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

> Conference sessions will be held in various locations around the hotel:
  - Palace Ballroom (2nd floor of the main hotel).
  - Rivera A & B (1st floor of the main hotel).
  - Lamy Room and Meem Room in the building located directly across from the main entrance to the hotel which is across the hotel driveway.
  - O’Keefe Room which is on the 2nd floor above the hotel parking garage.
> The Star of the Southwest Awards Roundtable Reception will occur in the O’Keefe Room, which is located on the 2nd floor of the building which houses the hotel parking garage. You can access the room through the entrance on the corner of the hotel driveway and Paseo de Peralta.
> 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.

Stay Connected!
Stay connected during the conference using the free Wi-Fi throughout the conference area. Access by selecting the Drury Hotels network.

CONFERENCE REGISTRATION

Conference registration will occur in the Palace Ballroom Foyer on the 2nd floor of the hotel. Stop by to pick up your conference packet and name badge. Please note, it will be located in the hotel lobby on Wednesday.

EDD Peer Reviews
Peer Reviews will occur on Wednesday, December 4, 8:00 a.m. - 12:30 p.m. in the Lamy Room, located on the 2nd floor in the building directly across from the main hotel entrance. If you are not aware of your Peer Review schedule, please contact your EDA Economic Development Representative.

**Registration Hours**

**Wednesday, December 4**
7:30 a.m. – 5:00 p.m.

**Thursday, December 5**
7:00 a.m. – 4:30 p.m.

**Friday, December 6**
7:30 a.m. – 12:00 p.m.

Tweeting about the conference?
Use the hashtag #SWREDA19.

Facebook.com/nado.org
@NADOWeb
## Wednesday, December 4

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<td>Peer Reviews</td>
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<td>University Centers Meeting</td>
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<td>11:00 a.m. – 12:00 p.m.</td>
<td>Regional Director Meeting with New Executive Directors</td>
<td>Riveva B</td>
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<tr>
<td>12:30 – 1:30 p.m.</td>
<td>SWREDA Board of Directors Meeting</td>
<td>Eloisa</td>
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<tr>
<td>1:45 – 2:00 p.m.</td>
<td>Conference Welcome</td>
<td>O’Keefe</td>
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<td>2:00 – 2:45 pm</td>
<td>OPENING PLENARY: Leveraging Local Assets, Building Regional Economies</td>
<td>Palace A</td>
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<td>2:45 – 3:00 p.m.</td>
<td>Networking Break</td>
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<td>3:00 – 3:45 p.m.</td>
<td>PLENARY: Federal Legislative Update</td>
<td>O’Keefe</td>
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<td>3:45 – 4:00 p.m.</td>
<td>Networking Break</td>
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<tr>
<td>4:00 – 5:00 p.m.</td>
<td>2019 Star of the Southwest Awards Showcase</td>
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<tr>
<td>5:00 – 6:30 p.m.</td>
<td>Stars of the Southwest Awards Roundtable Reception</td>
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## Thursday, December 5

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<td>Conference Registration</td>
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<tr>
<td>7:30 – 8:30 a.m.</td>
<td>Good Conversations Buffet Breakfast</td>
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<td>9:00 – 10:15 a.m.</td>
<td><strong>CONCURRENT SESSIONS</strong></td>
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<td>&gt; Building Stronger Economies through Alternative Approaches to Energy</td>
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<td>&gt; When Silicon Valley Comes to Town</td>
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## Friday, December 6

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<th>Time</th>
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<tr>
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<td>PLENARY BREAKFAST WITH EDA: State of the Region Report</td>
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<td>PLENARY SESSION: Empowering Regions through the CEDS Process</td>
<td>O’Keefe</td>
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<tr>
<td>10:45 – 11:00 a.m.</td>
<td>Closing Comments and Conference Adjournment</td>
<td>O’Keefe</td>
</tr>
<tr>
<td>11:00 a.m. – 12:00 p.m.</td>
<td>SWREDA Membership Meeting</td>
<td>O’Keefe</td>
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Wednesday, December 4

7:30 a.m. – 5:00 p.m.
Conference Registration
Hotel Lobby

8:00 a.m. – 12:30 p.m.
Peer Reviews
Schedule posted at conference registration desk.
Lamy

9:00 a.m. – 12:00 p.m.
University Centers Meeting
Representatives from the EDA-funded University Centers in the EDA Austin region are invited to join EDA staff to share information about their programs and learn more about EDA’s program objectives.
Meem

11:00 a.m. – 12:00 p.m.
Regional Director Meeting with New Executive Directors
EDA Austin Regional Director Jorge Ayala invites all new Economic Development District executive directors (those on the job for three years or less) to join him for an informal meeting.
Rivera B

12:30 – 1:30 p.m.
SWREDA Board of Directors Meeting
Eloisa

1:30 – 2:00 p.m.
Conference Welcome
O’Keefe

> Conference Welcome: Renee Dycus, SWREDA Chair and Executive Director, Southwest Arkansas Planning and Development District, Magnolia, AR
Welcome to New Mexico: Priscilla Lucero, NewMARC Chair and Executive Director, Southwest New Mexico Council of Governments, Silver City, NM

Welcome to North Central New Mexico: Monica Abeita, Executive Director, North Central New Mexico Economic Development District, Santa Fe, NM

Alan Webber, Mayor, Santa Fe, NM

2:00 – 2:45 pm
OPENING PLENARY:
Leveraging Local Assets, Building Regional Economies
From Opportunity Zones to the film industry, rural to urban, international trade to local markets, small business or large, New Mexico’s Economic Development Department covers a wide and diverse range of approaches to building the statewide economy. In this opening plenary session, learn about the State’s initiatives to build resilient and economically viable communities and regions.
Jon Clark, Deputy Cabinet Secretary, New Mexico Economic Development Department, Santa Fe, NM
Moderator: Sandy Chancey, Secretary-Treasurer, SWREDA and Executive Director, Eastern Plains Economic Development District, Clovis, NM

2:45 – 3:00 p.m.
Networking Break

3:00 – 3:45 p.m.
PLENARY: Federal Legislative Update
As 2019 ends and the nation heads into the 2020 general elections, Congress has a lot to cover. During this session you will hear about the latest activities in Washington that are impacting local and regional development efforts across the nation.
Joe McKinney, Executive Director, NADO, Washington, DC
Moderator: Ron Garza, Executive Director, Lower Rio Grande Valley Development Council, Weslaco, TX

3:45 – 4:00 p.m.
Networking Break

4:00 – 5:00 p.m.
2019 Star of the Southwest Awards Showcase
Across the EDA Austin region are shining examples of economic development projects that are having immediate impacts on the economy. These projects are leading to the creation and retention of jobs, new and expanded businesses, improved infrastructure, and workforce development opportunities that are lifting up local communities and regions. Five of these projects will be honored this year as recipients of the 2019 Star of the Southwest Award. During this session you will learn about the winning projects—partners, funding, impact, and more.

Advanced Manufacturing Training Center
Blake Harrell, Director of Community and Economic Development, Southwest Arkansas Planning and Development District, Magnolia, AR
Dr. Barbara Jones, President, South Arkansas Community College, El Dorado, AR

South Lafourche Airport Access Corridor Project/Airport Road Turn Project
Kevin Belanger, CEO, South Central Planning and Development Commission, Houma, LA
Patrick Gordon, CPO, South Central Planning and Development Commission, Houma, LA

Cascades Project
John Waters, Executive Director, Carlsbad Department of Development, Carlsbad, NM

Comprehensive Waterline and Wastewater System Project
Rich Briere, Executive Director, INCOG, Tulsa, OK
Brian Bigbie, Economic Development Planner, INCOG, Tulsa, OK

Explore RGV
Blanca Davila, Assistant Director of Community & Economic Development, Lower Rio Grande Valley Development Council, Weslaco, TX
Facilitator: Jorge Ayala, Regional Director, Austin EDA Regional Office, Austin, TX
5:00 – 6:30 p.m.  
**Star of the Southwest Awards Roundtable Reception**  
Over refreshments and light snacks learn more about the Star of the Southwest Awards recipients and meet with project representatives to hear the stories behind these transformative projects.

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**Thursday, December 5**

7:00 a.m. – 5:00 p.m.  
**Conference Registration**  
Palace Foyer

7:30 – 8:30 a.m.  
**Good Conversations Buffet Breakfast**  
O'Keefe  
Over breakfast attendees will be able to join small group table discussions for lively peer-directed information exchanges about topics of relevance to you and your work. Topics will include building partnerships with University Centers, Creative Approaches to Staffing, Project Development, and much more.  
Facilitator: **Heather Smoak Urena**, Executive Director, Kisatchie-Delta Regional Planning and Development District, Alexandria, LA

9:00 – 10:15 a.m.  
**CONCURRENT SESSIONS**  
**Building Stronger Economies through Alternative Approaches to Energy**  
Palace A  
Learn about exciting strategies to power communities and regions using renewable energy while simultaneously satisfying workforce training needs and employment opportunities. Pick up ideas about ways communities impacted by the changing coal industry are retooling and diversifying their economies.  
> **Camilla Bustamante**, PhD, MPH, Dean for the schools of Trades and Advanced Technologies Business, Professional Studies, and Education, Santa Fe Community College, Santa Fe, NM  
> **John Groesbeck**, PhD, President, Mesalands Community College, Tucumcari, NM  
> **Emily Gojkovich**, Economic Development Planner, Southwest New Mexico Council of Governments, Silver City, NM  
> **Moderator**: **Sandy Chancey**, Secretary-Treasurer, SWREDA and Executive Director, Eastern Plains Economic Development District, Clovis, NM

When Silicon Valley Comes to Town  
Palace B  
In recent years, New Mexico has benefited from investments from Silicon Valley tech and entertainment companies that are creating new jobs and reshaping local economies. During this session, learn what impacts transformative businesses like Facebook and Netflix are having on local communities and what opportunities and challenges are presented by their arrival.  
> **Todd Christensen**, Director, New Mexico State Film Office, Santa Fe, NM  
> **Ralph L. Mims**, Economic Development Manager, Village of Los Lunas, NM  
> **Mark Roper**, Division Director, New Mexico Economic Development Department, Santa Fe, NM  
> **Moderator**: **Raymond Mondragon**, EDA & Government Affairs, Eastern Plains Council of Governments, Clovis, NM

10:15 – 10:30 a.m.  
**Networking Break**  
Palace Foyer

10:15 a.m. – 12:00 p.m.  
**Mobile Workshop to Meow Wolf**  
Hotel Lobby  
Founded in 2008 as an art collective based in Santa Fe, Meow Wolf has over 400 employees that create and support all forms of art including sculpture, painting, photography, music, and much more. The premise of Meow Wolf is to create interactive experiences using art installations, video and music production, and other forms of artistic media. Meow Wolf is committed to paying artists wages similar to other skill level professionals and to giving back to the community. Join the mobile workshop for a behind the scenes tour and to learn more about Meow Wolf. **Pre-registration required; please inquire about availability at conference registration desk.**

10:30 – 11:45 a.m.  
**CONCURRENT SESSIONS**  
Developing Strong Projects  
Palace A  
How do you make sure your EDA project is both competitive and technically accurate? What makes a strong project versus a weak one, and what about the ones when the scope just doesn’t tell the story? Staff from the EDA Austin Regional office will discuss how they review project applications and what can make or break a project.
Creating a Sense of Place: Placemaking and Economic Development  
Many communities and regions are embracing placemaking strategies and Main Street initiatives to improve the quality of life for their residents, grow businesses, and increase tourism opportunities. In this session, learn about best practices and examples from across the EDA Austin region of places that are creating authentic spaces and experiences for residents and visitors alike through a mix of programs and projects.

Moderator: Betty Voights, Executive Director, CAPCOG, Austin, TX

12:00 – 1:30 p.m.
Luncheon Plenary: EDA National Program Updates

O’Keefe

The Honorable John Fleming, MD, U.S. Assistant Secretary of Commerce for Economic Development, Washington, DC

The Honorable Howie Morales, Lieutenant Governor, State of New Mexico, Santa Fe, NM

Moderator: Dennis Alvord, Deputy Assistant Secretary for Economic Development and Chief Operating Officer, U.S. Economic Development Administration, Washington, DC

1:30 – 4:45 p.m.
Mobile Workshop: A Visit to the Santa Fe Railyard

Hotel Lobby

Fifty acres of underused land along Guadalupe Street and Cerrillos Road have been transformed into the Santa Fe Railyard Arts District, a vibrant and bustling area that contains studios, galleries, museums, the Santa Fe Farmers Market, retail and restaurant spaces, homes, live-in artists studios, and a movie theater. Additionally, 13 acres of open space house a park, plaza, and pedestrian promenade where water-harvesting and other environmentally innovative systems are in use. On this tour, staff and board members of the Santa Fe Railyard Community Corporation will describe the formation and development of this unique infill site and how it is impacting the local and regional economies. Pre-registration required; please inquire about availability at conference registration desk.

1:45 – 3:00 p.m.
CONCURRENT SESSIONS

Broadband and Economic Development

Palace A

Fast and reliable broadband service is critical to support regional economic development efforts, grow and sustain local businesses, and improve overall quality of life in communities. This session will discuss the importance of broadband to economic development and share ways that small and rural communities are working to assure coverage.

Jonathan Cross, Executive Director, Northern Oklahoma Development Authority, Enid, OK

Justin Fazzari, Telecommunications Data Analyst, BroadbandUSA, NTIA, Boulder, CO

Terry McDermott, Community Solutions Specialist, Partnership Innovation Center, USDA RD, Albuquerque, NM

Brian Smith, Telecom General Field Representative, USDA RD, Goodyear, AZ

Moderator: Dwayne Pratt, Executive Director, West Central Arkansas PDD, Hot Springs, AR

Creative Communities and Economic Development

Palace B

The National Endowment of the Arts says creative placemaking occurs when public, private, not-for-profit, and community sectors partner to strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. This session will share exciting ways that local and regional entities are fostering creative communities that in turn promote economic growth.

Ginny Sterpka, Program Manager, Creative Placemaking Programs, Creative Startups, Santa Fe, NM

Jamie Lenfestey, Director of Santa Fe Operations, AMP Concerts, Santa Fe, NM

Maggie Woodruff, Director of Economic Development, Regional Planning Commission, New Orleans, LA

Moderator: Jamie Brockwell, Chief of Staff, East Arkansas Planning and Development District, Jonesboro, AR
3:00 – 3:15 p.m.
Networking Break

3:15 – 4:30 p.m.

**CONCURRENT SESSIONS**

**Human Resources: Insights from the Field**
Hear from a former EDD executive director about various aspects of HR with a focus on onboarding staff and nurturing staff, navigating through difficult situations, creating a transition plan, and much more.

> **Jeff Kiely**, Former Executive Director, Northwest New Mexico Council of Governments, Gallup, NM
> Moderator: **Renee Dycus**, SWREDA Chair and Executive Director, Southwest Arkansas Planning and Development District, Magnolia, AR

**Getting the Most Out of Opportunity Zones**
Created as part of the Tax Cuts and Jobs Act, Opportunity Zones (OZs) are a federal economic development tool aiming to improve the outcomes of distressed communities around the country. During this session, learn strategies for leveraging OZs to better position your region to benefit from this incentive and support wider regional economic development.

> **Monique Boulet**, Executive Director, Acadiana Planning Commission, Lafayette, LA
> **Kelly Davila**, Director of Regional Services, South Plains Association of Governments, Lubbock, TX
> **David Ives**, Interim Director, Performance & National Programs Division/Planning Coordinator, U.S. Economic Development Administration, Washington, DC
> Moderator: **Errin Clocker**, Deputy Executive Director/CFO, Grand Gateway EDA, Big Cabin, OK

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**Friday, December 6**

8:00 – 9:30 a.m.

**PLENARY BREAKFAST:**
EDA Austin State of the Region Report
EDA Austin Regional Director Jorge Ayala will provide the 2019 State of the Region Report.

> **Jorge Ayala**, Regional Director, Austin EDA Regional Office, Austin, TX
> Moderator: **Renee Dycus**, SWREDA Chair and Executive Director, Southwest Arkansas Planning and Development District, Magnolia, AR

9:30 – 9:45 a.m.
Networking Break

9:45 – 10:45 a.m.

**PLENARY SESSION**
Empowering Regions through the CEDS Process
With the release of the CEDS Content Guidelines in 2015, EDA empowered Economic Development Districts, tribes, and other regional organizations to make the CEDS process one that is more inclusive, engaging, and supportive of local efforts to foster resilient and prosperous regions. This session will provide an overview of the past, present, and future for CEDS planning efforts and share examples of best practices and approaches.

> **David Ives**, Interim Director, Performance & National Programs Division/Planning Coordinator, U.S. Economic Development Administration, Washington, DC
> **Ann Simon**, Economic Development Program Manager, Mid-Region Council of Governments, Albuquerque, NM
> **Jason Wilson**, Economic Development Representative, U.S. Economic Development Administration, Austin Regional Office, Austin, TX
> Moderator: **Brett Schwartz**, Associate Director, NADO Research Foundation, Washington, DC

10:45 – 11:00 a.m.
Closing Comments and Conference Adjournment

11:00 a.m. – 12:00 p.m.
SWREDA Membership Meeting
All SWREDA members are encouraged to attend.
**Officers**

Renee Dycus, Chair  
**Executive Director, Southwest Arkansas Planning and Development District**  
Magnolia, AR  
870.234.4030  
renee.dycus@arkansas.gov

Debora Glasgow, Vice Chair  
**Executive Director, South Western Oklahoma Development Authority**  
Burns Flat, OK  
580.562.4882  
debora@swoda.org

Sandy Chancey, Secretary-Treasurer  
**Executive Director, Eastern Plains Council of Governments**  
Clovis, NM  
505.762.7714  
schancey@ep cog.org

Betty Voights, Past Chair  
**Executive Director, Capital Area Council of Governments**  
Austin, TX  
512.916.6000  
bvoights@capcog.org

**Board Members**

Ron Garza  
**Executive Director, Lower Rio Grande Valley Development Council**  
Weslaco, TX  
956.682.3481  
rongarza@lrgvdc.org

Jonathon Cross  
**Executive Director, Northern Oklahoma Development Authority**  
Enid, OK  
580.237.4810  
jcross@nodanet.org

Priscilla Lucero  
**Executive Director, Southwest New Mexico Council of Governments**  
Silver City, NM  
575.388.1509  
priscillalucero@gilanet.com

Dwayne Pratt  
**Executive Director, West Central Arkansas Planning and Development District**  
Hot Springs, AR  
501.525.7577  
dpratt@wcapdd.org

Heather Smoak Urena  
**Executive Director, Kistatchie-Delta Regional Planning & Development District**  
Alexandria, LA  
318.487.5454  
hsurena@aol.com
Congratulations to the 2019 Star of the Southwest Awards! The U.S. Economic Development Administration (EDA) Austin Regional Office is recognizing the achievements of five Economic Development Districts (EDDs) and their partner organizations for undertaking projects that have a strong and positive impact upon communities within their regions.

The EDA Austin Regional Office and the SWREDA Board are pleased to recognize the five projects during two special events on Wednesday, December 4. First, the winners will provide brief presentations about the projects from 4:00 to 5:00 p.m. in the O’Keefe Room on the 2nd floor of the main hotel. After the presentations, we hope you will join the winners at the Stars of the Southwest Awards Roundtable Reception in the Palace Ballroom, which is on the 2nd floor above the hotel parking garage—a short walk across the hotel driveway from the main entrance. During the reception, you will have the opportunity to talk individually with the winners about their projects. All conference attendees are encouraged to attend both events.

**The Southwest Arkansas Planning and Development District** partnered with **South Arkansas Community College** (SouthArk) to build the Advanced Manufacturing Training Center (AMTC) located on SouthArk’s East Campus. With an EDA investment of nearly $800,000, the project leveraged over $1.4 million in local, state, federal, and private investment for the AMTC which provides training in welding, industrial technology, process technology, and mechatronics. The AMTC opened in June 2018 and has helped create and/or retain over 550 jobs.

**The South Central Planning and Development Commission** (LA) and **Lafourche Parish Government** leveraged a $740,000 EDA investment to secure nearly $500,000 in private investment for the Airport Road Turn Lane Project at the South Lafourche Leonard Miller, Jr. Airport in Galliano, LA. Part of a much larger $35 million airport corridor access project, the three-year Airport Road Turn Lane Project provides much needed efficiencies for vehicles entering and exiting the airport. Seven business directly benefited from the project, and it is estimated that some 15,000 jobs were retained/created.
With EDA investments of $2.725 million and private investments of $3.5 million, the Southeastern New Mexico Economic Development District/Council of Governments, the Carlsbad Department of Transportation, and the City of Carlsbad developed a former railroad maintenance yard (which was a remediated brownfield site) into a commercial, cultural, educational, and entertainment location known as Cascades of Carlsbad. Located along the Pecos River, Cascades houses several businesses and has pedestrian walkways and footbridges, fountains, and landscaping. Future plans include residential and commercial buildings, a hotel and theater. Currently, four businesses in the Cascades have been able to create or retain over 100 jobs as a result of the project.

In Oklahoma, the Indian Nations Council of Governments (INCOG) and Rogers County undertook a comprehensive project to construct a four-mile waterline and wastewater system for utility service to an industrial area in Inola. With a total project cost of $2.4 million, including $1.5 million from EDA, the project is part of a much larger effort to leverage an initial $360 million capital investment to improve infrastructure at a 2,000-acre industrial park. Future infrastructure improvements, including an existing industrial track and new rail construction, will help Sofidel America double the size of its new facility, resulting in an additional 400 jobs to the region. The water/wastewater project has helped create or retain over 300 jobs to date.

The Lower Rio Grande Valley Development Council (TX) developed and implemented Explore RGV, a universal marketing website and mobile application, to market multiple key assets across the region by partnering with a variety of large, medium, and small sized cities and by developing tourism itineraries called Adventure Guides and recording over 30 featured destination videos. Launched in 2018, Explore RGV relies heavily on social media for marketing over 700 businesses and attractions in the tri-county area it covers. LLRGVDC leveraged an EDA investment of $350,000 to secure $150,000 in private investments for the project which has helped create or retain between 15 and 20 jobs.
SWREDA
Renee Dycus, Chair
Executive Director
Southwest Arkansas Planning and Development District
Magnolia, AR
870.234.4030
www.swreda.com

NADO Research Foundation
400 N. Capitol Street, N.W., Suite 388
Washington, DC 20001
202.921.4440
www.nado.org

U.S. Economic Development Administration
Austin Regional Office
903 San Jacinto Blvd., Suite 206
Austin, TX 78701
512.381.8144
www.eda.gov