



**NADO**  
POLICY CONFERENCE

**DDAA**  
ANNUAL CONFERENCE

**WASHINGTON**  
**CONFERENCE** 2022

**MARCH 13 - MARCH 16**  
CRYSTAL GATEWAY MARRIOTT  
ARLINGTON VA

**CONFERENCE**  
**PROGRAM**

# WELCOME

from NADO President Misty Crosby

Dear NADO Members and Stakeholders,

Welcome to the 2022 National Association of Development Organizations (NADO) and Development District Association of Appalachia (DDAA) Washington Conference. On behalf of NADO's Board of Directors and Executive Committee, thank you for attending. We are grateful for your dedication as a NADO member, and for all that you do to serve your regions.

This conference offers a range of opportunities to learn about new and existing federal programs and initiatives, to gain insight on shifting policy priorities, and to hear about emerging trends that will influence the future of the regional development landscape. Perhaps most importantly, this conference provides countless opportunities to network with federal agency representatives and other regional development stakeholders whose partnership is essential to the work that we all do.

Thank you again for your attendance at the 2022 Washington Conference and for your ongoing dedication to improving your regions.

Sincerely,

**Misty Crosby**, *President*, National Association of Development Organizations  
*Executive Director*, Buckeye Hills Regional Council



# WELCOME

from DDAA President Jeannette Wierzbicki

Dear DDAA Members and Stakeholders,

I'd like to extend a warm welcome to the 2022 Development District Association of Appalachia (DDAA) and National Association of Development Organizations (NADO) joint Washington Conference!

The annual conference provides a unique opportunity for members to come to the nation's capital to gain valuable insight into national issues, while still focusing on building strong regional economies and communities across the Appalachian region.

I want to offer my gratitude to the 2022 conference chair and DDAA First Vice President, Jeff Box of the Northeastern Pennsylvania Alliance, for the strategic planning efforts that went into this year's event. We hope and trust that you will leave the conference with innovative ideas and renewed enthusiasm to take home and use in your efforts to improve our great region and nation.

Thank you for coming to D.C.!

**Jeannette Wierzbicki**, *President*, Development District Association of Appalachia  
*Executive Director*, Ohio Mid-Eastern Council of Governments



# SCHEDULE AT-A-GLANCE

**SUN  
MAR  
13**

10:00 am – 5:30 pm  
10:30 am – 12:00 pm  
11:00 am – 1:00 pm  
1:00 pm – 3:00 pm  
3:30 pm – 5:30 pm  
5:30 pm – 6:30 pm  
6:30 pm – 8:00 pm

Registration..... Arlington Foyer  
NADO Research Foundation Advisory Committee Meeting.....Mt. Vernon Room  
DDAA Board Meeting and Luncheon ..... Alexandria Room  
NADO Executive Committee Meeting.....Manassas Room  
NADO Board of Directors Meeting ..... Salons J-K  
Joint Opening Reception.....Salons A-B  
DDAA Dinner Banquet .....Salon C-H

**MON  
MAR  
14**

7:30 am – 6:00 pm  
7:45 am – 9:00 am  
9:15 am – 10:30 am

Registration..... Arlington Foyer  
DDAA Breakfast and Annual Business Meeting.....Salon C-H  
Opening Plenary Session

10:45 am – 12:00 pm

- Looking Back and Forward: Implementing the Federal Response and Charting a Path for the Future.....Salons 3-4

12:15 pm – 1:30 pm  
1:45 pm – 3:00 pm

Concurrent Breakout Sessions (A, B, C, D)

- (A) Raising Your Voice: The Importance of Connecting and Aligning for Impact.....Salon 1
- (B) Reaching Universal Broadband: Taking a Community Approach.....Salon 2
- (C) Strengthening Regions Through Equity and Economic Inclusion Strategies.....Salon 5
- (D) An Overview of the Infrastructure Investment and Jobs Act.....Salon 6

3:30 pm – 4:30 pm  
4:30 pm – 6:00 pm

Plenary Luncheon.....Salons 3-4  
Concurrent Breakout Sessions (A, B, C)

- (A) EDA Discussion Session.....Salon 1
- (B) Alternative Workforce Development.....Salon 2
- (C) ARPA State and Local Fiscal Recovery Fund: Eligible Uses and Compliance.....Salon 5

NADO Regional Caucus Meetings..... See full schedule  
Federal Agency Networking Session .....Salons A-B-J-K

**TUE  
MAR  
15**

8:00 am – 10:00 am  
8:00 am – 9:00 am  
9:15 am – 10:15 am

Registration..... Arlington Foyer  
DDAA Breakfast and Annual Business Meeting.....Salon C-H  
Plenary Session

10:00 am – 5:00 pm  
10:30 am – 12:00 pm

- Heading to the Hill: Navigating a New Landscape for Conducting Federal Advocacy.....Salon 3-4

NADO on the Hill  
Concurrent Breakout Sessions (A, B, C)

- (A) Charting a Broadband Roadmap.....Salon 1
- (B) ARC Office Hours.....Salon 2
- (C) Investing in Rural Prosperity: A Vision for the Future of Rural Development.....Salon 5

12:00 pm – 1:30 pm  
1:30 pm – 3:00 pm

Lunch on your own  
Concurrent Breakout Sessions (A, B, C)

- (A) Regional Commissions: Envisioning the Future and Ushering in the Southeast Crescent.....Salon 1
- (B) Supporting Rural Entrepreneurship Through Collaboration.....Salon 2
- (C) Collaborating with USDA Partners.....Salon 5

3:30 pm – 5:00 pm

Concurrent Breakout Sessions (A, B, C)

- (A) Addressing Infrastructure Dependencies in Hazard Mitigation Plans.....Salon 1
- (B) Creative Community Revitalization.....Salon 2
- (C) Fostering Partnerships Between States and Economic Development Districts.....Salon 5

5:00 pm – 6:30 pm

Reception ..... Skyview

**WED  
MAR  
16**

8:00 am – 11:00 am  
8:00 am – 9:30 am  
9:45 am – 11:00 am

Registration..... Arlington Foyer  
Plenary Breakfast

- Investing in a Rural Talent Strategy.....Salons 5-6

Closing Plenary Session  
• Navigating Change and Evolving Priorities.....Salon 4



# WIFI

**WiFi Network:**  
NADODDAA  
**WiFi Password:**  
washcon22



#NADODDAA2022



# REGISTER

**Sunday, 3/13** ..... 10:00 am – 5:30 pm  
**Monday, 3/14** ..... 7:30 am – 6:00 pm  
**Tuesday, 3/15** ..... 8:00 am – 10:00 am  
**Wednesday, 3/16** ..... 8:00 am – 11:00 am

# DOWNLOAD CONFERENCE APP



Download the Whova app to view the NADO & DDAA program and other conference information electronically. Scan this code to download and sign up.



# FULL CONFERENCE SCHEDULE

## SUNDAY, MARCH 13

10:00 am – 5:30 pm	<b>Registration</b>	<i>All attendees</i>	Arlington Foyer
10:30 am – 12:00 pm	<b>NADO Research Foundation Advisory Committee Meeting</b>	<i>NADO Research Foundation Advisory Committee members</i>	Mt. Vernon Room
11:00 am – 1:00 pm	<b>DDAA Board Meeting and Luncheon</b>	<i>DDAA Board members</i>	Alexandria Room
1:00 pm – 3:00 pm	<b>NADO Executive Committee Meeting</b>	<i>NADO Executive Committee members</i>	Manassas Room
3:00 pm – 3:30 pm	<b>Break</b>		

3:30 pm - 5:30 pm	<b>NADO Board of Directors Meeting</b>	<i>NADO Board of Directors</i>	Salons J-K
5:30 pm - 6:30 pm	<b>Joint Opening Reception</b>	<i>All attendees</i>	Salons A-B
6:30 pm - 8:00 pm	<b>DDAA Dinner Banquet</b>	<i>DDAA members</i>	Salons C-H

The DDAA Dinner Banquet will include the presentation of the 2022 John D. Whisman Vision Award and the 2022 Donald R. Myers Humanitarian Award, and remarks from Appalachian Regional Commission Federal Co-chair Gayle Manchin.

**Speaker:**

- **Gayle Manchin**, Federal Co-chair, Appalachian Regional Commission

**Moderator:**

- **Jeannette Wierzbicki**, Executive Director, Ohio Mid-Eastern Governments Association

**Award Winners:**

- **John Carey**, Director, Ohio Governor’s Office of Appalachia
- **Ashley Steele**, Executive Director, Urban Mission Ministries, Inc.



## MONDAY, MARCH 14

7:30 am – 6:00 pm	<b>Registration</b>	<i>All attendees</i>	Arlington Foyer
7:45 am - 9:00 am	<b>DDAA Breakfast and Annual Business Meeting</b>	<i>DDAA members</i>	Salons C-H

The DDAA Annual Business Meeting will include the election of DDAA board members and officers and updates from the Appalachian Regional Commission.

**Speaker:**

- **Brandon McBride**, Executive Director, Appalachian Regional Commission

**Moderator:**

- **Jeannette Wierzbicki**, Executive Director, Ohio Mid-Eastern Governments Association

9:00 am – 9:15 am **Break**

9:15 am - 10:30 am **Opening Plenary Session** *All attendees* Salons 3-4

### **Looking Back and Forward: Implementing the Federal Response and Charting a Path for the Future**

During this opening plenary session, hear from federal appointees who have played critical roles in implementing federal economic recovery efforts and furthering the Administration’s key priorities. Hear their perspectives on the rollout of federal recovery funding contained in the American Rescue Plan Act and the Infrastructure Investment and Jobs Act, as well as their visions and priorities for the future.

#### **Speakers:**

- **Alejandra Castillo**, Assistant Secretary of Commerce for Economic Development, U.S. Department of Commerce Economic Development Administration
- **Christopher Coes**, Principal Deputy Assistant Secretary for Transportation Policy, U.S. Department of Transportation
- **Xochitl Torres Small**, Under Secretary for Rural Development, U.S. Department of Agriculture Rural Development

#### **Moderator:**

- **Joe McKinney**, Executive Director, NADO

10:30 am - 10:45 am **Break**

10:45 am - 12:00 pm **Concurrent Breakout Sessions**

10:45 am - 12:00 pm **Breakout A:** *NADO track* Salon 1

### **Raising Your Voice: The Importance of Connecting and Aligning for Impact**

During this session, learn how Regional Development Organizations are conducting advocacy and promoting messaging around local priorities, and hear how local community leaders in Appalachian Ohio are making connections, overcoming barriers, and partnering on issues of local and regional importance. Examples will include broadband advocacy, infrastructure, transportation planning, pandemic recovery, mobility management, and helping those in recovery from substance use disorder.

#### **Speakers:**

- **Tom Johnson**, Executive in Residence, Ohio University; Mayor of Somerset, Ohio
- **Steve Patterson**, Mayor of Athens, Ohio; President of the Mayors’ Partnership for Progress;
- **Kevin Ritter**, Commissioner, Washington County, Ohio
- **Flite Freimann**, Director, Washington County Department of Job and Family Services
- **John Hemmings**, Executive Director, Ohio Valley Regional Development Commission; President, Ohio Rural Development Alliance

#### **Moderator:**

- **Amista Lipot**, Director, External Relations and Strategic Partnerships, Ohio University; Executive Director, Mayors’ Partnership for Progress

10:45 am - 12:00 pm

**Breakout B:**

*DDAA track*

Salon 2

**Reaching Universal Broadband: Taking a Community Approach**

Much like the construction of broadband networks across municipality borders, community development efforts often rely upon collaborations between multiple local governments and other organizations to produce the best outcomes. This session will focus on best practices for regional collaboration around broadband and community development. This session will also highlight a success story about reaching universal broadband coverage in Grayson County, Virginia.

**Speakers:**

- **Tammy Breski**, Program Manager, Virginia Telecommunication Initiative, Virginia Department of Housing and Community Development
- **Kevin Byrd**, Executive Director, New River Valley Regional Commission
- **Carl Caudill**, Director of IT, Grayson County
- **Chandler Vaughan**, Broadband Policy Analyst, Virginia Department of Housing and Community Development

**Moderator:**

- **Tamarah Holmes**, Virginia ARC Program Manager; Director, Office of Broadband, Virginia Department of Housing and Community Development

10:45 am - 12:00 pm

**Breakout C:**

*Joint track*

Salon 5

**Strengthening Regions Through Equity and Economic Inclusion Strategies**

Regions can only thrive when they are empowered to proactively plan for the future, to include and welcome all residents, and to leverage local assets to drive prosperity and resilience. This session will explore how regional organizations can incorporate equity and economic inclusion principles into their plans, programs, and outreach efforts to ensure that all residents have an opportunity to be a part of shaping their community's future. The panelists will share key principles for equity and economic inclusion and highlight how regional organizations are pursuing these goals in their communities.

**Speakers:**

- **Erica Anderson**, Director of Economic and Community Development, Land of Sky Regional Council
- **Jessica L. González Martínez**, Inclusive Economic Development Advisor, New Growth Innovation Network
- **Martha Heeter**, Executive Director, Plan RVA
- **Amanda Straight**, Inclusive Economic Development Advisor, New Growth Innovation Network
- **Bernadette Grafton**, Program Analyst and University Center Coordinator, U.S. Department of Commerce Economic Development Administration

**Moderator:**

- **Ciara Ristig**, Senior Program Manager, NADO Research Foundation



10:45 a.m - 12:00 pm

**Breakout D:**

*NADO track*

Salon 6

**An Overview of the Infrastructure Investment and Jobs Act**

The Infrastructure Investment and Jobs Act (IIJA) – otherwise known as the Bipartisan Infrastructure Bill – provides historic levels of resources for all modes of transportation and for traditional forms of infrastructure as well as broadband, electric vehicles, manufacturing, and more. During this session, transportation expert Hal Hiemstra will provide an in-depth overview of the intricacies of the bill and an analysis of the resources and funding opportunities it provides, placing an emphasis on the impacts for Metropolitan Planning Organizations and Regional/Rural Transportation Planning Organizations.

**Speaker:**

- **Hal Hiemstra**, Partner, Summit Strategies

12:00 p.m – 12:15 pm

**Break**

12:15 pm – 1:30 pm

**Plenary Luncheon**

*All Attendees*

Salons 3-4

**The Political Landscape in 2022**

The outcomes of the 2022 election cycle may change the political landscape in many ways, from the balance of power in Congress, to shifts in control of state legislatures. During this session, hear insights from Nathan Gonzales, editor and publisher of Inside Elections, which provides nonpartisan analysis of campaigns. Gonzales is also an elections analyst for CQ Roll Call and can regularly be seen on various media outlets discussing political dynamics. Gonzales has appeared on NBC's Meet the Press and NBC Nightly News, CSPAN's Washington Journal, CNN, and the Fox News Channel.

**Speaker:**

- **Nathan Gonzales**, Editor and Publisher, Inside Elections with Nathan L. Gonzales; Elections Analyst for Roll Call

**Moderator:**

- **Misty Crosby**, Executive Director, Buckeye Hills Regional Council

1:30 p.m – 1:45 pm

**Break**

1:45 pm - 3:00 pm

**Concurrent Breakout Sessions**

1:45 pm - 3:00 pm

**Breakout A:**

*NADO track*

Salon 1

**EDA Discussion Session**

Join this session to participate in an informal discussion with EDA staff and leadership. Come to this session with thoughts and questions about EDA grants, competitions, and priorities. Participate in a conversation about successes and challenges from the perspectives of both EDA grantees and EDA federal staff.

**Speakers:**

- **EDA staff and leadership**

**Moderator**

- **Joe McKinney**, Executive Director, NADO

1:45 pm - 3:00 pm      **Breakout B:**      *DDAA track*      Salon 2

**Alternative Workforce Development**

Employers across the country are having a hard time hiring. In response, regions are looking at solutions by expanding the local workforce. This session will share how to build and implement successful partnerships among various regional organizations to build programs that serve individuals with barriers, including offenders and those with little to no work history.

**Speakers:**

- **Whitney Williams**, Director, Georgia Mountains Regional Commission
- **Bob Murphy**, Executive Director, Broome Tioga Workforce Investment Board

**Moderator:**

- **Marty Romitti**, Senior Vice President, Center for Regional Economic Competitiveness

1:45 pm - 3:00 pm      **Breakout C:**      *Joint track*      Salon 5

**ARPA State and Local Fiscal Recovery Fund: Eligible Uses and Compliance**

The American Rescue Plan Act made historic funding available through the U.S. Treasury Department's State and Local Fiscal Recovery Fund Program. During this session, learn how local governments, and the Local Development Districts that support them, can make the most impactful use of this funding. With support from ARC and EPA, the Center for Regional Economic Competitiveness is partnering with the National Association of Counties and EntreWorks Consulting on a series of training sessions in 2022 to share key requirements, best practices for long-term economic transformation, and successful case studies related to these Treasury Department administered ARPA funds.

**Speaker:**

- **Eryn Hurley**, Deputy Director of Government Affairs, National Association of Counties

**Moderator:**

- **Rick Hunsaker**, Executive Director, Region XII Council of Governments

3:00 pm – 3:30 pm      **Break**

3:30 pm – 4:30 pm      **NADO Regional Caucus Meetings**      *NADO track*

Central Meeting	Salon 6
East Meeting	Salon 2
Midwest Meeting	Salon 5
Southeast Meeting	Salon 1
Southwest Meeting	Mount Vernon
West Meeting	Fairfax

4:30 pm – 6:00 pm      **Federal Agency Networking Session**      *All attendees*      Salons A-B-J-K



## TUESDAY, MARCH 15

8:00 am – 10:00 am     **Registration**     *All attendees*     Arlington Foyer

8:00 am – 9:00 am     **DDAA Breakfast and Annual Business Meeting**     *DDAA members*     Salons C-H

Meet with DDAA members for a networking breakfast.

9:00 am – 9:15 am     **Break**

9:15 am – 10:15 am     **Plenary Session**     *All attendees*     Salons 3-4

### **Heading to the Hill: Navigating a New Landscape for Conducting Federal Advocacy**

Advocacy expert Brad Fitch will discuss recommended methods for conducting effective advocacy meetings and building relationships with elected officials, despite some continued limitations and restrictions on attending in-person Hill meetings. During this session, find out what congressional staffers believe are the most effective communications tactics for influencing undecided members of Congress, and how to navigate the changing landscape of federal advocacy. This session will also include findings from recent surveys of congressional staff on how remote work is affecting citizen engagement.

#### **Speaker:**

- **Brad Fitch**, President and CEO, Congressional Management Foundation
- **Michael Higdon**, Principal, A1.9 Strategies

#### **Moderator:**

- **Chris Brown**, Executive Director, Ark-Tex Council of Governments

10:15 am – 10:30 am     **Break**

10:30 a.m – 5:00 pm     **NADO on the Hill**     *NADO track*

NADO members are encouraged to spend this time meeting with Members of Congress and their staff.

10:30 am – 12:00 pm     **Concurrent Breakout Sessions**

10:30 am – 12:00 pm

**Breakout A:**

*NADO track*

Salon 1

**Charting a Broadband Roadmap**

The road to connecting our communities to broadband has been a long and complicated journey. Hear from trailblazers and leaders in the space as they provide a roadmap detailing what has happened, what is to come, and some ways to prepare for the historical investments in broadband in our country. A wide range of topics will be discussed, from best practices to advocacy issues, including the Rural Digital Opportunity Fund, the Broadband provisions of the Infrastructure Investment and Jobs Act, State Broadband Offices, and more.

**Speakers:**

- **Tom Johnson**, Mayor, Village of Somerset
- **Megan Kvamme**, Executive Chairwoman, Ohio Transparent Telecom
- **Matt Armstead**, Chief Growth Officer, Ohio Transparent Telecom
- **Meagan Bolton**, Of Counsel, IceMiller

**Moderator:**

- **Ryan Collins**, Broadband Coordinator, Buckeye Hills Regional Council

10:30 am – 12:00 pm

**Breakout B:**

*DDAA track*

Salon 2

**ARC Office Hours**

Appalachian Regional Commission staff will be available during this open block of time to meet with Local Development Districts serving the ARC region and answer questions. Drop in to discuss potential projects and ask questions about programs like POWER and INSPIRE in an informal setting.

**Moderators:**

- **Karen Fabiano**, LDD Program Manager, Appalachian Regional Commission
- **Lauren Wood**, Program Analyst, Appalachian Regional Commission

10:30 am – 12:00 pm

**Breakout C:**

*Joint track*

Salon 5

**Investing in Rural Prosperity: A Vision for the Future of Rural Development**

Recent and projected demographic and economic transitions present both challenges and opportunities for rural communities. Whether rural communities and the people who call them home will thrive in the future depends in part on the approach that community leaders take to supporting workers, businesses, and families. An increasing body of evidence indicates that creating a strong sense of place, good quality of life, and inclusive access to opportunity may be deciding factors in whether a community will flourish or struggle over the long-term. Come to this session to hear from national thought leaders and on-the-ground practitioners about what this means for the work of Regional Development Organizations, their stakeholders, and the policies that support their work.

**Speakers:**

- **Kevin Byrd**, Executive Director, New River Valley Regional Commission
- **Tony Pipa**, Senior Fellow, The Brookings Institution

**Moderator:**

- **Andrew Dumont**, Senior Community Development Analyst, Federal Reserve Board

12:00 pm – 1:30 pm

**Lunch on your own**



1:30 pm – 3:00 pm

## Concurrent Breakout Sessions

1:30 pm – 3:00 pm

### Breakout A:

*NADO track* Salon 1

#### Regional Commissions: Envisioning the Future and Ushering in the Southeast Crescent

During this session, two panels will present their perspectives on the future of Regional Commissions. The opening panel will feature leadership from existing Regional Commissions including the Appalachian Regional Commission and the Delta Regional Authority, who will highlight their current key priorities. The second panel will focus on the addition of the Southeast Crescent Regional Commission to the landscape, and will feature research on the region conducted by faculty and staff at The George Washington University.

##### Welcome:

- **Dr. Jennifer Clyburn Reed**, Federal Co-Chair, Southeast Crescent Regional Commission

##### Panel one speakers:

- **Leslie Durham**, Alternate Federal Co-Chair, Delta Regional Authority
- **Kemp Morgan**, Interim Chief of Staff, Delta Regional Authority
- **Guy Land**, Congressional Liaison Specialist, Appalachian Regional Commission

##### Panel two speakers:

- **Dr. Sandra Whitehead**, Assistant Professor & Director, Sustainable Urban Planning Program, The George Washington University
- **Dr. Matthew Dalbey**, Faculty Member, Sustainable Urban Planning Program, The George Washington University; Director, Office of Community Revitalization, Environmental Protection Agency
- **Students from The George Washington University**

1:30 pm – 3:00 pm

### Breakout B:

*DDAA track* Salon 2

#### Supporting Rural Entrepreneurship through Collaboration

Rural areas boast great innovation and creativity, but sometimes lack knowledge about available resources or a robust, well-coordinated ecosystem of support organizations to enable entrepreneurs to build businesses to their potential. During this session, hear about one region's experience using the Strategic Doing process to pivot economic development strategies during the pandemic to support the digital economy and entrepreneurship. Further, learn how regions can leverage community resources more effectively by building collaboration to support entrepreneurs.

##### Speakers:

- **Mary-Marshall VanSant**, Director, Center for Learning & Professional Development, University of North Alabama
- **Tina Metzger**, Co-Founder, RuralRISE

##### Moderator:

- **Erik Pages**, President, EntreWorks Consulting

1:30 pm – 3:00 pm

**Breakout C:**

*Joint track*

Salon 5

**Collaborating with USDA Partners**

Join this session to hear updates from federal officials at USDA on some of the agency's key priorities and current initiatives. Learn about programs and resources that have been made available for rural communities through USDA-RD, and hear how USDA is prioritizing enhanced program equity.

**Speakers:**

- **Farah Ahmad**, Chief of Staff for Rural Development, USDA Rural Development
- **Claudette Fernandez**, Director of Program Equity and Opportunity Strategy, USDA

**Moderators:**

- **Nicole Griensewic**, Executive Director, Region Nine Development Commission

3:00 pm – 3:30 pm

**Break**

3:30 pm – 5:00 pm

**Concurrent Breakout Sessions**

3:30 pm – 5:00 pm

**Breakout A:**

*NADO track*

Salon 1

**Addressing Infrastructure Dependencies in Hazard Mitigation Plans**

This presentation will cover how the Infrastructure Resilience Planning Framework (IRPF) can be used by planners and applied to hazard mitigation and planning. The framework was developed by the Cybersecurity and Infrastructure Security Agency (CISA) and has also been used by the Federal Emergency Management Agency (FEMA) within the Department of Homeland Security. The intent of the framework is to reduce the impact of floods, droughts, and other hazards on community infrastructure. The framework can also help communities examine how different systems depend on each other (i.e. water, schools, telecommunications, power, or supply chains for goods and materials that may be vulnerable to disruption). The framework can be used to support integrated hazard mitigation and CEDS planning.

**Speaker:**

- **Sandra Lee Pinel**, Cybersecurity and Infrastructure Security Agency, Department of Homeland Security

3:30 pm – 5:00 pm

**Breakout B:**

*DDAA track*

Salon 2

**Creative Community Revitalization**

The cultural assets and heritage of Ohio's Appalachian region are strengths that local leaders should strive to capitalize upon. Successful small town redevelopment is dependent upon integrating the arts and historic rehabilitation. During this session, learn how stakeholders in Ohio are working toward building vibrant communities that attract new businesses, new residents, and more visitors.

**Speakers:**

- **Joyce Barrett**, Executive Director, Heritage Ohio
- **Kristi Tanner**, Senior Managing Director, JobsOhio
- **Tom Johnson**, Mayor, Somerset, Ohio

**Moderator:**

- **Kathy Zook**, ARC Program Manager, Eastgate Regional Council of Governments

3:30 pm – 5:00 pm

**Breakout C:**

*Joint track*

Salon 5

**Fostering Partnerships Between States and Economic Development Districts**

With historic amounts of federal funds being allocated to support pandemic recovery, state economic development offices and regional Economic Development Districts need to work well together now more than ever. This session will explore strategies and best practices for how states and EDDs can better coordinate their efforts to achieve better outcomes and meet local, regional, and statewide goals. Presenters will share regional and state-level perspectives as well as recent research emerging from a current capacity building project to support better regional-state partnerships.

**Speakers:**

- **Mereb Hagos**, Program Manager, Center for Regional Economic Competitiveness
- **Raymond Mondragon**, Governmental Specialist, Eastern Plains Council of Governments
- **Ryan Smith**, EDA Data Evolution Lead, Policy Advisor for the Office of Regional Affairs, U.S. Department of Commerce Economic Development Administration

**Moderator:**

- **Brett Schwartz**, Associate Director, NADO Research Foundation

5:00 pm – 6:30 pm

**Reception**

*All attendees*

Skyview



## WEDNESDAY, MARCH 16

8:00 am – 11:00 am

**Registration**

*All attendees*

Arlington Foyer

8:00 am – 9:30 am

**Plenary Breakfast**

*All attendees*

Salons 5-6

**Investing in a Rural Talent Strategy**

Join this session to explore how to meet the talent needs of rural companies and communities today and tomorrow. Learn how workforce development models – particularly apprenticeship and other forms of work-based learning – can effectively adapt to a rural context. This session will emphasize strategies to grow talent locally, beginning with youth-focused programming, and will examine workforce development in the context of broader national trends, including the Great Resignation, a shift to remote work, and national investment in infrastructure such as broadband technology. This presentation will also examine how the economic development community can support a stronger and more equitable talent ecosystem.

**Speaker:**

- **Deborah Kobes**, Senior Director, Jobs for the Future

**Moderator:**

- **Misty Crosby**, Executive Director, Buckeye Hills Regional Council

9:30 am – 9:45 am

**Break**

9:45 a.m – 11:00 am

**Closing Plenary**

*All attendees* Salon 4

### **Navigating Change and Evolving Priorities**

This closing session will feature perspectives from National Association leadership on how they are embracing and navigating change, both in Washington DC and as they their members and communities across the country. Join this session for a national perspective on how emerging opportunities are being harnessed, how the policy landscape has changed, how remote work has shifted the nature of association operations, and what's on the horizon in 2022 and beyond.

#### **Speakers:**

- **Matt Chase**, CEO and Executive Director, National Association of Counties
- **Nathan Ohle**, President and CEO, International Economic Development Council
- **Sandy Markwood**, Chief Executive Officer, USAging
- **Leslie Wollack**, Executive Director, National Association of Regional Councils

#### **Moderator:**

- **Joe McKinney**, Executive Director, National Association of Development Organizations

11:00 am

**Conference Concludes**



# NADO EXECUTIVE COMMITTEE

**Misty Crosby**  
**NADO President**  
Buckeye Hills Regional  
Council (*Marietta, OH*)

**Chris Fetzer**  
**NADO First Vice President**  
Northern Arizona Council of  
Governments (*Flagstaff, AZ*)

**Chris Brown**  
**NADO Second Vice  
President**  
Ark-Tex Council of  
Governments (*Texarkana, TX*)

**Rick Hunsaker**  
**NADO Treasurer**  
Region XII Council of  
Governments (*Carroll, IA*)

**Matthew Dolge**  
**NADO Secretary**  
Piedmont Triad Regional  
Council (*Kernersville, NC*)

**Kevin Byrd**  
**NADO Immediate Past  
President**  
New River Valley Regional  
Commission (*Radford, VA*)

# DDAA OFFICERS

**Jeannette Wierzbicki**  
**DDAA President**  
Ohio Mid-Eastern  
Governments Association  
(*Cambridge, OH*)

**Jeff Box**  
**DDAA First Vice President**  
Northeastern Pennsylvania  
Alliance (*Pittston, PA*)

**Heather Feldman**  
**DDAA Second Vice President**  
Georgia Mountains Regional  
Commission (*Gainesville, GA*)

**Steve Russell**  
**DDAA Secretary**  
North Central Planning and  
Development District  
(*Winona, MS*)

**Steve Pelissier**  
**DDAA Treasurer**  
South Carolina Appalachian  
Council of Governments  
(*Greenville, SC*)

**Mark Farley**  
**DDAA Immediate Past President**  
Upper Cumberland  
Development District  
(*Cookeville, TN*)



THANK YOU FOR ATTENDING  
**WASHINGTON  
CONFERENCE**



ENDING THE NADO & DDAA

WASHINGTON  
CONFERENCE **2022**

# WASHINGTON CONFERENCE **2022**

**NATIONAL ASSOCIATION OF  
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