



Presentation Links

2016 NADO Annual Training Conference

San Antonio, Texas

October 15-18, 2016

www.nado.org

Saturday, October 15

Creating Wealth in Regional Economies

Learn about identifying assets, extending your partnerships, and building wealth through local and regional development efforts such as the CEDS and other comprehensive plans. The demand-centered economic development framework discussed in this session helps regions boost their prosperity, increase self-reliance and economic resilience, enhance existing and emerging sectors, and bring better opportunities for jobs and income to communities. This session will be beneficial for economic development staff, executive directors, and local officials.

[Melissa Levy, Principal and Owner, Community Roots, LLC, Hinesburg, VT](#)

Becoming Your Best: New Executive Director Training

Whether you have been on the job for 3 days or 3 years, you probably feel as if you have a long way to go in terms of feeling comfortable as an RDO executive director. This session was developed by a former RDO executive director who went through many of the same situations you are facing today. Not only will he share his experiences, but he will walk you through a series of group exercises aimed at helping you develop skills needed to navigate through tough situations, better communicate with your many audiences (staff, board, funders, stakeholders), overcome the angst of transitioning from peer to boss, engaging your staff, maintaining current programs while bringing on new ones, honing in on your “inner leader” skills and talents, and much more. New executive directors, and those in need of a re-charge, will find the content and conversation extremely valuable.

[Steve Etcher, Manager, Location Strategies, MarksNelson, Kansas City, MO](#)

Positioning Your RDO for the Future: Executive Director Training

This session could almost be called “The How To Workshop”—it is designed to help RDO executive directors, those new to the position as well as those who’ve been at the helm for a while, learn how to seek active participation from the private sector; identify and recruit “good” board members; secure new pots of funding; recruit and train talent; deal with problem staff; motivate staff to be a team; propose, and get, a member dues increase; and other valuable management concerns. Attendees will hear from the trainer, as well as engage in peer-to-peer problem solving.

[Steve Etcher, Manager, Location Strategies, MarksNelson, Kansas City, MO](#)

Rural Climate Dialogues: Developing a Citizen-Based Response

Rural communities are at risk to be disproportionately affected by the direct impacts of climate change and by efforts to mitigate climate change. Learn more about the Rural Climate Dialogues, organized by the Jefferson Center and the Institute for Agriculture and Trade Policy, which use the innovative and time-tested Citizens Jury method to bring together a microcosm of the community to generate a shared community response to climate change and extreme weather events. Learn how the process has depoliticized climate change, connected climate policy with rural economic development concerns, empowered three rural communities forward to address their unique concerns, and identified cross-agency opportunities for improving programs and policies to better enable local governments to mitigate and adapt to climate change.

[Anna Clausen, Director, Rural Strategies, Institute for Agriculture and Trade Policy, Minneapolis, MN](#)

[Andrew Rockway, Program Director, Jefferson Center, St. Paul, MN](#)

Sunday, October 16

CEDS 101

This session will use the Sonoma-Mendocino Comprehensive Economic Development Strategy as a case study on how to conduct thorough, focused data analysis for regional economic development planning. This workshop will demonstrate how data analysis leads to SMART goals, including a process that involves multiple methods of public involvement such as surveys, interviews, and public workshops. The session will also include hands-on data analysis with visualization tools.

[Brian Kelsey, Principal, CivicAnalytics, Austin, TX](#)

Strategies for Supporting Rural Entrepreneurship

What makes entrepreneurship different in rural places than in larger cities? What resources are needed to support rural entrepreneurs with the guidance and expertise that they need to succeed? How do entrepreneurs contribute to the community, and what barriers do they commonly face? And what does culture, leadership, and local history have to do with it all? This session will highlight strategies for creating and sustaining effective entrepreneurial ecosystems in rural communities and regions through real-world examples, case studies, and interactive small group discussions.

[Michael Fortunato, Director, Center for Rural Studies, Sam Houston State University, Huntsville, TX](#)

Learn the Identity of Your Community and Reach Those Missing Voices

Presented by the Orton Family Foundation

This hands-on learning lab will introduce participants to Community Heart & Soul™, a resident-driven community development method. Field-tested for more than a decade, Heart & Soul increases participation in local decision-making and empowers residents to shape their communities based on what matters most. Using experiential exercises, participants will conduct a mini “community network analysis” to identify and engage missing voices; explore how personal stories are used to understand what matters most to a community; and learn strategies for employing a community’s heart and soul to drive local decision-making and action. Resident experts who have gone through the Heart & Soul process will share strategies and techniques from their experience.

[Mike Bestor, City Manager \(retired\), City of Golden, CO](#)

[Caitlyn Davison, Associate of Programs and Communications, Orton Family Foundation, Shelburne, VT](#)

[Patricia Hart, Vice President, Evaluation, Market Decisions Research, Portland, ME](#)

[Kat McQuade, Director of Marketing and Communications, Orton Family Foundation, Shelburne, VT](#)

Building a Healthy Workforce Ecosystem

It takes more than launching a training program here or there to support economic growth, business retention, and job creation. Multiple stakeholders each offer critical resources, but too often don’t communicate or collaborate in a way

that maximizes impact and minimizes cost. This session will share approaches, tools, and data that will enable communities to identify and leverage the range of community assets, and position people and skills as a key feature in regional economic development planning.

[Joel Simon, Vice President, Workforce and Economic Development, Council for Adult and Experiential Learning, Chicago, IL](#)

Regional Council Board of Directors Boot Camp

Designed for board members at any level of engagement, this fast-paced “boot camp” will leave attendees with a stronger sense of their individual roles and responsibilities as board members, while also increasing their knowledge about board-executive director relationships and building their confidence to better serve their organizations. Attendees will participate in practical, real-life, group exercises aimed at helping them learn how to work through specific problems or challenges. Additionally, they will learn about the typical responsibilities of a regional council board member, with a particular focus on building strong relationships internally and externally. Regional council or EDD board members will benefit from attending this session.

[Steve Etcher, Manager, Location Strategies, MarksNelson, Kansas City, MO](#)

Monday, October 17

Opening Plenary: Taking a Stand for Regional Development

Celebrating the innovative and important work of NADO members, this fast-paced plenary will showcase five projects that are taking a stand for regional development across their regions. Presentations will be highly visual and will offer succinct overviews, including impact and results, of projects are proven successes. Focus areas will include promoting entrepreneurial communities, recognizing and supporting creative economies, expanding partnerships to new levels, fostering new industries into viable cluster industries, and reaching new heights for regional prosperity.

Diane Rath, Executive Director, Alamo Area COG, San Antonio, TX

Deb Smith, Economic Development Specialist, Clearwater EDA, Lewiston, ID

Loralee Morrow, Regional Planner, Two Rivers-Ottawaquechee Regional Commission, Woodstock, VT

Jason Vincent, Executive Director, Pennyrite ADD, Hopkinsville, KY

Jeff Hagan, Executive Director, Eastern Upper Peninsula PDC, Sault Ste. Marie, MI

[All speakers' presentations](#)

Building Tomorrow's Workforce (Today)

This session will look at ways communities, regions, and their partners are working to close the skills gap and meet workforce needs of today's residents and tomorrow's businesses through training, education, outreach, and strategic planning. Learn about replicable strategies that your region can embrace to support employers and employees with meeting their workforce goals.

[Jill Foys, Executive Director, Northwest Commission, Oil City, PA](#)

[Lloyd Frasier, Executive Director, Northwest Georgia Regional Commission, Rome, GA](#)

[Ben Stone, Executive Director, Sonoma County Economic Development Board, Santa Rosa, CA](#)

Regional Broadband Development

Broadband is essential to economic development and quality of life. Learn about the national lay of the land and existing practices for extending broadband into rural areas. Partnerships with rural telecommunications companies, municipalities, and universities will be discussed, as well as national-level policy updates affecting broadband deployment, including Net Neutrality. Also hear about successes, challenges, and the roles played by regional development organizations in improving broadband access. Executive directors, economic development professionals, local officials, and others will be interested in this session.

[Dana Baker, CGO, GVNW Consulting, Inc., Colorado Springs, CO](#)

[Tim Armer, Executive Director, North Central New Mexico EDD, Santa Fe, NM](#)

Creative Public Engagement Methods

Presented by the Orton Family Foundation

This session will highlight creative methods for engaging diverse groups of residents so that everyone can have a say in the future of their community. Hear how towns have used the Orton Family Foundation Community Heart & Soul™ method to involve new voices, and through the process, created plans that both endure and thrive.

[Mike Bestor, City Manager \(retired\), City of Golden, CO](#)

[Caitlyn Davison, Associate of Programs and Communications, Orton Family Foundation, Shelburne, VT](#)

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OMB Guidelines

The federal government's reaching changes to grants management policies greatly impact any entity that receives a federal grant. The new rules affect how federal agencies interact with your organization directly, and how state agencies and other "pass-through entities" make and oversee subawards. Significant changes have been made in longstanding policy areas affecting grant application, award administration, and audit. This session will highlight the key changes in the federal requirements in layman's terms and will provide an awareness of how to handle them from a position of strength. Sponsored by the Three Rivers Planning Development District.

[Bob Lloyd, Lloyd Consulting Services, Greenville, SC](#)

Collaborating to Improve Transportation and Economic Development

Broad outreach to stakeholders, leveraging planning processes and investments, and connecting transportation to economic resilience and community development outcomes are some of the elements of success from regions implementing projects from multiple modes of transportation. Regional planning and economic development professionals will find useful models from the examples showcased in this session.

[Kelly Davila, Director of Regional Services, South Plains Association of Governments, Lubbock, TX](#)

[Patricia Steed, Executive Director, Central Florida Regional Planning Council, Bartow, FL](#)

[William Molnar, Executive Director, Lower Savannah Council of Governments, Aiken, SC](#)

Brown is the New Green:

The Value Green Infrastructure Brings to Brownfields Revitalization

Brownfields are vacant, underutilized, or contaminated properties that threaten human and environmental health, depress local economies, and reduce local tax revenues. Integrating green storm water infrastructure (GSI) into brownfields redevelopment has emerged as a national best practice, pushing the boundaries of sustainability ever outward and dramatically increasing the economic, environmental, and social benefits that brownfields revitalization can generate. This session will review salient principles of green infrastructure and showcase a GSI Templates tool, a GSI Decision Tree tool, and a basic project pro-forma worksheet that work in both small and large cities to help plan GSI at brownfield sites.

[Eugene Goldfarb, Technical Assistance Provider, Center for Hazardous Substance Research, Manhattan, KS](#)

[Elizabeth Limbrick, Project Manager, New Jersey Institute of Technology, Newark, NJ](#)

[Margaret Renas, Lead, Community and Brownfield Redevelopment, Delta Institute, Chicago, IL / Exercise 2 \(GI Design Challenge\)](#)

Data Drive Decision-making Tools for Business and Community Development

Across America, communities are utilizing location-based strategies to develop their local economies and enhance the quality of life of their citizens. Learn how easy-to-use web-based applications can analyze demographic, income,

expenditure, education and many other variables to help you effectively attract, develop and retain a diversity of local businesses. Session sponsored by Esri.

[Katherine Smyth, Solutions Engineer, Esri, Redlands, CA](#)

Mini-Learning Lab: The Latest on Funding for Brownfields Redevelopment

Brownfields (vacant, underutilized, or contaminated properties) depress local economies and reduce local tax revenues and threaten human and environmental health. Localities across the country have employed a broad array of funding strategies and tools to make their communities more resilient and sustainable. This session will focus on funding opportunities for public/private projects that the “brownfields” designation makes possible. It will include funding strategies as well as specific public and private sources, and suggestions for identifying who, where, and how to competitively seek funding.

[Eugene Goldfarb, Technical Assistance Provider, Center for Hazardous Substance Research, Manhattan, KS](#)

[Margaret Renas, Lead, Community and Brownfield Redevelopment, Delta Institute, Chicago, IL](#)

[Matt Ward, CEO, Sustainable Strategies DC, Washington, DC](#)

Indirect Cost Rate Negotiating

One of the major areas of policy change brought about under the federal grant reform package rolled out by the U.S. Office of Management and Budget (OMB) late last year involves recovery of indirect costs. There is probably no area of federal fund management that is the subject of more misunderstanding than that one. This session will address intent of the new policies from the unique perspective of regional organizations. And it will identify strategies and tactics for how to apply them and assure that the full cost of implementing and administering your federal awards can be recovered. Sponsored by the Three Rivers Planning Development District.

[Bob Lloyd, Lloyd Consulting Services, Greenville, SC](#)

Tuesday, October 18

Developing a Media Relations Strategy

Sometimes being executive director of an RDO can place you in the hot seat with your local media. This session will look at situations that three NADO members have experienced that resulted in intense media coverage. Hear about the unique situations and how they were able to work with the local media to inform and educate their communities about specific situations.

[Lisa Cooper, Executive Director, Northern Kentucky ADD, Florence, KY](#)

[Nicole Griensewic Mickelson, Executive Director, Region Nine Development Commission, Mankato, MN](#)

Moving Towards Resilience

How are communities, businesses, and regions preparing for, responding to, and recovering from natural and man-made disasters? This session will explore effective strategies to foster resilience and strengthen local economies all in an effort to “build back better” following a catastrophic event.

[Chris Brown, Executive Director, Ark-Tex Council of Governments, Texarkana, TX](#)

[Denise Imbler, Director, Emergency Management Program, Apalachee Regional Planning Council, Tallahassee, FL](#)

[Laura Lewis Marchino, Executive Director, Region 9 Economic Development District, Durango, CO](#)

Addressing Health through Regional Planning and Development Strategies

Increasingly, regional development organizations are engaging in public health issues. Learn about mobile clinics and partnerships to engage public health in planning and provide opportunities for active living, healthy eating, and a culture of health.

[Bret Allphin, Development Director, Buckeye Hills-Hocking Valley RDD, Marietta, OH](#)

[Denise Bulat, Executive Director, Bi-State Regional Commission, Rock Island, IL](#)

[Debora Glasgow, Executive Director, SWODA, Burns Flat, OK, Moderator](#)

Bike/Ped Initiatives and Economic Development

Bicycle and pedestrian infrastructure improves mobility and provides amenities to residents and visitors alike, supporting economic development opportunities for tourism and workforce development. Learn about long-distance trails, greenways, special events, and regional planning activities. This session will provide examples to learn from for local officials, executive directors, and economic development and planning professionals.

[Cathy Davison, Executive Director, Albemarle Commission, Hertford, NC](#)

[Wayne Strickland, Executive Director, Roanoke Valley-Alleghany RC, Roanoke, VA](#)

[Ray Collins, Union County Supervisor, Pontotoc, MS](#)

[Evan Williams, Deputy Director, Northwest New Mexico Council of Governments, Gallup, NM, Moderator](#)

Helping Small Businesses Succeed

From providing grant writing expertise and technical assistance to packaging financing opportunities and loans, regional development organizations are on the front lines in their communities supporting small businesses in reaching their full potential. Learn about the many ways that RDOs can support small businesses and entrepreneurs which in turn drives the larger regional economy and improves the quality of life for all residents.

[Jay Trusty, Executive Director, Southwest Regional Development Commission, Slayton, MN](#)

[Ken Rea, Deputy Director, Economic and Community Development, First Tennessee Development District, Johnson City, TN](#)

[Brent Ekstrom, Executive Director, Lewis and Clark Regional Development Council, Mandan, ND](#)

Navigating the Changing Economic and Demographic Realities of the 21st Century

As RDOs look to the future of their regions, there is much to consider as they develop strategies and solutions aimed at building strong, resilient, sustainable, and vibrant communities. Taking a look at new approaches to achieving these goals, this session will offer tips for avoiding miscalculated decision-making; outline questions that need to be answered before you can say you have an economic development plan; present new thoughts about strategic planning processes; and address new program approaches to job creation and workforce development.

[Mark Lautman, Founding Director, Community Economics Lab, Albuquerque, NM](#)

