



NADO

National Association of
Development Organizations

2012 Washington Policy Conference

Program & Guide

March 19 – 21, Washington, DC

Welcome from NADO President Russell Cowley

Dear NADO Members and Friends:

Welcome to NADO's 2012 Washington Policy Conference. On behalf of the association's Board of Directors and Executive Committee, thank you for making the commitment to participate in this important and timely event.

We are pleased you have joined us to discuss and advance federal policy issues that are critical to our nation's regional development organizations, local governments, and communities.

This year's conference focuses on several key regional development issues, including the annual appropriations for the Economic Development Administration (EDA) and HUD's Community Development Block Grant (CDBG) program, the rewrite of the federal highway and transit bill (SAFETEA-LU), and other related community and economic development programs.

We are truly honored to be joined this year by Sen. Amy Klobuchar (D-MN), Rep. Frank Wolf (R-VA), Rep. Richard Hanna (R-NY), and House Assistant Democratic Leader James Clyburn (D-SC).

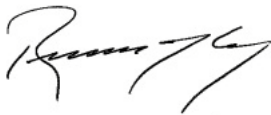
We are also pleased to be joined by HUD Secretary Shaun Donovan, National Institute of Standards and Technology Director Dr. Patrick Gallagher, and Deputy Assistant Secretary for Transportation Policy Amy Scarton, who will provide an overview of the administration's regional innovation, sustainable development, and transportation agendas. Other special guests include EDA Assistant Secretary Matt Erskine, and Dr. Phillip Singerman, Associate Director for Innovation and Industry Services at NIST.

Throughout the conference, we will be joined by key House and Senate leadership and committee staff who will also discuss their perspectives and priorities on various federal regional development issues.

Conference participants will also have the unique opportunity to meet one-on-one with more than 40 representatives from 15 different federal agencies. Held in partnership with the Development District Association of Appalachia, the Federal Agency Networking Roundtable Session is a great opportunity to learn about federal programs and funding opportunities.

Thank you again for participating in this important event. We look forward to seeing you at NADO's 2012 Annual Training Conference on October 13 – 16 in Las Vegas, Nevada.

Sincerely,



Russell Cowley
President, NADO
Executive Director, Six County Association of Governments (Richfield, UT)

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Registration Schedule

Sunday, March 18

2:00 p.m. – 6:00 p.m.

Monday, March 19

8:30 a.m. – 6:00 p.m.

Tuesday, March 20

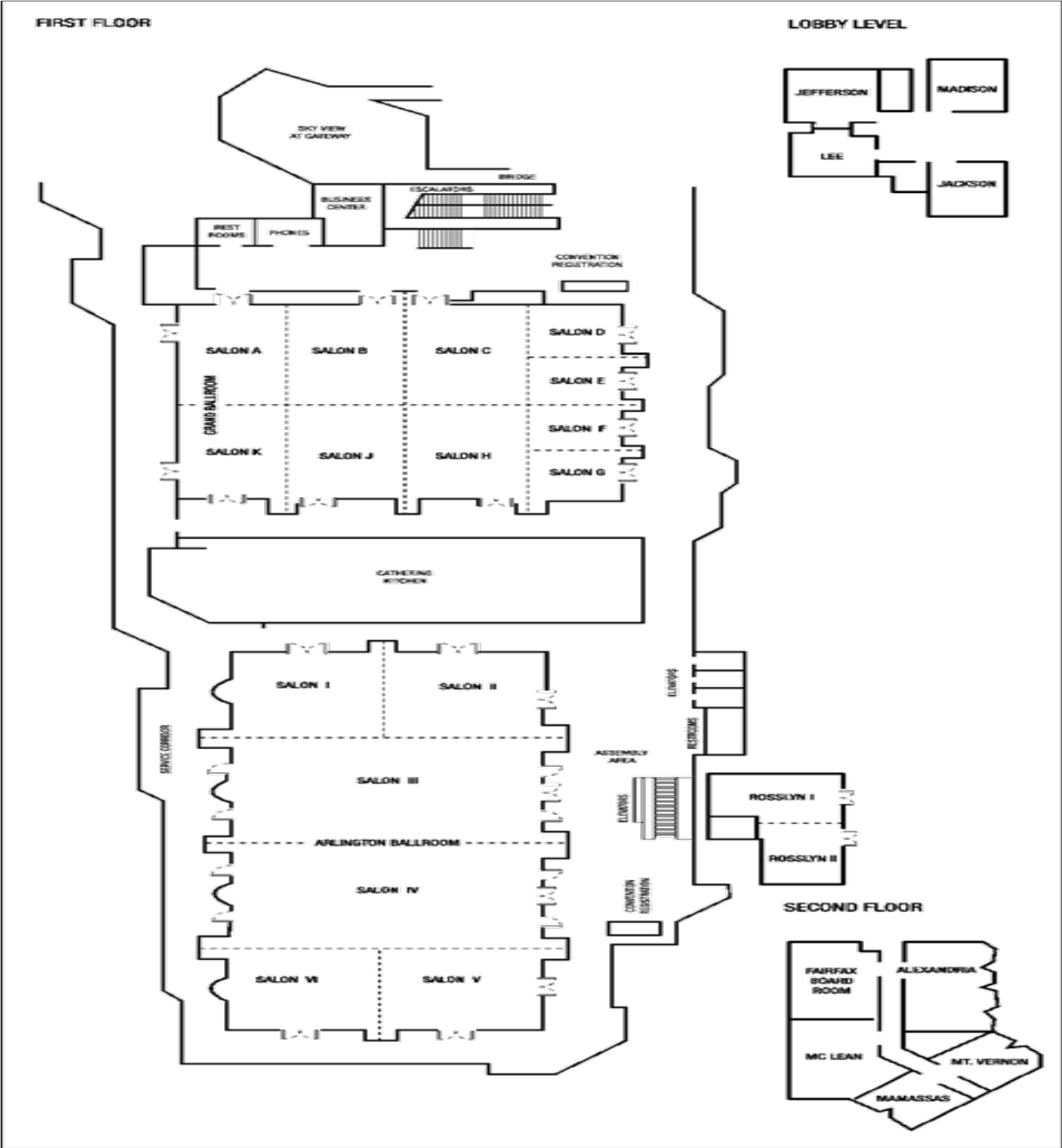
7:30 a.m. – 5:00 p.m.

Wednesday, March 21

8:00 a.m. – 9:00 a.m.

Crystal Gateway Marriott Hotel

Floor Plan



NADO 2012 Washington Policy Conference

Schedule at a Glance

SUNDAY, MARCH 18

- 2:00 p.m. – 6:00 p.m. **Registration Opens**
(Arlington Ballroom)
- 3:00 p.m. – 6:00 p.m. **Executive Director Peer Learning Workshop**
(Sponsored by the Delta Regional Authority) (Salon D & E)

MONDAY, MARCH 19

- 8:30 a.m. – 6:00 p.m. **Registration**
(Arlington Ballroom)
- 9:00 a.m. – 10:00 a.m. **Executive Director Peer Learning Lab: National Findings and Lessons Learned from NADO Salary and Benefits Study** *(Salon D & E)*
- 10:00 a.m. – 1:00 p.m. **EDA Triple Bottom Line Tool Demonstration:** A demo will be given each half hour *(Salon G)*
- 10:15 a.m. – 12:00 p.m. **Communicating with Congress: How to Be an Effective Citizen-Advocate** (A Behind the Scenes Guide to Capitol Hill) *(Salon C)*
- 11:30 a.m. – 1:30 p.m. **NADO Executive Committee Meeting** (Executive Committee Only) *(Alexandria Room, 2nd Floor)*
- 1:30 p.m. – 2:30 p.m. **NADO Federal Legislative and Policy Overview** *(Salon C)*
- 2:40 p.m. – 3:50 p.m. **Legislative Roundtable Session**
Join a discussion with key congressional and association staff *(Salon C)*
- 4:00 p.m. – 5:30 p.m. **Federal Agency Roundtable Networking Session**
Network one-on-one with representatives from federal agencies and programs *(Co-sponsored by DDAA) (Salon 3)*

TUESDAY, MARCH 20

- 7:30 a.m. – 5:00 p.m. **Registration**
(Arlington Ballroom)

8:00 a.m. – 8:50 a.m.

NADO Regional Membership Caucus Meetings

- **Eastern Region**
(Rosslyn 2, Lobby Level)
- **Midwestern Region**
(Rosslyn 1, Lobby Level)
- **Southeastern Region**
(Alexandria, 2nd Floor)
- **Southwestern Region**
(McLean, 2nd Floor)
- **Western Region**
(Manassas, 2nd Floor)

9:00 a.m. – 10:30 a.m.

The Regional Development Agenda: A Preview of the Administration's FY2013 Policy and Budget Priorities *(Co-sponsored by DDAA) (Salon 3)*

10:40 a.m. – 11:50 a.m.

Congressional Leadership Outlook: Impact on Federal Regional Development Budgets and Policies *(Co-sponsored by DDAA) (Salon 3)*

12:00 p.m. – 1:30 p.m.

Luncheon Keynote Address: Positioning Regional Development Organizations for the Future *(Salon 4)*

1:45 p.m. – 3:20 p.m.

Federal Agency Program Updates *(Salon 3)*

3:30 p.m. – 5:30 p.m.

NADO Board of Directors Meeting *(Open to all conference attendees) (Salon 4)*

WEDNESDAY, MARCH 21

8:00 a.m. – 9:00 a.m.

Registration *(Arlington Ballroom)*

8:00 a.m. – 9:15 a.m.

2012 NADO Legislator of the Year Award (Breakfast) *(Salon 4)*

9:30 a.m. – 5:00 p.m.

Capitol Hill and Federal Agency Outreach Visits Help NADO take our message to members of Congress, key congressional committees, and the Obama administration

10:00 a.m. – 11:00 a.m.

Capitol Hill Briefing: HUD Sustainable Development *(The Capitol, Room SVC 214)*

FULL CONFERENCE SCHEDULE AND SESSION DESCRIPTIONS

FOLLOW NADO AT FACEBOOK.COM/NADO.ORG AND ON TWITTER @NADOWEB
TWEET THE THINGS YOU LEARN AT THE CONFERENCE USING THE HASHTAG #NADOWPC

SUNDAY, MARCH 18

2:00 p.m. – 6:00 p.m.	Registration	Arlington Ballroom
3:00 p.m. – 6:00 p.m.	Executive Director Peer Learning Workshop <i>(Sponsored by the Delta Regional Authority)</i>	Salon D & E
	<p>This special workshop will focus on regional development organization leadership development, organizational management, and peer networking</p> <ul style="list-style-type: none">• Facilitator: Matthew Chase, Executive Director, NADO• Facilitator: Steve Etcher, NADO Treasurer and Executive Director Boonslick Regional Planning Commission (Warrenton, MO)	

MONDAY, MARCH 19

8:30 a.m. – 6:00 p.m.	Registration	Arlington Ballroom
9:00 a.m. – 10:00 a.m.	Executive Director Peer Learning Lab: National Findings and Lessons Learned from the NADO Salary and Benefits Survey	Salon D & E
	<ul style="list-style-type: none">• Laurie Thompson, Deputy Executive Director, NADO• Facilitator: Peter Gregory, NADO Second Vice President and Executive Director, Two Rivers-Ottawaquechee Regional Commission (Woodstock, VT) <p>NADO's 2012 Salary and Benefits Survey yielded some interesting information – not just about salaries, but the level and range of benefits that RDOs are offering employees. Attend this session to learn about the results and to exchange information with your peers about your organizations' salary schedules and benefit plans.</p>	
10:00 a.m. – 1:00 p.m.	EDA Triple Bottom Line Tool Demonstration <i>(A demo will be given each half hour until 1:00 p.m.)</i>	Salon G
	<p>Stop by and learn about EDA's new online tool to assess economic, environmental, and social impact of investment. The tool can be used to design for better outcomes, decide between projects, or describe project impact.</p> <ul style="list-style-type: none">• Janet Hammer, Ph.D., Program Director, Initiative on Triple Bottom Line Development, Portland State University	

10:15 a.m. – 12:00 p.m.	Communicating with Congress: How to Be an Effective Citizen-Advocate	Salon C
	<p>Whether you are an experienced local policy official or a new executive director, this session will provide insider tips and resources for engaging in the federal legislative process. Participants will learn what congressional staff believe are the most effective communications tactics for influencing members of Congress.</p> <ul style="list-style-type: none"> • Bradford Fitch, President and CEO, Congressional Management Foundation • Moderator: Tom Kennedy, NADO Board Member and Executive Director, Southern Windsor County Regional Planning Commission (Ascutney, VT) 	
11:30 a.m. – 1:30 p.m.	NADO Executive Committee Meeting	Alexandria Room
1:30 p.m. – 2:30 p.m.	NADO Federal Legislative and Policy Overview	Salon C
	<ul style="list-style-type: none"> • Matthew Chase, Executive Director, NADO • Deborah Cox, Director of Government Relations, NADO • Geoff Gleason, President, Cyber Security Research Consultants • Kathy Ruffalo, President, Ruffalo and Associates • Jennifer Walsh, Associate Legislative Director, NADO 	
2:40 p.m. – 3:50 p.m.	Legislative Roundtable Session	Salon C
	<ul style="list-style-type: none"> • Michael Wallace, Program Director for Community and Economic Development, National League of Cities Center on Federal Relations • Jennifer Hall, Counsel, Subcommittee on Highways and Transit, House Committee on Transportation and Infrastructure, Majority Staff • Jim Kolb, Staff Director, Subcommittee on Highways and Transit, House Committee on Transportation and Infrastructure, Minority Staff • Kyle Miller, Counsel, Senate Environment and Public Works Committee, Minority Staff • Moderator: Steve Etcher, NADO Treasurer and Executive Director, Boonslick Regional Planning Commission (Warrenton, MO) 	
4:00 p.m. – 5:30 p.m.	<p>Federal Agency Roundtable Networking Session <i>(Co-sponsored by the Development District Association of Appalachia)</i> <i>Refreshments will be provided</i></p>	Salon 3
	<p>Network one-on-one with over 40 representatives from federal agencies and programs. Learn about new funding opportunities, program priorities, and performance standards.</p> <ul style="list-style-type: none"> • Moderator: Russ Cowley, NADO President and Executive Director, Six County Association of Governments (Richfield, UT) 	

TUESDAY, MARCH 20

7:30 a.m. – 5:00 p.m.	Registration	Arlington Ballroom
8:00 a.m. – 8:50 a.m.	NADO Regional Membership Caucus Meetings <ul style="list-style-type: none">• Eastern Region Rosslyn 2 (Lobby Level)• Midwestern Region Rosslyn 1 (Lobby Level)• Southeastern Region Alexandria (Second Floor)• Southwestern Region McLean (Second Floor)• Western Region Manassas (Second Floor)	
9:00 a.m. – 10:30 a.m.	The Regional Development Agenda: A Preview of the Administration's FY2013 Policy and Budget Priorities <i>(Co-sponsored by the Development District Association of Appalachia)</i> <ul style="list-style-type: none">• The Honorable Earl Gohl, Federal Co-Chair, Appalachian Regional Commission• Matthew Ammon, Senior Policy Advisor, White House Domestic Policy Council• Steve Olson, Deputy Chief of Staff and Senior Advisor to the Secretary, U.S. Department of Commerce• The Honorable Patrick Gallagher, Ph.D., Director, National Institute of Standards and Technology and Under Secretary of Commerce for Standards and Technology, U.S. Department of Commerce• Amy Scarton, Deputy Assistant Secretary for Transportation Policy, U.S. Department of Transportation• Moderator: Russ Cowley, NADO President and Executive Director, Six County Association of Governments (Richfield, UT)	Salon 3
10:40 a.m. – 11:50 a.m.	Congressional Leadership Outlook: Impact on Federal Regional Development Budgets and Policies <i>(Co-sponsored by the Development District Association of Appalachia)</i> <ul style="list-style-type: none">• The Honorable James Clyburn (D-SC), House Assistant Democratic Leader• Mike Robinson, Coalitions Director, Majority Staff, House Appropriations Committee• Edwin Rosado, Legislative Director National Association of Counties (NACo)• Moderator: Russ Cowley, NADO President and Executive Director, Six County Association of Governments (Richfield, UT)	Salon 3
12:00 p.m. – 1:30 p.m.	Luncheon Keynote Address <ul style="list-style-type: none">• The Honorable Shaun Donovan, Secretary, U.S. Department of Housing and Urban Development• The Honorable Frank Wolf (R-VA), Chairman House Commerce, Justice, Science Appropriations Subcommittee• Moderator: Russ Cowley, NADO President and Executive Director, Six County Association of Governments (Richfield, UT)	Salon 4

1:45 p.m. – 3:20 p.m.	Federal Agency Program Updates	Salon 3
	<ul style="list-style-type: none"> • The Honorable Dallas Tonsager, Under Secretary, Rural Development, U.S. Department of Agriculture • The Honorable Matthew Erskine, Acting Assistant Secretary of Commerce for the U.S. Economic Development Administration • Janet Quist, State and Local Coordinator, Office of Intergovernmental Affairs, U.S. Department of Homeland Security • Brian Hyer, State and Local Coordinator, Office of Intergovernmental Affairs, U.S. Department of Homeland Security • Moderator: John Leonard, NADO First Vice President and Executive Director, Southern Georgia Regional Commission (Valdosta, GA) 	

3:30 p.m. – 5:30 p.m.	NADO Board of Directors Meeting (Open to all conference attendees)	Salon 4
	<p>Special Guests:</p> <ul style="list-style-type: none"> • The Honorable Christopher Masingill, Federal Co-Chairman, Delta Regional Authority • Dr. Phillip Singerman, Associate Director for Innovation and Industry Services, National Institute of Standards and Technology • LeAnn Oliver, Senior Advisor for Clean Energy and Rural Development, Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy • Dr. Erik Pages, President, EntreWorks Consulting; Erik is involved with the White House Rural Council’s access to capital study for rural America 	

WEDNESDAY, MARCH 21

8:00 a.m. – 9:00 a.m.	Registration	Arlington Ballroom
8:00 a.m. – 9:15 a.m.	Federal Policy Outlook Breakfast <i>NADO Legislator of the Year Award Presentations</i>	Salon 4
	<p>Awardees:</p> <ul style="list-style-type: none"> • The Honorable Amy Klobuchar (D-MN) United States Senate • The Honorable Richard L. Hanna (R-NY) United States House of Representatives <p>Introductions:</p> <ul style="list-style-type: none"> • Jayne Trusty, NADO Board Member and Executive Director, Southwest Regional Development Commission (Slayton, MN) • Greg Eisenhut, Executive Director, Mohawk Valley Economic Development District, Inc. (Mohawk, NY) 	
9:30 a.m. – 5:00 p.m.	Capitol Hill and Federal Agency Visits	Capitol Hill
	<p>Outreach meetings with federal agency officials and congressional committees and staff <i>(Transportation on your own)</i></p>	

10:00 a.m. – 11:00 a.m.

**Why HUD's Sustainable Communities Initiative Means
Local Jobs and Economic Development**

**The Capitol
Room SVC 214**

Facilitator:

- **Joe McKinney**, NADO Board Member and Executive Director,
Land-of-Sky Regional Council (Asheville, NC)

Guest Presenters Include:

- **Shelley Poticha**, Director, Office of Sustainable
Housing and Communities, U.S. Department of Housing
and Urban Development (Washington, DC)
- **Greater Memphis Chamber of Commerce (Memphis, TN)**
Dexter Muller, Senior Vice President
- **Northern Maine Development Commission (Caribou, ME)**
Michael Eisensmith, Director of Regional Planning
Ryan Pelletier, Director of Economic and Workforce
Development
- **South Florida Regional Planning Council (Hollywood, FL)**
James F. Murley, Executive Director

FEDERAL AGENCY ROUNDTABLE NETWORKING SESSION

Monday, March 19, 4:00 – 5:30 p.m.
Salon 3, Crystal Gateway Marriott, Arlington, Virginia
(Refreshments will be served)

Appalachian Regional Commission

- Guy Land, Chief of Staff
- Dan Neff, Local Development District Director

Delta Regional Authority

- Chris Masingill, Federal Co-Chairman
- Bill Triplett, Chief of Staff
- Brad Wilson, Special Advisor for Congressional Affairs
- Millicent Dixon, Deputy Advisor for Federal Affairs

Export-Import Bank of the United States

- Sean Mulvaney, Director

National Endowment for the Arts

- Dan Lurie, Senior Advisor to the Chairman, Director of Strategic Partnerships
- Jason Schupbach, Director, Design Grant Programs

U.S. Department of Agriculture

- Jacqueline Ponti-Lazaruk, Assistant Administrator for Water and Environmental Programs
- Annie Goode, Environmental Protection Specialist

U.S. Department of Commerce, National Institute of Standards and Technology

- Douglas Deveraux, Industrial Specialist
- Heidi Sheppard, Advisor for Technology Collaborations

U.S. Economic Development Administration

- Libby Jones, Congressional Affairs Specialist
- Malinda Matson, Congressional Affairs Specialist

U.S. Department of Defense

- Captain Karen Trueblood, Office of Defense Reserve Affairs, Innovative Readiness Training Program
- Tara Butler, Project Manager/Policy Analyst
- Bryant Monroe, Program Lead, Base Realignment & Closure
- Gary Willis, Program Lead, Intergovernmental Affairs

U.S. Department of Health and Human Services

- Bridget Ware, Public Health Analyst, Office of Rural Health Policy

U.S. Environmental Protection Agency

- David Lloyd, Director, Office of Brownfields and Land Revitalization
- Catherine Davis, Small Communities Liaison, Office of Intergovernmental Relations
- Becky Cook-Shyovitz, Intergovernmental Liaison, Office of Intergovernmental Relations
- Kellie Kubena, Chief, Sustainable Communities Branch, Office of Wastewater Management
- Stephanie Bertaina, Senior Policy Analyst, Office of Sustainable Communities
- Ed Fendley, Environmental Protection Specialist, Office of Sustainable Communities
- Megan McConville, Policy and Planning Fellow, Office of Sustainable Communities
- Lee Sobel, Real Estate Development and Finance Analyst, Office of Sustainable Communities

U.S. Department of Homeland Security, Federal Emergency Management Agency

- Melis Mull, Program Specialist
- Kathleen Smith, Senior Mitigation Planning

U.S. Department of Housing & Urban Development

- James Hoemann, Community Planning and Development Specialist, Office of Block Grant Assistance

U.S. Department of the Interior

- T. Allen Comp, Coordinator, Office of Surface Mining

U.S. Department of Labor

- Kevin Thompson, Program Analyst, Employment and Training Administration

U.S. Department of Transportation

- Jim Cheatham, Director, FHWA Office of Planning
- Fred Bowers, Community Planner, FHWA
- Kenneth Petty, Senior Transportation Specialist
- Rebecca Higgins, Policy Analyst, Policy Office
- Lilly Shoup, Policy Analyst, Policy Office
- Charles R. Goodman, Director, FTA Office of Systems Planning
- Kimberly Gayle, Director, Policy Review and Development, FTA
- John Sprowls, Community Planner, FTA

SPECIAL BRIEFING:

Why HUD's Sustainable Communities Initiative Means Local Jobs and Economic Development

Sponsored by

Senator Robert Menendez (D-NJ), Chairman
U.S. Senate Subcommittee on Housing, Transportation, and Community Development
and the National Association of Development Organizations (NADO)

Wednesday, March 21, 2012

10:00 a.m.

The Capitol, Room SVC 214

Overview: Public sector budget cuts. Increased global and national competition for jobs and economic development. Aging infrastructure. Mounting demands for transportation, housing, and community development services and investments. These are the pressing realities facing our nation's local governments, businesses, and communities. All of these factors have a direct impact on the abilities of our local communities to pursue job creation and economic growth strategies.

In an effort to foster the creation and implementation of regional development strategies, the Department of Housing and Urban Development (HUD) established a new Office of Sustainable Housing and Communities to provide seed capital and technical assistance for local governments, nonprofits, and private sector leaders to join forces to pursue new community and economic development opportunities. The initiative is driven and controlled by local elected officials, in partnership with other local private sector, educational, and nonprofit partners. It is about using public sector resources more effectively, fostering interagency and intergovernmental collaboration, and improving local conditions for long-term economic growth.

During this congressional briefing, HUD grantees from northern Maine, south Florida, and the multi-state region of Memphis will discuss how their coalitions are working to improve local conditions for job creation and economic development. In addition, representatives from HUD's Office of Sustainable Housing and Communities will discuss the new report completed with the U.S. Department of Transportation, *Federal Barriers to Local Housing and Transportation Coordination*.

Facilitator: Joe C. McKinney, Executive Director, Land-of-Sky Regional Council (Asheville, NC)

Guest Presenters Include:

- **Shelley Poticha, Director for the Office of Sustainable Housing and Communities**
U.S. Department of Housing and Urban Development (Washington, DC)
- **Northern Maine Development Commission (Caribou, ME)**
Michael Eisensmith, Director of Regional Planning
Ryan Pelletier, Director of Economic and Workforce Development
- **South Florida Regional Planning Council (Hollywood, FL)**
James F. Murley, Executive Director
- **Greater Memphis Chamber of Commerce (Memphis, TN)**
Dexter Muller, Senior Vice President

**For more information, contact NADO Associate Legislative Director
Jennifer Walsh at 202.624.8467 or jwalsh@nado.org.**

RECIPIENTS OF THE 2012 NADO CONGRESSIONAL PARTNERSHIP AWARDS

A PROGRAM OF THE NADO WASHINGTON POLICY CONFERENCE

SENATE

Lamar Alexander (R-TN)
Max Baucus (D-MT)
Mark Begich (D-AK)
Michael F. Bennet (D-CO)
Jeff Bingaman (D-NM)
Roy Blunt (R-MO)
John Boozman (R-AR)
Barbara Boxer (D-CA)
Sherrod Brown (D-OH)
Richard Burr (R-NC)
Benjamin Cardin (D-MD)
Saxby Chambliss (R-GA)
Susan Collins (R-ME)
Thad Cochran (R-MS)
Kirsten Gillibrand (D-NY)
Lindsey Graham (R-SC)
Kay R. Hagan (D-NC)
Tom Harkin (D-IA)
Orrin Hatch (R-UT)
James Inhofe (R-OK)
Daniel Inouye (D-HI)
Johnny Isakson (R-GA)
Tim Johnson (D-SD)
Mary Landrieu (D-LA)
Patrick J. Leahy (D-VT)
Claire McCaskill (D-MO)
Jeff Merkley (D-OR)
Barbara A. Mikulski (D-MD)
Lisa Murkowski (R-AK)
Mark Pryor (D-AR)
Bernard Sanders (I-VT)

Charles Schumer (D-NY)
Jeanne Shaheen (D-NH)
Richard C. Shelby (R-AL)
Jeff Sessions (R-AL)
Olympia Snowe (R-ME)
Jon Tester (D-MT)
John Thune (R-SD)
Mark Udall (D-CO)
Mark Warner (D-VA)
Roger Wicker (R-MS)

HOUSE OF REPRESENTATIVES

Robert Aderholt (R-AL)
Rodney Alexander (R-LA)
Sanford D. Bishop, Jr. (D-GA)
Jo Bonner (R-AL)
Charles Boustany (R-LA)
Bruce Braley (D-IA)
G.K. Butterfield (D-NC)
Shelley Moore Capito (R-WV)
Dennis Cardoza (D-CA)
Ben Chandler (D-KY)
James Clyburn (D-SC)
Jerry Costello (D-IL)
Geoff Davis (R-KY)
Jeff Denham (R-CA)
Mario Diaz-Balart (R-FL)
Norman Dicks (D-WA)

John J. Duncan, Jr. (R-TN)
Jo Ann Emerson (R-MO)
Stephen Fincher (R-TN)
Bob Gibbs (R-OH)
Sam Graves (R-MO)
Brett Guthrie (R-KY)
Maurice Hinchey (D-NY)
Tim Holden (D-PA)
Steny Hoyer (D-MD)
Jack Kingston (R-GA)
John Larson (D-CT)
Steven LaTourette (R-OH)
Blaine Luetkemeyer (R-MO)
Mike McIntyre (D-NC)
David McKinley (R-WV)
Doris Matsui (D-CA)
Alan Nunnelee (R-MS)
John Olver (D-MA)
Collin Peterson (D-MN)
Nick Rahall (D-WV)
Harold Rogers (R-KY)
Mike Ross (D-AR)
Heath Shuler (D-NC)
Bill Shuster (R-PA)
Tim Walz (D-MN)
Peter Welch (D-VT)
Ed Whitfield (R-KY)
Frank Wolf (R-VA)
Don Young (R-AK)

2011 – 2012 NADO Board Members

East Region

- David Bottar, Central New York RP&D Board (Syracuse, NY)
- Danny L. Brown, Cumberland Plateau PDC (Lebanon, VA)*
- Catherine Dimitruk, Northwest RPC (Saint Albans, VT)
- Tom Kennedy, Southern Windsor County RPC (Ascutney, VT)
- Michael King, North Country Council, Inc. (Bethlehem, NH)
- James Mylott, Mid-Ohio Valley RC (Parkersburg, WV)
- Ed Silvetti, Southern Alleghenies PDC (Altoona, PA)
- Wayne Strickland, Roanoke Valley–Alleghany RC (Roanoke, VA)
- Robert Thompson, Androscoggin Valley COG (Auburn, ME)

Midwest Region

- Bill Bolin, South Central Kansas EDD, Inc. (Wichita, KS)
- Sandeep Dey, West Michigan Shoreline RDC (Muskegon, MI)
- Doug Elliott, East Central Iowa COG (Cedar Rapids, IA)
- Thomas Higginbotham, Northeast Nebraska EDD (Norfolk, NE)
- Chester Jourdan, Mid-Ohio RPC (Columbus, OH)
- Suzan Nash, Western Illinois RC (Macomb, IL)
- William Parsons, Northwest Missouri Regional COG (Maryville, MO)
- Bob Proud, Ohio Valley RDC (Waverly, OH)*
- Jill Saegesser, River Hills EDD & RPC (Jeffersonville, IN)
- Myron Schuster, Northwest RPC (Spooner, WI)
- Jayme Trusty, Southwest RDC (Slayton, MN)

Southeast Region

- Joe Barker, Southwest Tennessee DD (Jackson, TN)
- Timmy Baynes, Kerr-Tar Regional COG (Henderson, NC)
- Charles Blume, Apalachee RPC (Blountstown, FL)
- Suzanne Burnette, Lee-Russell COG (Opelika, AL)
- James Dove, Northeast Georgia RC (Athens, GA)
- Patricia Hartung, Upper Savannah COG (Greenwood, SC)
- Scott Koons, North Central Florida RPC (Gainesville, FL)
- Wendell Lawrence, Lincoln Trail ADD (Elizabethtown, KY)
- Joe McKinney, Land-of-Sky RC (Asheville, NC)
- Ronald Mitchum, Berkeley-Charleston-Dorchester COG (North Charleston, SC)
- Calvin Newsom, Southern Mississippi PDD (Gulfport, MS)*
- Lenny Stoltz, Bluegrass ADD (Lexington, KY)
- Russell Wimberly, South Alabama RPC (Mobile, AL)

Southwest Region

- Chris Brown, Ark-Tex COG (Texarkana, TX) *
- John Guthrie, Western Arkansas PDD, Inc. (Fort Smith, AR)
- Jeffrey Kiely, Northwest New Mexico COG (Gallup, NM)
- Stan McGee, Acadiana Regional DD (Lafayette, LA)
- Tim Pierce, South Plains AOG (Lubbock, TX)
- Hubert Quintana, Southeastern New Mexico EDD/COG (Roswell, NM)
- Blaine Smith, Association of South Central Oklahoma Governments (Duncan, OK)
- Betty Voights, Capital Area COG (Austin, TX)

West Region

- Lisa Dawson, Northeast Oregon EDD (Enterprise, OR)
- Laura Lewis Marchino, Region 9 EDD of SW Colorado, Inc. (Durango, CO)
- Robert Nash, Superior California EDD (Redding, CA)*
- Betty Riley, South Central Oregon EDD (Klamath Falls, OR)
- Chris Fetzter, Northern Arizona COG (Flagstaff, AZ) **
- Brian Tapp, Central Region AOG (Apache Junction, AZ)

Associate Representatives

- Jack Couch, Kentucky Council of ADDs (Frankfort, KY)
- Penny Redington, Texas Association of RC (Austin, TX)
- Linda Salmonson, East River Electric Power Co-op (Madison, SD)

*Indicates local elected official

** Indicates Ex-Officio member as Chair of RPO America

2011 – 2012 NADO Executive Committee

President: Russ Cowley, Six County Association of Governments (Richfield, UT)

First Vice President: John Leonard, Southern Georgia Regional Commission (Valdosta, GA)

Second Vice President: Peter Gregory, Two Rivers-Ottawaquechee Regional Commission (Woodstock, VT)

Treasurer: Steve Etcher, Boonslick Regional Planning Commission (Warrenton, MO)

Secretary: Terry Bobrowski, East Tennessee Development District (Alcoa, TN)

Immediate Past President: Tim Ware, George Washington Regional Commission (Fredericksburg, VA)

NADO Past Presidents

Earl Price, Oklahoma	1968
Earl Price, Oklahoma	1969
Lon Hardin, Arkansas	1970
Tim Maund, Georgia	1971
Rudy Esala, Minnesota	1972
Nick Salazar, New Mexico	1973
Les Newcomb, Mississippi	1974
John Ladd, New York	1975
Don Raney, Arkansas	1976
Bob Chandler, Texas	1977
J. Roy Fogle, North Carolina	1978
Vernon Martin, Georgia	1979
G. Anthony Kuhn, Oregon	1980
Herman Tushaus, South Dakota	1981
Ed Bodenhamer, Georgia	1982
Rachel Scioscia, Nebraska	1983
Chris Page, Vermont	1984
Charles Howell, Georgia	1985
David Martin, Minnesota	1986
Vernon Kelley, Mississippi	1987
Michael Aube, Maine	1988
George Alford, Alabama	1989
Terence Stone, Minnesota	1990
Charles Justice, Florida	1991
Howard Grossman, Pennsylvania	1992
Robert Paciocco, North Carolina	1993
Gary Freeman, California	1994
James Tonn, Georgia	1995
Leland Tillman, New Mexico	1996
Richard Cavender, Missouri	1997
Eric Thompson, South Carolina	1998
Lanier Boatwright, Georgia	1999
Terry Sherwood, Arkansas	2000
William D. Hess, New York	2001
John Bruner, Kentucky	2002
Joe Brannan, Arizona	2003
Gary Gorshing, Oklahoma	2004
Jack Scriber, Kentucky	2005
Kenneth Jones, Texas	2006
Dan Bollinger, Georgia	2007
Leanne Mazer, Maryland	2008
Sharon Juon, Iowa	2009
Michael Norton, Arkansas	2010
Tim Ware, North Carolina	2011

UPCOMING NADO CONFERENCES AND EVENTS

2012 Schedule

April 3 – 5, 2012	Economic Development Administration Seattle Regional Office Hilton Portland • Portland, Oregon 800.445.8667 • Room rate: \$109 single/double
April 24 – 26, 2012	Economic Development Finance Service Annual Conference Hilton Burlington Hotel • Burlington, Vermont 800.445.8667 • Room rate: \$129 single/double
April 25 – 27, 2012	National Rural Transportation Peer Learning Conference Hilton Burlington Hotel • Burlington, Vermont 800.445.8667 • Room rate: \$129 single/double
June 8 – 9, 2012	NADO Executive Directors Leadership Forum Park City Marriott • Park City, Utah 800.234.9003 • Room rate: \$119 single/double
June 9 – 11, 2012	NADO Summer Board Meeting Park City Marriott • Park City, Utah 800.234.9003 • Room rate: \$119 single/double
July 9 – 11, 2012	Economic Development Administration Philadelphia Regional Office Loews Philadelphia • Philadelphia, Pennsylvania 888.575.6397 • Room rate: \$137 single - \$162 double
October 13 – 16, 2012	NADO Annual Training Conference The Mirage • Las Vegas, Nevada 800.499.6311 • Room rate: \$165 single/double

2013 SCHEDULE

March 11 – 13, 2013	NADO Washington Policy Conference Marriott Crystal Gateway • Arlington, Virginia 703.920.3230 • Room rate: \$245 single/double
April 23 – 25, 2013	Economic Development Finance Service Annual Conference Hyatt Regency Greenville • Greenville, South Carolina 800.891.3797 • Room rate: \$129 single/double
April 24 – 26, 2013	National Rural Transportation Peer Learning Conference Hyatt Regency Greenville • Greenville, South Carolina 800.891.3797 • Room rate: \$129 single/double
August 24 – 27, 2013	NADO Annual Training Conference Hilton San Francisco Union Square • San Francisco, California 800.445.8667 • Room rate: \$199 single/double

**Economic Development Finance Service Conference
April 24 – 26, 2012
Burlington, Vermont**

The EDFS Peer Learning Conference convenes loan fund staff from regional development organizations that manage federally funded small business loan fund programs to share resources, exchange information and ideas, and hear from best and promising practices and national experts engaged in creating programs and strategies for small business growth.

Participate in panels and peer networking discussions to resolve problems, overcome challenges, and share new solutions.

Visit www.NADO.org for details.

**National Rural Transportation Conference
April 25 – 27, 2012
Burlington, Vermont**

The National Rural Transportation Conference brings together regional and state transportation planners, economic development practitioners, private sector leaders, policymakers, and more to share resources and uncover best practices about transportation issues affecting rural and small metropolitan regions across America.

Join us for workshops, trainings, peer networking opportunities, and site visits.

Visit www.NADO.org for more info and hotel link.

NADO STAFF

Matthew Black, Program Manager for Special Projects
202.624.7809; mblack@nado.org

Matthew Chase, Executive Director
202.624.78067; mchase@nado.org

Anju Chopra, Graduate Fellow
202.624.5257; achopra@nado.org

Deborah Cox, Director of Government Relations
202.624.8590; dcox@nado.org

Vicki Glass, Director of Meetings / Membership
202.624.8574; vglass@nado.org

Tawanna Harley, Executive Assistant / Office Manager
202.624.7841; tharley@nado.org

Brian Kelsey, Director of Economic Development
512.731.7851; bkelsey@nado.org

Carrie Kissel, Associate Director
202.624.8829; ckissel@nado.org

Kathy Nothstine, Associate Director
202.624.5256; knothstine@nado.org

Laurie Thompson, Deputy Executive Director
202.624.5948; lthompson@nado.org

Jennifer Walsh, Associate Legislative Director
202.624.8467; jwalsh@nado.org

**NADO's 2012 Annual Training Conference
October 13 – 16, 2012
Las Vegas, Nevada**

NADO's Annual Training Conference is the premier event for policy board members, executive directors, professional staff, and strategic partners of the nation's regional development organizations.

The conference offers learning opportunities in a variety of settings: plenary sessions with innovative, thought-provoking leaders, notable and best practice examples of strategies FOR regional development, peer networking and information exchanges, and mobile workshops that bring attendees out of the hotel for on-site learning.

Topics will cover regional innovation strategies, job creation and retention models, professional and organizational enhancement, and much more!

Visit www.NADO.org for details and a link to the Mirage Hotel.

KEY CONGRESSIONAL ACTION REQUESTS

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION:

1. **Urge your Senators and Representatives to submit a Program Request to the Appropriations Committees to fund the U.S. Economic Development Administration (EDA), at a minimum, at the FY2012 enacted level of \$257 million in the FY2013 Commerce-Justice-Science Appropriations bill.**
 - ◀ Urge your Senators and Representatives to include a Program Request to the Appropriations Committees to level fund the EDA public works program at \$111.64 million and restore the EDA partnership planning program to the FY2010 level of \$31 million (\$2 million increase)
 - **EDA is unique among federal programs.** While other federal programs often support broader community development activities, EDA focuses strictly on private sector job creation and economic growth – especially in advanced manufacturing, science and technology, and emerging knowledge-based industries and sectors.
 - **By federal law, EDA projects typically require a 50 percent local cost share and significant private sector investment,** ensuring that local leaders and businesses are committed to the project's success.
 - **EDA invests in public assets that private companies are reluctant to fund themselves.** These assets are often lacking in the nation's most distressed areas, yet they are a prerequisite for private industry to remain or locate in these areas. As we have witnessed in recent years, private companies will relocate to places with these basic yet vital public infrastructure assets, including outside of the United States.

HUD COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM:

2. **Urge your Senators and Representatives to submit a Program Request to the Appropriations Committees to fund the HUD Community Development Block Grant (CDBG) program at the FY2012 House proposed level of \$3.46 billion as part of the FY2013 Transportation-HUD Appropriations bill.**
 - CDBG is an essential tool used by state and local officials to tackle serious community and economic development challenges, such as providing affordable housing, upgrading essential public infrastructure and water systems, assisting entrepreneurs and businesses with access to capital, and addressing other building blocks for economic growth.
 - As required by law, 30 percent of CDBG formula funding is reserved for states to assist rural areas with economic development, infrastructure improvements, housing and other issues. In addition, CDBG funds are typically used to leverage and attract private sector investments. Every CDBG dollar invested in communities is leveraged, on average, by three dollars in private funding, bringing much needed business investments to distressed areas.

NADO TIP SHEET

BUILDING STRONGER RELATIONSHIPS WITH MEMBERS OF CONGRESS

Most national trade and membership associations have a grassroots advocacy program, where they stir up folks from back home to contact lawmakers and their staffs. They try to flood offices with phone calls, letters, visits, and emails – often without knowing their true impact.

The following tip sheet is intended to help NADO members build a stronger relationship with members of Congress and their staff. Ultimately, the goal is to join the elite category of "grasstops advocates." These are key people who have the ear of lawmakers and their top staff. Someone who can get phone calls returned, meetings set up, and follow-up performed on requested actions.

A. FOCUS ON ESTABLISHING AND MAINTAINING CREDIBILITY

It can take months or years to establish credibility with your members of Congress. Even more frustrating is the constant turnover of congressional staff. Some powerful tools for building the confidence and trust of your lawmakers and their staff include:

- **Take the member and their Washington staff on a tour of successful federally funded projects.** Members of the local media can be invited to tag along, if appropriate, or just schedule a low-key tour that includes key business leaders and local elected officials. Remember to take pictures and highlight the visit in future newsletters and publications. The follow-up work to the visit is just as important as the actual event.
- **Invite the member and their Washington staff to visit your office or attend a board meeting.** During the visit, ask each program director or division leader to give a brief overview of the benefits and impact of their program. If appropriate, invite local customers, clients, or beneficiaries to participate in the presentation.
- **Provide timely, factual, and concise information.** Make their job easier by providing useful information about potential projects,

grant opportunities, or local developments. If you are working on a complex issue that requires a six-page brief, be sure to attach a one-page executive summary. Keep information concise, and double check for accuracy.

“Take your members of Congress and their Washington staff on a tour of successful federally funded projects.”

- **Ask independent constituents to tell your story.** If you helped start up or retain a local business, ask them to send a supportive letter, attend meetings, or offer a testimonial. To be most effective, involve local business leaders, state and local elected officials, and direct beneficiaries of your services.
- **Learn about the member's committee assignments and background** so that you can better gauge his or her position and influence on issues important to your organization. Lawmakers tend to have more knowledge and control over issues related to their committee assignments.

B. THINK ABOUT THE IMPACT OF DIFFERENT COMMUNICATION TOOLS

There are countless methods for communicating with members of Congress. Some are direct, such as personal meetings and phone calls. Many are indirect, like press coverage or opinion pieces in the local newspaper. All can be effective when properly implemented and timed.

Whatever the medium, it is essential to follow three simple rules: keep it local, keep it personal, and keep it concise. Another golden rule is to deliver the message at the appropriate time in the legislative process.

With recent advances in technology, most grassroots advocates think they can send off a simple email message and still make a dramatic impact on their senators and representatives. In reality, the most effective ways to influence federal lawmakers remain:

Visits from constituents. Face-to-face meetings offer the best opportunity to explain issues in detail and receive feedback or advice. By the very nature of the personal interaction, face-to-face meetings are a proven tactic for ensuring that your lawmaker hears directly about the issue. When using techniques such as letters and emails there is less certainty that the lawmaker ever knows about your request.

Telephone calls from an informed constituent – especially to DC policy staff handling the issue directly. Be sure to ask for the staff member who handles the specific issue. Have the bill number and/or amendment name and number. Ask for a written response to your request. Write out a one-sentence explanation of the issue and request before picking up the phone. Always leave a detailed message and follow up with a short email to the staffer's direct email, not the general office email address.

A spontaneous letter (delivered via email or hand delivered to district office staff or DC-based staff) from a respected constituent. While NADO may provide a sample letter on an issue, be sure to always adapt the letter to local circumstances and to incorporate examples into the letter that demonstrate the value or impact of the federal action.

Articles and editorials in major daily and weekly newspapers, and respected blogs and online forums. Members of Congress recognize that constituents who read the opinion sections of newspapers or respected national and local blogs also tend to vote. They are also aware that newspaper articles, editorials, and blogs play a major role in shaping public opinion.

SPECIAL NOTE ON EMAIL COMMUNICATIONS

Congressional offices receive more than 200 million emails each year. The average Senate office easily receives more than 50,000 emails per month, according to the Washington Post, with the average House office receiving more than 8,000 per month. These dated figures are increasing at a rapid rate each month and year! Yet, the number of personal office staff for each member of the House and Senate has remained unchanged during the past year, according to the Congressional Management Foundation, with the typical House office having 15 staff and the average Senate office having 34 staff. Therefore, when using email, it is important to send your messages directly to the appropriate staff contact and to follow up with a phone call / voice message.

“By only sending an email, you'll most likely be lost in cyberspace!”

C. KNOW THE DIFFERENT ROLES OF CONGRESSIONAL STAFF

Staff members serve as the gatekeepers, whether it is the chief of staff, scheduler, or receptionist. They are also the "eyes and ears" for their boss. Some golden rules to remember are: *The staff who serve as case-workers and legislative correspondents today are tomorrow's legislative directors or chiefs of staff.*



of office operations and assignments. The title of Administrative Assistant or Clerk is often misleading. On Capitol Hill, these are the power players.

Legislative Director and Legislative Assistant - Monitors the legislative schedule, coordinates activities of legislative staff, and works on specific issues. Advises lawmaker on floor votes, committee action, and pending legislation.

If the member is not available for a meeting, always meet with staff. Always send a thank you note after a meeting or phone call. Staff remember those who take time to express their appreciation. It also gives you another opportunity to restate your case.

Following are brief descriptions of the different congressional staff:

Chief of Staff, Staff Director, or Administrative Assistant – Person reports directly to the member of Congress, is typically more political and in charge

District Staff - Eyes and ears back home. Help with casework and constituent services, including projects.

Committee Staff - Professional staff who are experts on specific issues. Traditionally report and work for the chairman or ranking minority member. Very influential in the crafting of legislation, development of hearings, and oversight of federal programs.

D. RECOGNITION, RECOGNITION, RECOGNITION

The most common mistake of professional lobbyists and grassroots advocates alike is they forget to say thank you. When a member of Congress cosponsors an important bill, send a thank you note. If a lawmaker signs a "Dear Colleague" letter, write a brief note of appreciation. If a member votes your way in committee or on the floor, thank them. Another tip is to recognize staff members who have been helpful!

Besides writing a letter, recognize supportive lawmakers at banquets, board meetings, public forums, and newsletters. Don't just give them a plaque. Instead make it something special that

relates to the issue and is personal, such as a framed picture, sculpture, or figurine.

In conclusion, it is important to remember that the work of a grassroots advocate or grassroots leader is never complete! There is constant turnover in congressional membership and staff, ever changing shifts in political power, and frequent advances in communication technologies. The policymaking process is slow, deliberate and, often times, frustrating with many highs and lows. If you stay active, committed and organized, you'll come out on top in the end.

FOR MORE DETAILS, READ THE FULL VERSION OF NADO'S GUIDE TO GRASSROOTS ACTION