4:00 p.m.**

**Mobile Workshop: GIS Training: From Surviving to Thriving in a Rapidly Changing World**

Extreme weather, shrinking cities, globalization...we are in a new age of shock and awe. Planning for mitigation and emergency response is no longer enough. Rapid change and dwindling resources are making recovery harder. Communities around the world now need to examine not only where they build, but what they build. Resiliency--nature's ability to adapt to catastrophic change--is entering the conversation, and it's being used to characterize a community's risk as a prerequisite to receiving Federal and State grant monies. This hands-on GIS workshop will feature the use of ArcGIS Desktop and ArcGIS Online to help you analyze landscape, demographics, income, financial expenditures, education, and hundreds of other community-specific data points in order to better understand your communities overall resiliency. This suite of tools empowers a community to proactively plan for a future that minimizes risk and supports the creation of a thriving local economy. Training is at an intermediate level; some knowledge of ArcGIS is required. Expert trainers and lunch will be provided by ESRI.

Meet in lobby at 9:00 a.m.; bus will leave hotel at 9:15 a.m. and return by 4:00 p.m.

**Limit: 25 | \$60 per person**

**Mobile Workshop: Flood Recovery on the Front Range: Inspiring Stories of Community Resilience**

In September 2013, Colorado's Front Range was devastated by catastrophic flooding caused by record rainfall. Thousands of buildings were damaged or destroyed, crops were wiped out, oil and gas wells were closed, pollutants flowed into waterways, residents were displaced, and most tragically, people lost their lives. Regional and local leaders are still working to rebuild homes and businesses, repair water and transportation infrastructure, restore the parks and open space that attract tourism and support the economy, navigate federal funding opportunities, and make difficult decisions about what their communities will look like in the future. This daylong mobile workshop will visit Lyons and Boulder; one a small town and the other a medium sized city—both impacted by the flooding. Participants will meet leaders who have been immersed in the recovery and rebuilding process. Participants will visit affected areas, hear about successes and challenges, and pick up valuable lessons and best practices that they can apply to disaster preparedness and recovery efforts in their regions. Additionally, participants will be encouraged to share their own experiences with disaster recovery and resilience with the host communities. Lunch will be provided.

Meet in hotel lobby at 9:00 to board the bus; return to the hotel by 4:00 p.m.

**Limit: 15 | \$35 per person**



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**Saturday, August 23**

**7:30 a.m. – 4:00 p.m.**

**Conference Registration**

**7:30 a.m. – 9:00 a.m.**

**SERDI Council of Peers Meeting**

**9:00 a.m. – 1:30 p.m.**

**WealthWorks in Rural Communities and Regions**

Learn about the WealthWorks concepts for local and regional development—a strategy for helping regions boost their prosperity, increase self-reliance, enhance existing and emerging sectors, and bring better opportunities for jobs and income to communities. This session is sponsored by The Ford Foundation; there is no fee to attend, but pre-registration is requested. Please contact NADO Associate Director Carrie Kissel at [ckissel@nado.org](mailto:ckissel@nado.org) if you are interested in attending.

**9:00 a.m. – 3:30 p.m.**

**Mobile Workshop: Hopping up Economic Growth and Community Development: Colorado's Craft Brewery Industry**

Craft breweries are becoming increasingly popular across the country; being local by nature they invest in the community, tend to source local ingredients, often rely on renewable energy, and provide high-paying jobs. While overall U.S. beer sales dropped in 2013, the craft beer industry grew 18 percent by volume and 20 percent by retail dollars, expanding the craft beer industry's market share of total U.S. beer sales. This day-long mobile workshop will travel north along the Front Range of the Rocky Mountains towards Fort Collins for a tour of two, sustainable, locally-owned craft breweries: New Belgium Brewery and Fort Collins Brewery. As part of the tour, the group will enjoy lunch at Fort Collins Brewery's Gravity 1020, which will include a discussion with Bart Watson of the Boulder-based Brewers Association about the economic impact of the craft beer industry nationally and locally. Learn how these businesses are impacting the community through partnerships, workforce development, sustainability, and innovative business models. Tour will include lunch. Meet in lobby at 8:45 a.m.; bus will depart at 9 a.m. and return by 3:30 p.m. | **Limit: 50 | \$75 per person**

**2:00 – 4:00 p.m.**

**Concurrent Learning Labs | \$25 per person for each lab**

• **RDOs at the Helm: Leading Statewide Economic Development Coordination Initiatives**

Across the nation, regional development organizations are increasing their visibility through collaborative work with their peers across the state. Not only are they working together to inform a broader audience of their critical roles in regional development, they are also collaborating on state-wide initiatives with various state agencies and federal agencies. This session will offer several models of different statewide coordination efforts currently underway, presenters will offer tips on how they formed their strategic alliances and how they work together across their states while continuing to make a difference locally in their regions.

**Trainer: Brian Kelsey, Director of Economic Development, NADO, Washington, DC**



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- **Taking Your Website from “Meh” to “Marvelous”**

Consider this: once the average web user lands on your website, it takes about 4 seconds before they decide whether or not to stay on your page or **leave**. That means you have a very brief opportunity to capture attention and make it worth their while to stay and explore further. The key to marvelous impressions is understanding your message, your audience, and what matters most to them. This session is all about what matters most and believe it or not, it's not the mechanics of your site. Come to this session with questions and walk away with an action-oriented to-do list that will make your website stand out and your audience take notice.

**Trainer:** *Erica Allison, CEO, Allison Development Group, Hendersonville, NC*

**5:00 p.m. – 6:30 p.m.**

**New Member, New Executive Director Reception Hosted by NADO Board**

## **Sunday, August 24**

**7:30 a.m. – 5:30 p.m.**

**Conference Registration**

**8:30 – 10:00 a.m.**

**Regional Caucus Meetings**

**10:00 a.m. – 12:00 p.m.**

**Concurrent Learning Labs | \$25 per person for each lab**

- **New Trends in Economic Development and the Role of RDOs**

While the economy continues to evolve, and as state governments look at new ways to create high paying jobs that will boost the economy, regional development organizations are well-positioned to play a key role in building strong regional economies. Many RDOs are already working to develop entrepreneurial environments, build a workforce with the skills not only needed today but tomorrow, provide opportunities for job creation and business development, help businesses gain access to the global marketplace, and look at sustainable and responsible development practices. This session will provide an overview of the latest trends in economic development through the perspective of the RDO's potential involvement.

**Trainers:** *Brian Kelsey, Director of Economic Development, NADO, Washington, DC*

*Sarah Jane Maxted, Research Manager, ISC, Harvard Business School, Boston, MA*

- **Communicating Across Digital Channels**

Twitter. Facebook. LinkedIn. YouTube. Blogs. Email. For some, the mere mention of these information channels causes trepidation and fear, and often results in ignoring social and digital space completely. While keeping up with the various platforms and outlets for social media can be mind-boggling, social media can also be a very effective means to share your messages with your stakeholders directly. This session will look at the various platforms, how they work, why they are uniquely effective to your situation. To make the most of this session, bring a list of the accounts you currently use, a list of those you're contemplating, and why for both! We'll work together to fine tune your list, editing what's a fit and what's not!

**Trainer:** *Erica Allison, CEO, Allison Development Group, Hendersonville, NC*



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- **The Moral Code of an Invested Board Member**

As a local elected official, business or non-profit leader from your community sitting on the board of your regional development organization, you are in a pivotal position as you are charged with helping steer the course of the organization over the coming years. This interactive session will look at the most critical roles of RDO board members, and will address best practices to lead from the board room into the organization. Attendees will also learn key insights into facing the top challenges and how to address them as part of your legacy.

**Trainer:** *Monica Scamardo, President, Variate Consulting, Round Rock, TX*

**12:00 – 1:30 p.m.**

**Executive Committee Meeting**

**1:30 – 3:00 p.m.**

**Nominating Committee Meeting (Open to all NADO members)**

**1:00 – 3:00 p.m.**

**Concurrent Learning Labs | \$25 per person**

- **Using the CEDS to Build Economic Resilience**

As natural disasters occur more frequently, military bases close due to realignments of federal funding, and market shifts cause major employers to relocate, economic resilience has become an integral part of regional economic development planning. It is becoming increasingly evident that lasting economic prosperity is linked to a region's ability to withstand, prevent, and recover from these types of disruptions. This session will help economic development districts (EDDs) navigate the multi-faceted topic of economic resilience and highlight ways to cohesively integrate resilience into CEDS planning efforts. Speakers from EDDs will highlight how they identified vulnerabilities, analyzed their impacts, and developed strategies to build resilience. In addition, the NADO Research Foundation will launch an online library of CEDS that have incorporated resilience goals and strategies, intended to be a compilation of examples that EDDs can access when working to include resilience within their economic development strategies.

**Trainer:** *Brian Kelsey, Director of Economic Development, NADO, Washington, DC*

- **Preventing, Detecting, and Dealing with Fraud: Steps to Make Sure Your Organization Does not Fall Victim to Fraudulent Behavior**

Like almost all organizations and businesses, RDOs are not immune to fraud. Across the board, fraud costs U.S. companies billions of dollars each year. In addition to the astronomical costs, cleaning up after fraud occurs can cause undue headaches, frustration, and disruption to your organization. This session will walk attendees through key steps that can be implemented to help you prevent fraud all together, or detect it before it becomes a huge nightmare. Board members, executive directors, and senior managers all need various types of financial information to better manage individual programs and the overall organization. This session will lead attendees through a financial statements primer that will cover what they are, what information they should contain, how to read them and how to use them to manage your organization and plan for the future. All vital information that you should be receiving and reviewing on a regular basis.

**Trainer:** *Cam Matheny, RCM Consulting, Buckhannon, WV*



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**3:30 – 5:15 p.m.**

**2013-2014 Board of Directors Meeting (Open to all NADO Members)**

**5:30 – 7:00 p.m.**

**Opening Reception**

**Monday, August 25**

**7:15 a.m. – 5:00 p.m.**

**Conference Registration**

**7:30 – 8:30 a.m.**

**DDAA Breakfast**

**8:30 – 10:00 a.m.**

**Opening Plenary: RDOs as Game Changers**

Without a doubt RDOs and their strategic partners are changing the game for regional development. Looking beyond the tried and true tools for building strong regional economies, many RDOs have created exciting and innovative paths for economic and community vitality across their regions. Using highly visual presentations, speakers will succinctly share their approaches with the audience, from initial idea to implementation to impact. The facilitated session will allow for opportunities for dialog among speakers and the audience.

**Panelists:** *Cheryl Lee Hills, Executive Director, Region Five Development Commission, Staples, MN*  
*Amanda Hoey, Executive Director, Mid-Columbia Economic Development District, The Dalles, OR*  
*Susan McMahon, Associate Director, Windham Regional Commission, Brattleboro, VT*  
*Emery Polelonema, Regional Planner, Six County AOG, Richfield, UT*

**Facilitator:** *Erik Pages, President, EntreWorks Consulting, Arlington, VA*

**10:00 – 10:15 a.m.**

**Break**

**10:15 – 11:45 a.m.**

**Concurrent Sessions**

• **Embracing Team and Leadership Strengths During Change**

RDOs continue to face challenges presented by dwindling financial resources coupled with increasing requests for their products and services. At the same time, staff turnover at all levels is offering up new hurdles to overcome, but also lots of new chances for exciting changes. Attendees will learn about ways to identify top leadership and team strengths; implementing strengths during transition rather than focusing on weaknesses; and the notion that introversion is a leadership strength.

**Trainer:** *Monica Scamardo, President, Variate Consulting, Round Rock, TX*



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- **Tackling Transportation Finance**

The federal Highway Trust Fund is nearly out of funds, and proposals to shore up the balance remain politically controversial. Hear an update and outlook on the federal program, as well as one state's solution to raising funds, a regional sales tax supporting regionally and locally determined projects.

**Speakers:** *Kathy Ruffalo, President, Ruffalo and Associates, Washington, DC*

*Andy Crosson, Executive Director, Central Savannah River Area Regional Commission, Augusta, GA*

*Brett Manning, Executive Director, Heart of Georgia Altamaha Regional Commission, Baxley, GA*

- **Using Data to Drive Stakeholder Engagement**

Regions are embracing data tools and other technologies to improve public engagement and develop a more inclusive regional planning process. This panel will feature experts from capacity building teams that have worked directly with HUD Sustainable Communities grantee regions who will share what tools and strategies are available for both large and small regions to use to strengthen and broaden outreach and planning efforts. The session will also feature how the Denver Regional Council of Governments helped develop a data tool that is guiding investment decisions around transportation, housing, education, public health, and jobs in the Denver metropolitan area.

**Speakers:** *Ken Snyder, Executive Director, PlaceMatters, Denver, CO*

*Betsy Byrne, Associate Planner, Envision Utah, Salt Lake City, UT*

- **The OMB Super Circular: What does it Mean for RDOs?**

The Office of Management and Budget (OMB) finally published the final rule to the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards in late 2013. Known as the "Super Circular," it aims to streamline several federal regulations, such as Circulars A-110, A-122, and A-133, into a single document. This session will take a look at the Super Circular, pointing out how it impacts the ways RDOs manage federally-funded grants and cooperative agreements.

**Trainer:** *Bob Lloyd, Principal, Robert M. Lloyd Consulting Services, and Partner, Federal Fund Management Advisor, SC*

**12:00 – 1:30 p.m.**

**Luncheon Presentation: Strengthening the EDA Partnership to Solidify RDOs as Game Changers**

**Speaker:** *Jay Williams, Assistant Secretary of Commerce for Economic Development, Washington, DC*

**1:30 – 3:45 p.m.**

**Mobile Workshop: Historic Preservation and Green Building Tour**

Denver is not just a city with fantastic views of the surrounding Rocky Mountains. It is also home to a large stock of historic buildings and sites showcasing diverse architecture and design. On this bus tour of the city, learn how historic preservation is driving economic growth and redevelopment in neighborhoods throughout Denver. The tour will conclude with a site visit to the Emerson School, a former elementary school built in 1885 that is now home to historic preservation and conservation organizations working in the city and throughout the state to protect historic sites. The Emerson School underwent a \$3.3 million rehab which has incorporated many green building techniques, such as a geothermal heating and cooling system, restoring windows to address leakages, and maximizing daylighting in the building. Meet in hotel lobby at 1:30 to board the bus; return to the hotel by 4:00 p.m. | **Limit: 30 | \$25 per person cost**



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**1:30 – 4:30 p.m.**

**Mobile Workshop: Fitzsimons: Transformation of a Closed Army Base into a Square Mile of Life Sciences**

Over 4,000 military and civilian jobs were lost with the closure of Fitzsimons Army Medical Center in 1999. Under the BRAC process, the Fitzsimons Redevelopment Authority has overseen the massive redevelopment of this site into a “life sciences city” now employing over 20,000 workers engaged in patient care, medical research, education, and biotechnology R&D. Participants in this workshop will see and hear how this dramatic transformation was planned and executed to create a new economic engine within the Denver-Aurora metro area. Meet in hotel lobby at 1:30 to board the bus; return to the hotel by 4:30 p.m. | **Limit: 50 | \$25 per person**

**1:45 – 3:00 p.m.**

**Concurrent Sessions**

- **New Executive Directors: Making it Through the First Three Years**

About 25 percent of all RDO executive directors have been on the job three years or less. And, many more are on board to replace retiring executive directors in the next few years. This session will address 24 questions that will help new executive directors determine if their priorities are operational or strategic; outline principles to secure early wins (and avoid losses) to get results and build trust; and discuss three pillars of self-management that can help determine success.

**Trainer:** *Monica Scamardo, President, Variate Consulting, Round Rock, TX*

- **Understanding the New Generation of GIS**

This session will draw from research and case studies to provide executive directors and other managers that are not GIS-savvy with an update into the latest trends in GIS, discuss how to take advantage of the ArcGIS for Local Government solutions, and how to gain significant improvements in your GIS programs.

**Trainer:** *Shannon McElvaney, Esri, Redlands, CA*

- **Training and Educating a Workforce to Create Entrepreneurial Regions**

Regional development organizations are playing an important role in supporting initiatives to train and educate workers to become successful entrepreneurs and small business owners. By collaborating with non-profits, universities, and other partners, these efforts are promoting locally-driven economic development that is resulting in new jobs and a strengthened regional workforce. Learn more about projects underway throughout the country supported by RDOs that are creating educational, training, and mentoring programs for start-up and early stage companies, individual displaced workers, and other residents seeking to pursue their entrepreneurial goals.

**Speakers:** *Ed Morlan, Executive Director, Region 9 Economic Development District of SW Colorado, Inc.*

*Tee McCovey, Division Director, Workforce Development, Southern MS PDD, Gulfport, MS*

**Moderator:** *Erik Pages, President, EntreWorks Consulting, Arlington, VA*

- **RDOs in the Balance: Managing the Opportunities and Challenges of Aging Populations**

As the U.S. population ages, rural and small communities are faced with an interesting dilemma: meeting the diverse needs of an older population that is a mix of those in dire need of health and other human services (transportation, housing, health care, and nutrition programs) and those that are looking for new opportunities for employment or other social services (loans or investments for small businesses, increased community amenities—parks, bike paths, and cultural activities). Many RDOs are faced with increasing demand for services typically provided under the AAA





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programs at the same time as they are seeing their communities explode with baby boomers seeking a quieter yet still active and engaged lifestyle. This session will provide attendees with a 30,000 foot overview of the state of aging programs in rural America, and with best practice examples of diverse programs aimed at aging populations.

**3:00 – 3:15 p.m.**

**Break**

**3:15 – 4:30 p.m.**

### **Concurrent Sessions**

- **Good Governance**

As publicly funded institutions, RDOs are accountable to many audiences. This session will provide executive directors and board members with critical information that will improve accountability in transparency in their daily operations. Attendees will learn about the principles of good governance, sound financial management, and fraud prevention.

**Speaker:** *Adam Edelen, Auditor of Public Accounts, Commonwealth of Kentucky, Frankfort, KY*

**Moderator:** *Mark Farley, Executive Director, Upper Cumberland Development District, Cookeville, TN*

- **Human Services as Economic Drivers**

RDOs have traditionally been immersed in various aspects of human service program delivery across their regions. Across the nation, many RDOs manage or house AAAs; coordinate transit services for residents to seek medical care, shop for groceries and clothing, get to work or school, or other social services; find available and affordable housing for those in need; provide meals for those in need; and help people find jobs. This session will look at ways RDOs are working in their communities to incorporate human service delivery into their CEDS processes because they recognize the powerful impact these programs can have on a region's overall economic health.

- **Making Sense of the Indirect Cost Rate Maze**

Back by popular demand, this session will tackle, and make sense of, Indirect Cost Rates.

**Trainer:** *Bob Lloyd, Principal, Robert M. Lloyd Consulting Services, and Partner, Federal Fund Management Advisor, SC*

**5:00 – 6:30 p.m.**

**Innovations Reception** (All conference attendees are invited to learn about the winning projects AND to participate in the iPad raffle.)

## **Tuesday, August 26**

**8:00 a.m. – 5:00 p.m.**

**Conference Registration**

**8:30 – 10:00 a.m.**

**Plenary Session: Craft Beer Industry Brews Economic Opportunities**





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Founder and CEO of New Belgium Brewing, Kim Jordan, will talk about the brewery's sustainable approach, provide insights into why it selected Asheville, NC as home for its east coast operations, and the impact of the industry on the region and state.

***Speaker: Kim Jordan, Co-founder and CEO, New Belgium Brewing, Ft. Collins, CO***

**9:00 a.m. – 3:30 p.m.**

**Mobile Workshop: Taking Herbal Tea Global: The Story of Celestial Seasonings**

Visit Celestial Seasonings factory tour and see how the #1 specialty tea in the country is made. Your tour will include samples of over 75 kinds of tea, tour of the original artwork from the beautiful packages, Q&A with Steve Spencer, Director of Guest Services, a video introduction and factory tour (walk right on the factory floor and have a Senseational experience). You will have a chance to visit the gift shop and herb garden, as well as have lunch in the Celestial Café. Steve Spencer will do a brief introduction to the group with an overview of how the company began in Boulder, Colorado over 40 years ago and how they became the largest specialty tea company in the USA. Steve will take your questions and describe the entrepreneurial beginnings – and go into how the company has sustained its' innovative strategy to maintain its position and stay fresh. Lunch will be provided. Meet in the lobby at 9 a.m. and return to the hotel by 3:30 p.m. | **Limit: 50 | \$50 per person cost**

**10:00 – 10:15 a.m.**

**Break**

**10:15 – 11:45 a.m.**

**Concurrent Sessions**

- **Taking Workforce Development Programs to the Next Level**

NADO members across the nation are enhancing their workforce and skills development programs to provide more targeted services to residents. Some are crafting programs for specific populations—youth, elders, immigrants. Some are collaborating with community colleges and other educational institutions to deliver programs that build local skills sets that are attractive to potential businesses or industries. Others are developing new opportunities to help retirees stay in the workforce. This session will offer a glimpse at several RDO workforce programs that are making differences in their regions.

- **The Changing Energy Economy: Implications for RDOs**

Our country's shifting energy landscape has spelled the boom of some regions and the bust of others. This session will explore varying approaches RDOs have taken to capitalize on the continually evolving energy economy and the lessons they have learned along the way. Speakers will cover a range of energy generation methods from oil and gas exploration to renewable energy generation and detail their varied economic impacts. Intended to be a wide-ranging discussion, attendees should come prepared to discuss the energy industry's current impacts on their regional economies and how they can capitalize on emerging opportunities.

- **The National Flood Insurance Program Community Rating System: An Introduction and Discussion of the RDO Role**

Did you know that municipalities can get discounted flood insurance premiums for their residents when they implement public education, mapping, regulatory, and other strategies to reduce flood risks? They do this by participating in the National Flood Insurance Program (NFIP) Community Rating System, a voluntary incentive



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program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements. At this session, a trainer from FEMA will provide an overview of the program and facilitate a discussion on the RDO role in helping local governments take advantage of the financial, safety, disaster resilience, and other benefits it can offer.

### **10:15 a.m. – 12:00 p.m.**

#### **Mobile Workshop: Old Neighborhood, New Vibrancy: The LoDo Walking Tour**

One of Denver's oldest neighborhoods is also one of its most vibrant. After hearing a brief presentation about LoDo (Lower Downtown Denver), hit the streets with a guided tour of this exciting neighborhood which has seen a mix of historic preservation and new development in recent years with the establishment of the Lower Downtown Historic District by the city council in 1988. This 23-plus square blocks of the city is home to trendy new restaurants, bars, galleries, retail stores, and housing. The area is also a major transportation hub following the renovation of Union Station, scheduled to re-open in July 2014. Hear about economic and community development efforts underway and how this area – formerly known as Denver's Skid Row – has transformed into one of the most thriving neighborhoods in the city. Wear comfortable shoes! Meet in the lobby at 10:15 a.m. to walk to the 16<sup>th</sup> Street Mall Ride | **Limit: 20 | \$10 per person cost**

### **10:15 a.m. – 2:00 p.m.**

#### **Mobile Workshop: Planning for Transit-Oriented Development in Lakewood**

Learn how the community of Lakewood, Colorado is connecting commercial development to transportation along the W light rail line, which opened for service in 2013. The new transit service, with 11 stops and six park-and-ride facilities, serves an emerging arts district, as well as affordable and market-rate housing. Development is being planned in one innovative district for businesses, shops, and residences alongside a station located near a major employment center in Lakewood and a medical campus. Government, nonprofit and arts organizations, local businesses, and the public have joined together to build momentum for development and reinvention and to address challenges. The workshop will include a trip on the W as well as walking, and will include a lunch. Meet in the lobby at 10:15 a.m. to walk to the 16<sup>th</sup> Street Mall Ride; return to hotel by 2:00 p.m. | **Limit: 15 | \$30 per person cost**

### **12:00 – 1:00 p.m.**

#### **Lunch on Your Own**

### **12:00 – 1:00 p.m.**

#### **New Board Member Lunch**

**Hosts: Peter Gregory, NADO President**

**Terry Bobrowski, NADO First Vice-President**

**Joe McKinney, NADO Executive Director**

### **12:00 – 3:15 p.m.**

#### **Mobile Workshop: Harnessing the Wind: Tour of the Vestas Facility**

Wind power has a significant impact in the U.S. Not only it is a valuable source of renewable energy that is emission-free and consumes very little water, it presents many opportunities for jobs. Over 550 manufacturing facilities produce over two thirds of the materials for domestic wind turbines; and the growing industry provides over 75,000 jobs. And,



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over 46,000 wind turbines across the country produce power equivalent to 15.5 million homes. Colorado ranks in the top 10 for wind power capacity; the industry accounts for over 5,000 jobs across the state, which ranks 5<sup>th</sup> in number of wind related jobs. Vestas, a leader in the global wind power marketplace with 16,000 employees worldwide and wind turbine installations in over 65 countries, has four facilities in Colorado that employ almost 1,500 people – with plans to increase that number to over 2,000 in 2014. Why did Vestas choose Colorado? Geographically close to existing Vestas customers; available workforce; and proximity to rail to ship the blades and nacelles to customers. A \$4 million incentive package also played a role in the decision making. Attendees will tour the Vestas nacelles plant in Brighton to learn about the wind industry in general and hear from key staff about the impact the company has locally with regard to jobs and income, as well as the overall contribution the facility makes to the global wind power industry. Box lunch will be provided on the bus. Meet in lobby to board bus at 12:00 p.m.; depart at 12:15 p.m. and return to hotel by 3:15 p.m. | **Limit 25: \$25 per person cost | Box lunch will be provided on the bus**

**1:15 – 2:15 p.m.**

**Concurrent Sessions**

- **Preparing for the Next Disaster: What I Wish I Had Known**

The past couple years have been marked by a series of catastrophic natural disasters across the U.S., including the Colorado floods; the many tornadoes that have struck the Midwest and south; and the wildfires in California and Arizona. While these events take devastating physical, economic, and emotional tolls on the regions they impact, local leaders usually learn valuable lessons that can help make their communities--as well as other communities--more resilient to future disasters. In this session, regional and local leaders with recent disaster experience will share their hard-won expertise and reflect on what they wish they had known before severe weather struck.

**Speakers:** *Doug Dowler, Executive Director, Southern Colorado EDD, Pueblo, CO*

- **Building Revenue Streams**

Learn about strategies to bring in much-needed revenue. The entrepreneurial RDOs on the panel identified local governments' and residents' needs, and then decided how to monetize a model for serving those needs. Fee-for-service products and services are improving their organizations' bottom lines and adding value to their regions.

**Speakers:** *John Leonard, Executive Director, Southern Georgia Regional Commission, Valdosta, GA*

*Rachel Lunney, Director, EDD, Northwest Colorado Council of Governments, Silverthorne, CO*

- **Streamlining Operations and Reducing Costs by Moving to the Cloud**

As RDOs look at ways to streamline operations, manage projects and reduce costs associated with their IT environment, cloud computing is taking hold as a management tool worth looking into. Simply put, cloud computing allows organizations to access all of their applications anywhere, anytime over the Internet. Cloud technology now makes it possible for RDOs, regardless of their size or budget, to have access to technology they may not otherwise have been able to afford. This session will walk attendees through the realm of cloud computing and help them decide if it is a potential tool for their organizations.

**Speakers:** *Dale Graver, Director of Business Development, VC3, SC*

*Timmy Baynes, Executive Director, Mid-East Commission, Washington, NC*



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- **The Workforce Innovation and Opportunity Act: What Does It Mean for RDOs?**

Learn more about the Workforce Innovation and Opportunity Act (WIOA), recently passed by Congress and expected soon to be signed into law by the president, and how it will impact RDOs and their efforts to support workforce development and training in their regions. WIOA reauthorizes federal workforce and training programs and sets recommended appropriations through fiscal year 2020. The session will also showcase best practices and strategies from RDOs for workforce development programs. *Sponsored by the South Delta Planning Development District.*

***Moderator: Billy Haney, Executive Director, South Delta PDD, Greenville, MS***

***Speaker: John Chamberlin, Chamberlin and Associates, Portland, OR***

**2:15 – 2:30 p.m.**

**Break**

**2:30 – 3:30 p.m.**

**Closing Plenary: Game Plan 2020: Your Vision. Your Future.**

Session will look at the differences in approaches to work of the various generations, as well as the changing dynamics of communities as baby boomers retire but are inclined to continue working in a more entrepreneurial setting. Will look at opportunities and challenges, both internally and externally, for RDOs. *Sponsored by Three Rivers Planning Development District.*

***Speaker: John Martin, President and CEO, Southern Institute of Research, Richmond, VA***

**3:40 – 5:15 p.m.**

**Annual Business meeting followed immediately by 2014-2015 Board of Directors Meeting**

**5:30 – 6:00 p.m.**

**Innovation Awards Photo Session**

**6:00 – 8:00 p.m.**

**Cash Bar and President's Award Dinner**