



NADO's 2022 Annual Training Conference
October 15 – 18 | Wyndham Grand | Pittsburgh, PA
Preliminary Schedule – August 30, 2022

Saturday, October 15, 2022

8:30 a.m. – 5:00 p.m.

Conference Registration

9:00 – 11:00 a.m.

NADO Research Foundation Advisory Committee Meeting

11:00 a.m. – 1:00 p.m.

NADO Research Foundation Board & NADO Executive Committee Meetings

1:00 – 3:30 p.m.

Mobile Workshop

Brownfields Tour: A Visit to Hazelwood Green & RIDC Mill 19

This tour, hosted by the Regional Industrial Development Corporation (RIDC) and Technical Assistance to Brownfields (TAB) team, will visit a major redevelopment project that is transforming a former mill and industrial plant into a mixed-use neighborhood. Hazelwood Green is located on 178 acres along the Monongahela River, part of Pittsburgh's Greater Hazelwood neighborhood and the historic site of Jones & Laughlin Steel Company's first industrial plant. RIDC Mill 19 is the first development on the Hazelwood Green site. It is the catalytic redevelopment of one of the mills at Hazelwood Green and has been transformed into a green, sustainable advanced manufacturing research center. The mill's steel superstructure supports the largest rooftop solar array in the U.S., generating over two million kilowatt hours (kWh) per year, enough electricity to power 380 homes. RIDC Mill 19 is home to advanced manufacturing and autonomous innovation partners including Carnegie Mellon University's Advanced Robotics for Manufacturing (ARM) and Manufacturing Futures Initiative, Catalyst Connection, and Motional, and its third and final building will be completed in 2022. **Pre-registration is required; additional fee of \$40.**

1:30 – 3:30 p.m.

Learning Labs

▪ **Effective Storytelling**

RDOs across the country are making a difference daily in their regions: getting meals to homebound seniors, providing transit services to doctors appointments and to work, securing federal funds for road and bridge repairs, collaborating with community colleges to create workforce training programs, mapping emergency routes for first providers, assisting small local businesses with loans, creating opportunities for accessible and affordable housing and much more. Yet many communities are not aware of the critical roles RDOs have in bringing these programs and services to their regions. Savvy RDOs have crafted strategies to share their work with all of their stakeholders: residents, local businesses and governments, nonprofit organizations and academic institutions, elected officials at all

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levels, and others impacted by their work. The benefits of engaging funders and recipients of the RDOs programs and services is immeasurable. This interactive session will incorporate training from a subject matter expert and real examples from RDOs.

▪ **Economic Development District (EDD) Speed Networking and Listening Session**

During this interactive speed networking session, you will have the opportunity to discuss your current work with your Economic Development District, troubleshoot challenges, and learn what other organizations are doing — all during short one-on-one conversations with your peers. This session will also include time to provide feedback to NADO Research Foundation staff who are launching a new national EDD Community of Practice, funded by the US Economic Development Administration.

4:00 – 5:00 p.m.

NADO 101

Are you a new NADO member? Is this your first time at a NADO Annual Training Conference? Are you interested in a quick overview of NADO and the NADO Research Foundation? Are you not yet a NADO member but interested in learning more about membership benefits? Then NADO 101 is the place for you! Come learn about NADO's governance and structure, key programs, meet staff and learn about the benefits of membership.

5:00 – 6:30 p.m.

Welcome Reception hosted by the NADO Board

Plan to join your peers from around the country for light hors d'oeuvres and beverages to catch up before heading out to enjoy dinner at one of Pittsburgh's many restaurants.

Sunday, October 16, 2022

8:00 – 10:00 a.m.

SERDI Council of Peers Breakfast Meeting

9:00 a.m. – 5:00 p.m.

Conference Registration

10:00 a.m. – 12:00 p.m.

Learning Labs

▪ **Emerging Leaders**

RDO leadership change is inevitable. Retirements will continue, and today's professionals are more willing to move to different organizations and industries throughout their careers. Increasingly RDOs are identifying and nurturing staff with the skills sets needed to run an effective organization. Over the past few years, a surge in leadership transition has resulted in a large cohort of new and emerging executive directors. This workshop will provide participants with insights into becoming an effective RDO leader. Come prepared to participate in group exercises as well as meet new peers.

▪ **Brownfields: Redeveloping for Resilience**

During this session led by staff from the Technical Assistance for Brownfields (TAB) team, learn how communities are viewing their brownfields redevelopment through the lens of resilience. This session will provide valuable information, including case studies on brownfields redevelopment in response to negative climate change impacts, how to leverage resources for a successful project, as well as tips from a successful US EDA brownfields grant recipient.

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1:00 – 3:00 p.m.

Mobile Workshop

Pittsburgh's Downtown Riverfronts—A Walking Tour of Revitalization in Action

Riverlife is a nonprofit organization formed in 1999 to create a plan for the redevelopment of Pittsburgh's downtown riverfronts. Working from the feedback of the community, Riverlife released a vision plan in 2000 for Pittsburgh's 15-mile, 880-acre loop of riverfront parks, trails, and public open spaces. The riverfront park system has been realized piece by piece, with Riverlife working with landowners, developers, neighborhood groups, and elected officials to build and connect Pittsburgh's downtown riverfront experience. Through Riverlife's leadership, more than 85% of the 15-mile loop has been established and improved for public use. In 2022 Riverlife released the Completing the Loop plan for how they intend to close the remaining gaps and make major improvements to the loop over the next decade. The organization has led a \$132 million investment in Pittsburgh's downtown riverfront experience over the past 15 years which helped catalyze nearly \$4.2 billion in total riverfront and adjacent development in downtown Pittsburgh. The tour will be led by Riverlife staff and will take participants on a walking tour to the West End Bridge to see this development in action. Please note the tour will include stairs and the walk will be about 3 miles. **Pre-registration is required; additional fee of \$15.**

1:00 p.m. – 3:30 p.m.

Learning Labs

▪ **Strengthening 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. Speakers 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.

▪ **Equity, Inclusion, and Regional Development Organizations**

Regions thrive when they are empowered to proactively plan for the future, include and welcome all residents, and 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. Speakers will share key principles for equity and economic inclusion and highlight how regional organizations are pursuing these goals in their communities.

3:15 – 4:45 p.m.

NADO Membership Regional Chapter Meetings

All NADO members are encouraged to attend their Regional Chapter meeting to talk about issues of importance to your regions, and to NADO.

5:00 – 6:30 p.m.

Welcome Party

All conference attendees and their registered guests are invited to the Welcome Party—a great opportunity to catch up with old friends and meet new ones over beverages and hors d'oeuvres.

9:00 p.m.

After Dinner Karaoke

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Before calling it a night, be sure to stop by the Karaoke party to let your inner musician go free, enjoy the unknown musical talents of your peers.

Monday, October 17, 2022

7:30 a.m. – 5:00 p.m.

Conference Registration

7:30 – 8:30 a.m.

DDAA Breakfast

All attendees from a Local Development District located in the 13-state Appalachian Regional Commission (ARC) footprint are invited to attend this breakfast and hear from ARC's leadership.

9:00 – 10:15 a.m.

Opening Plenary

10:30 – 11:45 a.m.

Concurrent Sessions

▪ **Metrics for Success**

What does progress in your community or region look like? How do you decide what to measure? Traditional economic metrics may not tell the whole story of how regions are changing over time. In this interactive session, RDO planners, local officials, and other attendees will work through identifying and measuring change.

▪ **Equity and Regional Economic Development**

Learn about best practices and strategies to incorporate equity and economic inclusion into CEDS planning and other regional development efforts. The session will highlight examples from a recent technical assistance project and from RDOs who will share their best practices and approaches.

▪ **Tapping into BIL Funds**

Learn how rural and small metro regions and communities can prepare for opportunities to apply for planning or implementation funding available through the Bipartisan Infrastructure Law.

▪ **Conversation Café: RDO Board Roundtable**

RDO boards are comprised of local leaders from all sectors: government, nonprofit, business, academic, and social services. Join your peers for a casual conversation about your roles on the board, learn how others have overcome similar challenges, and share your insights into RDO governance.

12:00 – 1:30 p.m.

Luncheon Plenary

1:45 – 4:45 p.m.

Mobile Workshop

The Carrie Blast Furnaces: Then & Now

Declared a National Historic Landmark in 2006, Carrie, as it's affectionately known, entices visitors to marvel at the scale and legacy of its industrial might. A remnant of the legendary U.S. Steel Homestead Steel Works, the Carrie Blast Furnaces are a vestige of Pittsburgh's 20th-century domination of the steel industry. On the tour, you'll hear stories about the site's technology (including why it is nationally significant) as well as get to know the culture of its workers. You'll also learn a bit about the iron-making process, from the movement of the raw materials to the tapping of the furnaces that produced fiery molten iron. The tour will also highlight how creatives, from guerrilla

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artists and graffiti writers to curators and designers, have been inspired by—and left their mark on—this revered landscape, highlighting contemporary art installations, graffiti murals, the Iron Garden, and the famous Carrie Deer. **Pre-registration is required; additional fee of \$40.**

1:45 – 3:15 p.m. Concurrent Sessions

▪ **CEDS, Resilience, and Recovery Showcase**

Resilience planning and recovery will require regions to think creatively in the face of new and emerging threats. This session will highlight different examples of how regions across the country have responded to current challenges in creative and collaborative ways by enhancing their CEDS process, embracing resilience planning, promoting diversification, and forging new partnerships.

▪ **Broadband: Digital Inclusion**

Regional partners and local communities have been working for years to establish and expand high speed broadband services in rural areas across the country. The Coronavirus Pandemic helped significantly advance these efforts as the need to work and learn remotely became critical. As states begin to make significant advances in broadband funding and planning – frequently resulting in increased service availability, many are asking ‘what’s next?’ This session will introduce the concept of ‘digital inclusion’ which encompasses not only broadband service availability, but also access to connected devices, and digital literacy for end users. Addressing digital inclusion is a critical step in reducing the digital divide for rural communities.

▪ **Conversation Café: Riverside Development**

1:45 – 3:15 p.m. Nominating Committee

All NADO members are invited to attend this meeting to hear from the candidates for NADO’s Board of Directors Officer positions.

1:45 – 4:30 p.m. Learning Lab

• **EDD Leadership Lab: Building a Sustainable Organization**

Designed for EDD executive directors—seasoned, new, or those on course to assume a leadership role—this interactive session will focus on three key factors for assuring a strong EDD: an active and engaged board, a strong and committed team of professionals, and a state association that advocates for EDDs at the state level and provides resources to EDDs directly. Attendees will participate in group discussions and exercises and share their experiences as they are guided through an afternoon of learning from a subject matter expert and from each other.

3:30 – 4:30 p.m. Concurrent Sessions

▪ **Workforce**

This session will share examples of the many ways that RDOs are engaged in workforce skills development across their regions, including partnerships and funding.

▪ **CEDS 101 & Best Practices**

The Comprehensive Economic Development Strategy (CEDS) is a locally-based, regionally-driven economic development planning process and document that creates the space for your region to

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identify its strengths and weaknesses and brings together a diverse set of partners to generate good jobs, diversify the economy, and spur economic growth. An effective CEDS allows a region to maximize its economic development potential, as well as engage with the U.S. Economic Development Administration (EDA) and other federal partners. During this 101 training, you'll learn more about the "what and why" of the CEDS, CEDS planning fundamentals, and best practices and latest trends. *This session is intended primarily for new EDD staff working on the CEDS for the first time, though it may also be of interest as a refresher for CEDS veterans.*

- **Conversation Café: Maximizing Available Funding Opportunities**

As additional resources from both state and federal partners continue to become available for local communities, what assistance do RDO partners and communities need to capture and maximize these resources? Share your feedback with NADO staff, representatives from resource partner agencies, and peers from across the country as we work to identify solutions to these challenges.

5:00 – 6:00 p.m.

Impact Award Reception

All attendees are invited to attend this reception to learn about the 2022 Aliceann Wohlbruck Impact Award projects. This year's class of awardees includes 107 projects from 71 NADO members in 28 states...many will be on hand to share the details of the projects!

Tuesday, October 18, 2022

7:00 a.m. – 5:00 p.m.

Conference Registration

7:30 – 8:30 a.m.

Plenary Breakfast

8:45 – 10:00 a.m.

Concurrent Sessions

- **Main Streets and Placemaking**

Economic recovery and resilience is growing across the country, and emphasis on downtown redevelopment and programming is at the center of these efforts. As public funding options continue to diversify for local communities, learn how downtown redevelopment, main street programming, and placemaking can provide significant benefits to a region's overall economic and community development efforts.

- **Housing and RDO Roles**

RDOs are increasingly incorporating housing into their CEDS with the end goal of assuring affordable and accessible housing is available for current and future residents. This session will explore examples of DO housing programs that are achieving success.

- **Outdoor Recreation and the Economy**

Outdoor recreation can be a major economic engine for communities and regions. During this session, attendees will learn about various approaches to creating an environment that both promotes outdoor recreation and the local/regional economy.

- **Conversation Café/Listening Session: Ingredients for Successful Project Funding**

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10:30 – 11:45 a.m.

Concurrent Sessions

▪ **Planning Ahead for Aging: Age-Friendly Communities and Regions**

Age-friendly places take proactive steps to become more livable for all ages, including older adults. In this session, learn about roles that RDOs, local elected leaders, aging programs, and area partners can play in creating plans, policies, and programs that are more inclusive and livable for older residents and all residents.

▪ **Strength in Numbers: Best Practices for State Associations**

Statewide associations of regional development organizations have a diverse range of missions, programs, budgets, and organizational structures. During this session, learn more about the value of building and maintaining a strong statewide association and best practices to leverage them to advocate, educate, and collaborate on behalf of regional organizations in your state.

▪ **Resiliency Means Business! Resources to Assist Your Water Utilities with Preparedness**

New tools from the U.S. Environmental Protection Agency, the Environmental Finance Center Network, and others have been created and updated to assist community water utilities with developing resilience in the face of heightening threats from both natural hazards and malevolent acts like cyberattacks. COGs, EDDs, RPCs and other regional organizations are well-positioned to serve as technical assistance providers to support these small and rural utilities. During this session, you'll learn more about resiliency issues facing these systems and hear about readily available capacity building resources as part of the Environmental Finance Center Network's programs, supported under a cooperative agreement with US EPA.

▪ **Conversation Café: Leveraging Opportunities for Coal Communities**

12:00 – 1:30 p.m.

President's Award Luncheon

2:00 – 4:30 p.m.

NADO Annual Business Meeting

NADO Board of Directors Meeting

All NADO members are encouraged to attend these meetings to learn more about the governance of your Association.

5:00 – 6:00 p.m.

Closing Reception

Don't leave Pittsburgh without saying farewell to your friends at the closing reception!