



Conference Agenda

WEDNESDAY, SEPTEMBER 21, 2016 – DAY 1

Golf on the Old Course

Optional Activity/Additional Fee

- 10:00 am – Golf Registration
- 11:30 am – Golf Shotgun Start

Optional Activity/Additional Fee

Jackson River Scenic Trail – Bike Ride

Optional Activity/Additional Fee

- 12:30 pm – Meet in Hotel Lobby
- 1:00 pm – Bike Ride

Optional Activity/Additional Fee

Skeet/Sporting Clay Shooting

Optional Activity/Additional Fee

- 1:00 pm – Skeet Shooting/Group Lesson
- 3:00 pm – Sporting Clays

Optional Activity/Additional Fee

2:00 pm – Conference Registration Opens, Jefferson Parlor

Professional Development Workshop: *Bird's Eye View: Placemaking on the Wings of Experience*

Optional Activity/Additional Fee

Facilitator: Renee Chapline, President & CEO, Virginia's Gateway Region EDO

Speakers:

- Beth Doughty, Executive Director, Roanoke Regional Partnership, VEDA Cardinal
- Brian Shull, Director of Economic Development, City of Harrisonburg, VEDA Cardinal

2:30 pm – Professional Development Workshop Registration, Jefferson Parlor

3:00 - 4:15 pm - Professional Development Workshop, Dominion Room

2:50 pm – The Omni Homestead Resort 250th Afternoon Anniversary Celebration Cake, Great Hall
White Cake with Cherry S'mores

4:45–5:15 pm – Group Run, Meet in Main Lobby

5:15–6:00 pm – New Member Meet & Greet/Young Professionals, Empire Room
Invite-Only Event

6:00-7:30 pm - Conference Opening Reception, Crystal Room

7:30 pm – Dinner on Your Own

THURSDAY, SEPTEMBER 22, 2016 – DAY 2

7:30-4:00 pm – *Registration/Sponsor Exhibits*, Grand Ballroom Foyer

7:30-8:30 am - *Continental Breakfast*, Grand Ballroom West

8:30-8:45 am - *Opening Remarks & Welcome*, Grand Ballroom East

- Courtland Robinson, Assistant Director, City of Staunton Department of Economic Development, VEDA Fall Conference Co-Chair
- Jenny Carter, Director of Workforce Partnerships and Projects, Virginia Community College System, VEDA Fall Conference Co-Chair

8:45-9:45 am - *Thinking Differently – Changing Your Perspective for Successfully Creating Your Community's Place*, Grand Ballroom East

- **Facilitator:** Courtland Robinson, Assistant Director, City of Staunton Department of Economic Development, Fall Conference Co-Chair
- **Speaker:** Vinh Giang, Entrepreneur-Keynote Speaker-Magician

9:00-10:00 am – *Consultant Appointments*, Wilson Room, Second Floor

9:45 – 10:15 am – *Break*, Grand Ballroom Terrace & Foyer

10:15–11:00 am - *Braiding the Way for Outdoor Recreation: Discovering and Marketing Your Outdoor Assets*, Grand Ballroom East

- **Facilitator:** Sam Crickenberger, Director of Community Development, Rockbridge County
- **Speakers:**
 - Jean Clark, Director of Tourism, Rockbridge Regional Tourism
 - Patty Williams, Marketing Director, Rockbridge Regional Tourism

10:30-11:30 am – *Consultant Appointments*, Wilson Room, Second Floor

11:00–11:15 am – *Seating in Regional Groups*, Grand Ballroom West

11:15-11:45 am – *Lunch*, Grand Ballroom West

11:45 – 1:00 pm – *GO Virginia/Regional Collaboration – Placemaking with Colleagues*, Grand Ballroom West

- **Facilitator:** Deborah K. Flippo, Business Development Manager/Economic Development, Draper Aden Associates, VEDA President
- **Speaker:** Elizabeth Rafferty, Policy and Legislative Director, Virginia Department of Housing and Community Development

1:00–2:00 pm – *Project Bravo IV*, Grand Ballroom East

- **Facilitator:** Matt McLaren, Business Expansion Manager, Virginia Economic Development Partnership
- **Speakers:**
 - Beth Doughty, Executive Director, Roanoke Regional Partnership
 - Brandon Talbert, CEcD, Director, Austin Consulting
 - Wayne Bowers, Director of Economic Development, City of Roanoke

2:00–2:45 pm - *Get the Reels Turning: Exploring Unique Community Features in Film*, Grand Ballroom East

- **Facilitator:** Courtland Robinson, Assistant Director, City of Staunton Department of Economic Development, Fall Conference Co-Chair

➤ **Speaker:** Mary Nelson, Film Location Strategist/Consultant

2:45-3:00 pm – *Announcements/Sessions Adjourn for the Day*, Grand Ballroom East

2:30-3:30 am – *Consultant Appointments*, Wilson Room, Second Floor

**2:50 pm – *Omni Homestead Resort 250th Afternoon Anniversary Celebration with Cake*, Great Hall
*Chocolate Cake with Mango Strawberry***

3:00-4:30 pm – *VEDA Program Committee Meeting*, Lexington Room

5:30-8:30 pm – *VEDA BBQ on the Lawn*, Grand Ballroom Terrace & Foyer

9:00 pm – *Dominion/Atlantic Coast Pipeline Hospitality Suite*

FRIDAY, SEPTEMBER 23, 2016 – DAY 3

6:45-7:15 am – *Group Run and/or Pilates*, Meet in Lobby

8:00-11:00 am – *Registration/Sponsor Exhibits*, Grand Ballroom Foyer

7:00-9:00 am – *Breakfast on Your Own*

9:00-9:15 am - *Opening Remarks/Announcements*, Grand Ballroom East

- Courtland Robinson, Assistant Director, City of Staunton Department of Economic Development, VEDA Fall Conference Co-Chair
- Jenny Carter, Director of Workforce Partnerships and Projects, Virginia Community College System, VEDA Fall Conference Co-Chair

9:15-9:45 am – *VEDA Public Policy Update*, Grand Ballroom East

- **Facilitator:** Jenny Carter, Director of Workforce Partnerships and Projects, Virginia Community College System
- **Speakers:**
 - Christopher D. Lloyd, Senior Vice President & Director, Infrastructure & Economic Development, McGuireWoods Consulting LLC; VEDA Public Policy Chair
 - Michael Woods, Senior Manager, Troutman Sanders Strategies and VEDA Legislative Liaison

9:45-10:30 am – *Revitalization as a Placemaking Tool*

- **Facilitator:** Conaway B. Haskins, III, Executive Director, Virginia Community Economic Network
- **Speakers:** Jeff Johnson, Director of Tech Center/Joint Effort of WM Jordan and Virginia Tech Corporate Research Center (Innovation Districts, Entrepreneurship and Place-making)

10:30-11:00 am - *Break/Hotel Check-out*

11:00-11:45 pm – *Arts, Culture and Nature: Catalysts for Economic Growth*, Grand Ballroom East

- **Facilitator:** Jenny Carter, Director of Workforce Partnerships and Projects, Virginia Community College System, VEDA Fall Conference Co-Chair
- **Speakers:**
 - David Hill, President, Hill Studio, Moderator
 - Todd Christensen, Executive Director, Southwest Virginia Cultural Heritage Foundation, Abingdon, Virginia

11:45-1:15 pm – *Lunch with Keynote Speaker*, Grand Ballroom West

- **Facilitator:** Deborah K. Flippo, Business Development Manager/Economic Development, Draper Aden Associates, VEDA President
- **Speaker:** J. Patrick Rhamey, Jr., Assistant Professor, Virginia Military Institute

1:15 pm - *Announcements/Adjournment*, Grand Ballroom West