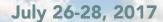


2017 SWREDA Conference

NAVIGATING THE NEW NORM



Hilton Baton Rouge Capitol Center Baton Rouge, Louisiana



The conference is being offered by the Southwest Region Economic Development Association (SWREDA) with planning assistance by the NADO Research Foundation, and with support from the U.S. Economic Development Administration Austin Regional Office.







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- **11** Star of the Southwest Award Winners



If you are tweeting during the conference, please use #SWREDA17.

Other than the cover photo, all photos are from the EDA Austin Region and were provided to NADO by our members in the 5-state region as part of our annual photo contest which seeks photos that illustrate the work that EDDs are doing in their regions. For more information, visit www.nado.org/2017-photo-contest.





Conference Logistics

- > All conference sessions will be held on the first floor of the hotel.
- > The Star of the Southwest Awards Roundtable Reception will occur in the Riverview Ballroom.
- > Badges should be worn throughout the conference.
- > Conference room temperatures vary; we suggest you layer your clothing and adjust as needed.
- > Conference attire is business casual.

Conference Registration and Information Center

Conference registration will occur on the first floor of the hotel. Stop by to pick up your conference packet and name badge.

Registration Hours

Wednesday, July 26 7:30 a.m. - 5:00 p.m.

Thursday, July 27

7:30 a.m. - 5:00 p.m.

Friday, July 28 7:30 a.m. - 12:00 p.m.

EDD Peer Reviews

Peer Reviews will occur on Wednesday, July 26 and Thursday, July 27. If you are not aware of your Peer Review schedule, please contact your EDA Economic Development Representative. Also, the schedule will be available at the Conference Registration and Information Center on the 1st floor.

Schedule At-a-Glance

▼			
Wednesday, July 26		10:45 a.m 12:00 p.m. CONCURRENT SESSIONS	
7:30 a.m 5:00 p.m. Conference Registration	Riverview Ballroom Foyer	 Bridging the Gap: Economic Development and Workforce 	Riverview A
8:00 a.m 12:30 p.m. Peer Reviews	See Schedule	- EDA Grants Online and EDA 101	Governor Room
	at Conference Registration Area	12:00 - 1:30 p.m. Luncheon Plenary	Riverview B
8:15 - 10:15 a.m. Preconference Workshop for the Training Program for Emerging Leaders Class	Meet in Lobby	1:45 - 3:00 p.m. CONCURRENT SESSIONS	
10:30 a.m 12:00 p.m.		- Helping Local Businesses Compete Globally	Riverview A
Resilience Roundtables	Governor Room	- Managing Information in the Digital World	Governor Room
12:00 - 1:30 p.m. Lunch on Your Own		3:00 - 3:15 p.m.	
1:30 - 3:00 p.m.	Riverview B	Networking Break	Riverview Ballroom Foyer
Opening Plenary: Economic Development Success at the Regional Level	KIVELVIEW D	3:15 - 4:30 p.m. CONCURRENT SESSIONS	
3:00 - 3:15 p.m.		Strengthening Regional ResilienceKeeping It Local: Food Systems as	Riverview A Governor Room
Networking Break	Riverview Ballroom Foyer	Economy Stabilizers	
3:15 - 4:45 p.m. CONCURRENT SESSIONS		4:45 - 6:45 p.m. Peer Reviews	See Schedule
 New Strategies for Achieving Innovation 	Riverview A	4:45 - 6:00 p.m.	at Conference Registration Area
- When Organizations' Cultures Change	Governor Room	SWREDA Membership Meeting All SWREDA members are encouraged to attend.	Riverview B
5:00 - 6:30 p.m. Star of the Southwest Awards	Riverview B	_	
Roundtable Reception		Friday, July 28 7:30 a.m 12:00 p.m.	
Thursday, July 27		Conference Registration	Riverview Ballroom Foyer
7:30 a.m 5:00 p.m. Conference Registration	Riverview Ballroom Foyer	7:45 - 9:00 a.m. Good Conversations Continental Breakfast	Riverview B
7:45 - 8:45 a.m. Networking Continental Breakfast	Riverview B	9:15 - 10:30 a.m. Emerging Leaders Panel	Riverview B
9:00 - 10:15 a.m.			
Plenary: Economic Diversification with Boom and Bust Cycles	Riverview B	10:30 - 10:45 a.m. Networking Break	Riverview Ballroom Foyer
10:30 - 10:45 a.m.		10:45 - 11:30 a.m.	. 5, 5.
Networking Break	Riverview Ballroom Foyer	Plenary: Federal Legislative Updates	Riverview B
		11:30 a.m 12:00	

Closing Comments and Conference

Adjournment

Riverview B

Full Conference Schedule & Session Descriptions

Wednesday, July 26

7:30 a.m. - 5:00 p.m. Riverview Ballroom

Conference Registration Foyer

8:00 a.m. - 12:30 p.m.

Peer Reviews Riverview Ballroom

Schedule Posted at Conference Registration Area Foyer

8:15 - 10:15 a.m.

Preconference Workshop for the Training Program for Emerging Leaders Class

Hotel Lobby

10:30 a.m. - 12:00 p.m.

Resilience Roundtables Governor Room

Join your peers from around the region for small group discussions about planning for resilience in your communities and integrating resilience into your CEDS. Share what has worked (and what hasn't) in making your region better equipped to prepare for, respond to, and recover from natural and economic shocks and disruptions.

12:00 - 1:30 p.m. Lunch on Your Own

1:30 - 3:00 p.m.

Opening Plenary: Economic Development Success at the Regional Level

SWREDA and the EDA Austin Regional Office are bringing back the Stars of the Southwest— a program which recognizes EDA-funded projects that have made a measurable and positive impact on their regions. Representatives from the winning organizations will provide overviews of their projects.

- > Welcome: James Setze, Executive Director, Capital Region Planning Commission, Baton Rouge, LA
- > Welcome: Betty Voights, Executive Director, CAPCOG, Austin, TX and Chairperson, SWREDA

3:00 - 3:15 p.m.

Networking Break

Foyer

3:15 - 4:45 p.m.

CONCURRENT SESSIONS

New Strategies for Achieving Innovation

EDA Regional Innovation Strategies projects will be highlighted in this session; attendees will learn how the projects were financed (including how federal investments were leveraged), their impact to the community and region, key partnerships, and also how these projects are (or will be) impacting the regions they serve.

- > Sydney Gray, Director of Impact and Development, Propeller: A Force for Social Innovation, New Orleans, LA
- > Dr. Dave N. Norris, Chief Research and Innovation Officer, Office of Research and Innovation, Louisiana Tech University, Ruston, LA
- > Dr. Byron C. Clayton, President & CEO, Research Park Corporation, Baton Rouge, LA
- > Moderator: Melissa Rivers, East Arkansas PDD, Jonesboro, AR

When Organizations' Cultures Change

Today's organizations and employees have changed immensely over the past 10 to 20 years. Present HR issues are, in many cases, far different than those faced by HR departments even a decade ago. Multi-generational employees present both challenges and opportunities to leadership. This session will address various factors that impact the productivity and performance of an organization during times of transition. Discussions will include navigating a crisis and minimizing impact on employees, and maximizing performance of employees with wide ranging differences in terms of what motivates them, their work ethics, work patterns, and much more.

Governor Room

Riverview B

Riverview A





- > Sandy Chancey, Executive Director, Eastern Plains COG, Clovis, NM
- > Betty Voights, Executive Director, CAPCOG, Austin, TX and Chairperson, SWREDA
- > Moderator: Debora Glasgow, Executive Director, SWODA, Burns Flat, OK

5:00 - 6:30 p.m.

Star of the Southwest Awards Roundtable Reception

Join your peers for light snacks and beverages and an amazing opportunity to learn more about the Star of the Southwest that were recognized earlier in the day. The "Stars" will be available to talk one-on-one with attendees about particular elements of their projects.

Riverview B

Thursday, July 27

7:30 a.m. - 5:00 p.m. Conference Registration

Foyer

Riverview Ballroom

7:45 - 8:45 a.m.

Networking Continental Breakfast

Riverview B

Riverview B

9:00 - 10:15 a.m.

Plenary: Economic Diversification with Boom and Bust Cycles

Communities are impacted when economic cycles are extreme—shifts from times of economic prosperity to times of economic challenge are occurring across the southwest region and the country as industries fail and innovation brings new opportunities. This session will share examples from communities that have experienced the boom and bust economy, including thoughts on what decisions are required to promote recovery and resiliency.

- > Rick Osburn, City Manager, City of Levelland, TX
- > Ernest Broussard, President/Owner, The Colt Group, Lake Charles, LA
- > Jim Reed, Executive Director, Central Texas COG, Belton TX
- > Moderator: Monique Boulet, Chief Executive Officer, Acadiana Planning Commission, Lafayette, LA

10:30 - 10:45 a.m. Networking Break Riverview Ballroom

Foyer

Riverview A

10:45 a.m. - 12:00 p.m.

CONCURRENT SESSIONS

Bridging the Gap: Economic Development and Workforce

Matching potential employees with jobs that will utilize their skills can be a daunting task. On the flip side, recruiting businesses that have jobs for the existing workforce can be as formidable. This session will focus on the benefits of apprenticeship programs and concepts as a means to fill the gaps that often exist between available workforce skills and jobs.

- > Karen Breashears, President, National Apprenticeship Training Foundation, Arkadelphia, AR
- > Dianna Keller, Office of College and Career Readiness, Louisiana Department of Education, Baton Rouge, LA
- > Moderator: Renee Dycus, Executive Director, Southwest Arkansas PDD, Magnolia, AR

EDA Grants Online and EDA 101

Governor Room

The session will start with EDA Austin staff providing an overview of current programs, noting any particular items that grantees (and potential grantees) should be aware of as they manage their grants. At the halfway point, EDA staff will switch gears and provide key bits of information about Grants Online. Come prepared with questions!

- > Jessica Falk, Area Director, U.S. Economic Development Administration, Austin, TX
- > Matthew Giannini, Area Director, U.S. Economic Development Administration, Austin, TX
- > Sally Waley, Senior Economic Development Specialist, U.S. Economic Development Administration, Austin, TX



Full Conference Schedule & Session Descriptions

12:00 - 1:30 p.m.

Luncheon Plenary with EDA Leadership

Over lunch, EDA leadership will share their thoughts on the current state of the region, as well as provide an update on EDA programs.

- > Dennis Alvord, Deputy Assistant Secretary for Regional Affairs, U.S. Economic Development Administration, Washington, DC
- > Jorge Ayala, Regional Director, U.S. Economic Development Administration, Austin Regional Office, Austin, TX

1:45 - 3:00 p.m.

CONCURRENT SESSIONS

Helping Local Businesses Compete Globally

Freight mobility is emerging as a critical component of a region's economic development strategy, especially as it relates to moving goods and commodities from producers to buyers, both domestically and internationally. Less than four years ago, nearly 54 million tons of freight moved across the U.S. every day...at a value of nearly \$48 million. This session will look at the important roles that freight (trucks, trains, ships, planes) has on regional economic stability and vitality.

- > Larry Kelly, Deputy Port Director, Port of Port Arthur, Port Arthur, TX
- > Paul Aucoin, Executive Director, Port of South Louisiana, LaPlace, LA
- > Tim Trevino, Senior Director of Operations & Strategic Partnerships, Alamo Area Council of Governments, San Antonio, TX
- > Moderator: Rich Brierre, Executive Director, INCOG, Tulsa, OK

Managing Information in the Digital World

Businesses are increasingly looking to the cloud to manage data and information, store records and files, and conduct business transactions. But businesses are not the only ones benefitting from the cloud - EDDs and local governments are increasingly looking to the cloud for their uses, too. This session will address the benefits of cloud solutions and aggregation, as well as offer information on ways to avoid (or recover from) cyberattacks.

- > Dale Graver, Vice President of Business Development, VC3, Raleigh, NC
- > Moderator: Dwayne Pratt, Executive Director, West Central Arkansas PDD, Hot Springs, AR

3:00 - 3:15 p.m. Networking Break

3:15 - 4:30 p.m.

CONCURRENT SESSIONS

Strengthening Regional Resilience

Resilience is the ability of a region or community to anticipate, withstand, and bounce back from any shock or disruption it faces. This session will provide a framework for supporting resilience at the regional level and will share best practices and lessons learned from the Baton Rouge region following last year's flooding. Learn from regional planning commission staff and state and federal partners about how recovering from this event has strengthened local resilience planning and improved coordination and collaboration at the regional, state, and federal levels.

- > Kim Marousek, Director of Planning, Capital Region Planning Commission, Baton Rouge, LA
- > David Dodd, CEcD/FM, Contractor, EDA, Economic Recovery Support Function, National Disaster Recovery Framework, New Orleans, LA
- > Sandra Bowling, FEMA, Community Planning Capacity Building Recovery Support Function, Baton Rouge, LA
- > Moderator: Brett Schwartz, Program Manager, NADO Research Foundation, Washington, DC

Keeping It Local: Food Systems as Economy Stabilizers

Food clusters, food hubs, farm-to-fork, farm-to-table, food security and food insecurity, food deserts, food systems. The link between food and economic development is real, and EDDs are looking at ways to assure there is a strong and healthy food system in their region as part of their

Riverview B

Riverview A

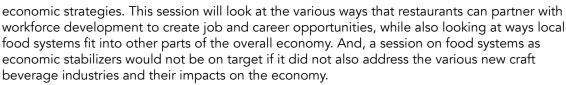
Governor Room

Riverview Ballroom Foyer

Riverview A

Governor Room





- > Ann Simon, Economic Development Program Manager, Middle Rio COG, Albuquerque, NM
- > Chris Schreck, Planning and Economic Development Director, Capital Area COG/EDD, Austin, TX
- > Tommy Cvitanovich, Owner/Manager, Drago's Seafood Restaurant, New Orleans, LA
- > Moderator: Tim Pierce, Executive Director, South Plains AOG, Lubbock, TX

4:45 - 6:45 p.m.

Peer Reviews

Schedule Posted at Conference Registration Area

4:45 - 6:00 p.m.

SWREDA Membership Meeting

All SWREDA members are encouraged to attend.

Friday, July 28

7:45 - 9:00 a.m.

Good Conversations Continental Breakfast

Grab a cup of coffee and breakfast for this these facilitated roundtable discussions. You'll learn from your peers about their successes and challenges in regional economic development related to a variety of topics.

9:15 - 10:30 a.m.

Emerging Leaders Panel

Participants of the 2016 and 2017 Training Program for Emerging Leaders Class will share their thoughts about the program and how it will impact their work as EDD economic development professionals now and as their advance along their career paths.

- > Amanda Adaire, Program Manager, Central Arkansas PDD, Lonoke, AR
- > Beth Correa, Economic Development Regional Planner, Central Texas COG, Belton, TX
- > Ashley Garris, Economic Development Administrator, Western Arkansas PDD, Fort Smith, AR
- > Dustin Meyer, Local Government Services Coordinator, Panhandle Regional Planning Commission, Amarillo, TX
- > Cheri Soileau, Executive Director, Imperial Calcasieu, Regional Planning & Development Commission, Lake Charles, LA
- > Gloria Vasquez, Regional Services Director, Alamo Area COG, San Antonio, TX
- > Vickie Williamson, Regional Development Coordinator, Ark-Tex COG, Texarkana, TX
- > Moderator: Jim Youngquist, Director, Arkansas Economic Development Institute, Little Rock, AR

10:30 - 10:45 a.m. **Networking Break**

10:45 - 11:30 a.m.

Plenary: Federal Legislative Updates

With a new administration at the helm, there are many proposed changes to the federal budget and programs that will directly impact the work that EDDs and other economic development practitioners are doing in their regions. Attend this session for an up-to-the-minute report on activity on Capitol Hill that will impact your work and your regions.

> Joe McKinney, Executive Director, NADO, Washington, DC

11:30 a.m. - 12:00

Closing Comments and Conference Adjournment

> Betty Voights, Executive Director, CAPCOG, Austin, TX and Chairperson, SWREDA

Riverview Ballroom

Riverview B

Foyer

Riverview B

Riverview B

Riverview Ballroom

Foyer

Riverview B

Riverview B



Speakers

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2017 Star of the Southwest Awards

The U.S. Economic Development Administration Austin Regional Office recognizes these projects for making a significant and important impact on the regions they serve. All of these projects received EDA investments between 2005 and 2010.

AR

ARKANSAS

Dassault Falcon Jet, City of Little Rock, and Central Arkansas Planning and Development District: EDA's investment of \$1.9 million, part of the total project investment of \$3.5 million, helped fund the expansion of this jet facility and other new industries locating near the Little Rock airport. The project created 300 jobs and retained another 350, and resulted in \$40 million of private investment.

FutureFuel Chemical Company, Independence County, and White River Planning and Development District: An EDA investment of \$3.4 million (total project investment of \$5.525 million) helped fund a rail switching station and rail car storage to accommodate the company's expansion resulting in 95 new jobs and a total private investment of \$75 million.



LOUISIANA

Lions Water Plant, St. John the Baptist Parish, and South Central Planning and Development Commission: With an EDA investment of \$1 million and a total investment of \$2.87 million, this project supported a rebound from losses, and new business expansion, in the wake of Hurricane Katrina. A new sugar refinery located in the parish as a result of this project, bringing with it \$140 million private investment and 120 new jobs.

City of Pineville Sewer Expansion, City of Pineville, and Kisatchie-Delta Regional Planning & Development District: EDA's investment of \$1.25 million (total investment of \$5 million) helped save the area's largest manufacturer and support manufacturing cluster development, resulting in \$301 million total private investment. The project created and saved 1,017 and 330 jobs, respectively.



NEW MEXICO

WESST Enterprise Center and Middle Rio Grande Council of Governments: EDA's investment of \$1.25 million, part of a total project investment of \$2,952,860, was used to construct a business incubator in Albuquerque's downtown that served mostly women, ethnic minorities, and low income residents. Completed in 2009, the center has helped create 337 new jobs, generate \$76.8 million in revenues, leverage \$12 million of equity investments, and accounts for \$36 million in payroll.

San Juan College Enterprise Center, Farmington, and Northwest New Mexico Council of Governments: An EDA investment of \$175,000 helped expand and upgrade a 1999 investment of \$1 million that built a mixed-use incubator on the San Juan College campus, resulting in 250 jobs and annual revenues from private investment exceeding \$5 million.



OKLAHOMA

City of Elk City and South Western Oklahoma Development Authority: EDA's investment of \$2.25 million, part of a \$3 million effort, helped the 160 acre Elk City Industrial Park make structural improvements that resulted in 200 jobs retained 150 jobs created. Internal paving of streets with curb and gutter provided improved access. Other improvements included paving, grading, and adding drainage and intersection lighting to existing streets. Private investment into the Park's original businesses totaled \$7,750,000. The project was made possible through the American Recovery and Reinvestment Act.

City of Miami and Grand Gateway Economic Development Association

EDA's investment of \$500,000 accounted for half of a total project investment of \$1 million to restore the historic Coleman Theater which provided the downtown district with a conference complex center. The construction project also included restoration of the intersection of 1st and North Main Streets on Historic Route 66. Twenty-five jobs were retained as a result of the project investment.



TEXAS

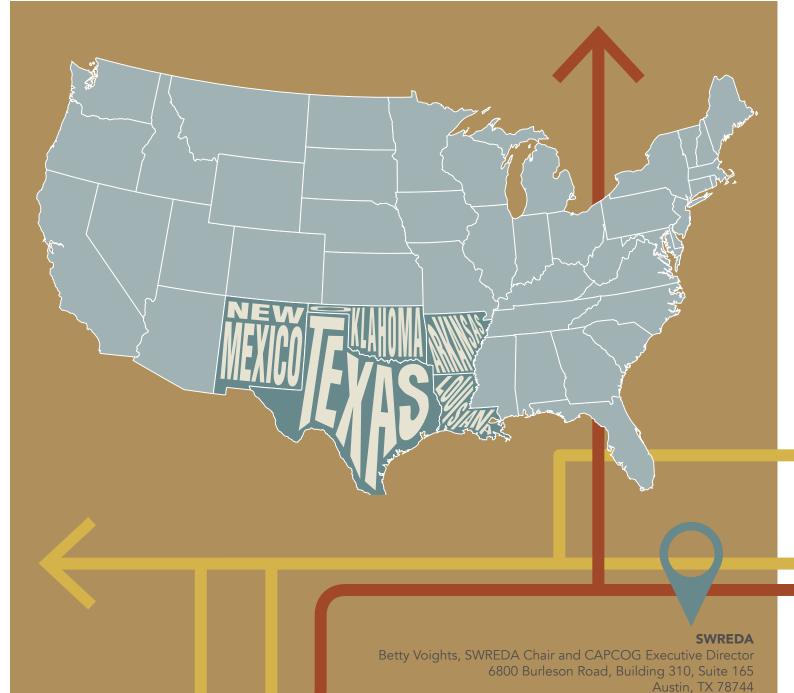
Texas State Technical College, Waco, and Heart of Texas Council of Governments

An EDA investment of \$1.5 million, combined with a \$9.6 million match from TxDOT, enabled construction of an Aerospace Technology Center to support workforce training. The Center has trained 3,500 students who typically follow this training with further training at the FAA Academy. Currently, 325 students are in this training which covers pilot training, air traffic control, aircraft dispatch, and avionics.

City of Levelland and South Plains Association of Government

A \$3.3 million EDA investment (total investment of \$8.6 million) helped construct the first phase of the Levelland Industrial Rail Park that focuses on rail-based businesses as part of diversifying the region's economy. Five companies have located in the park and generated \$25 million in private investment, and created 63 jobs and retained 73 jobs.





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NADO Research Foundation

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