

# PARTNERING FOR PROGRESS

*Powering a Dynamic Region through  
the Strength of Local Assets*

VEDA Spring Conference



**March 29-31, 2017**  
Charlottesville, Virginia

## AGENDA

*The Spring Conference will take a deep dive into how a region can leverage all its localities' assets. Central Virginia is a blend of urban and rural economies and the Conference Committee is excited about showcasing how the region taps into its strengths for growing businesses of all sizes and industry types. You'll also learn about new ideas and resources to be put into action back in your region.*

### Wednesday, March 29, 2017

#### **Optional Pre-Conference Activity: Golf, Birdwood Golf Course at UVA/Boar's Head**

10:30-12:00 pm      Golf Registration  
12:00 pm              Golf Shotgun Start

### Thursday, March 30, 2017

8:00-10:00 am  
Regional EDO Meeting  
*Invite Only Event*

10:00-12:00 pm  
Professional Development Workshop, *James Monroe Room*  
**Using the Power of Facilitating Skills to Accomplish Organization Goals**  
**Facilitator:** Voncile Gilbreath, Senior Business Development Manager, City of Chesapeake Economic Development Department, VEDA Professional Development Chair  
**Speaker:** Becky Clay Christensen, Director of Community Partnerships, Bon Secours Richmond Health System  
*Pre-Conference Workshop, Additional Fee Required*

12:00-4:00 pm

### **Conference Opening Tours**

*The Conference Tour Options/Case Studies are included in your Spring Conference registration along with a box lunch, transportation, and additional items included in the tours. CONFERENCE PARTICIPANTS MUST ARRIVE NO LATER THAN 12:30 TO ENSURE PARTICIPATION/TRANSPORTATION.*

12:00 pm - Registration/Pick-up Box Lunch, *Courtyard Behind the Omni (Outside the Atrium)*

12:45 pm - Board Buses for Selected Tour, *Top of the Stairs from the Courtyard Behind the Omni*

1:00 – 4:00 pm - Tours

**Option/Case Study 1: Tourism/Asset Development - Economic Impacts of Route 151 in Nelson County, Virginia** - Nelson 151 is the travel destination for Virginia wine, craft beer, hard cider, spirits and outdoor recreation lovers. Route 151 is a designated Virginia scenic byway on the sunrise side of the Blue Ridge that connects the Nelson 151 member businesses. Five wineries, three breweries, and a cidery decided to form a group to more efficiently market and leverage their unique “micro” appellation. Nelson 151 was created. The Nelson 151 members recognize and celebrate the benefits of their proximity to one another in the pastoral Rockfish Valley. The route is linked with orchards and farms, unique shopping, bed and breakfasts, local restaurants, community theater, hiking, biking, skiing, golf, fresh air and unforgettable. If you choose Option/Case Study 1 as your conference destination, you'll get a taste of Nelson 151's impact on craft brewing, tourism, and the local economy with stops at Wild Wolf Brewing Company and Blue Mountain Brewery. Small flight included at each stop.

**Tour Leader:** Maureen Kelley, Director of Economic Development, Nelson County

**Case Study #2: Distribution/Manufacturing: Plow & Hearth Distribution Center/ Early Mountain Vineyards (Madison County)** - What began as a small retail store in Madison, Virginia in 1980 has grown into 26 retail stores and a multi-channel online and catalog business. Today, Plow and Hearth LLC operates out of 384,000 square foot distribution center with their subsidiaries: Plow & Hearth, Magic Cabin, Wind & Weather, Hearth Song and Problem Solvers. They employ 250 year-round employees and add an addition 275 employees during the holiday season. Participants will be given a tour of the state of the art distribution center, customer care center, headquarters and photo studio. They were awarded a Governor's Opportunity Fund Grant in January of 2015 and that expansion, improvement, equipping and operation of the Facility entailed a capital expenditure of approximately \$4,533,000. Located nearby and a must stop, Early Mountain Vineyards was named America's Favorite Tasting Room via USA Today in August, 2016, and is owned by Jean and Steve Case (cofounders of AOL). Early Mountain hosts Virginia's best wines, not just their own, making it unique. Gorgeous tasting rooms, with amazing views. Time allowing, on the way back to Charlottesville participants will stop at Plow and Hearth's Outlet Center.

**Tour Leader:** Tracey Gardner, Economic Development & Tourism Director, Madison County

**Case Study #3: Downtown Development/Revitalization: Connecting a Regional Hub to Downtown** - Experience how recent and future developments will improve connection between the region's main economic drivers, the University of Virginia and the UVa Medical Center, to Charlottesville's main business district, the Downtown Mall. Bring comfortable shoes, walking is required!

**Tour Leaders:** Jason Ness, Business Development Manager, City of Charlottesville Economic Development, VEDA Spring Conference Co-Chair AND Craig Kotarski, Project Manager, Timmons Group, VEDA Young Professionals Vice-Chair

5:30 – 6:00 pm

New Member Reception, *Preston Room*

6:00 – 7:30 pm

Conference Reception, *Atrium*

8:00 pm

Young Professionals Dinner

Dinner on Your Own

## **Friday, March 31, 2017**

7:00 am

Registration, *Ballroom Foyer*

Buffet Breakfast, *Atrium*

8:00 – 8:15 am

### **Conference Welcome**

- Jason Ness, Business Development Manager, City of Charlottesville Economic Development, VEDA Spring Conference Co-Chair

8:15 – 8:45 am

### **2017 General Assembly Update**

#### **Facilitator**

- Jason Ness, Business Development Manager, City of Charlottesville Economic Development, VEDA Spring Conference Co-Chair

#### **Speakers**

- Christopher D. Lloyd, Senior Vice President, Infrastructure & Economic Development, McGuireWoods Consulting, LLC, VEDA Public Policy Chair
- Michael Woods, Senior Manager, Troutman Sander Strategies, VEDA Public Policy Liaison

8:45 – 9:15 am

### **VEDP Update “Ask Me Anything”**

#### **Facilitator**

- Christine D. Bell, Community Engagement Coordinator, Virginia Economic Development Partnership, VEDA Spring Conference Committee

#### **Speaker**

- Stephen Moret, President & CEO, Virginia Economic Development Partnership

9:15 – 10:30 am

### **Greater than the Sum: Federal, State, and Local Collaboration**

#### **Facilitator**

- Jason Ness, Business Development Manager, City of Charlottesville Economic Development, VEDA Spring Conference Co-Chair

#### **Speakers**

- Dr. Richard R. Antcliff, Chief Strategist and Special Assistant to the Center Director for Regional Development, NASA Langley Research Center
- Jeff Johnson, Director, Tech Center Research Park
- Bill Donohue, President, Executive Director, GENEDGE ALLIANCE

10:30 – 11:45 am

***Go Virginia Case Studies---Where Are We Now and Where Do We Go From Here?***

**Introductions**

- Susan K. Deusebio, Deputy Director, Hanover County Economic Development, VEDA Spring Conference Committee

**Facilitator**

- Christopher D. Lloyd, Senior Vice President, Infrastructure & Economic Development, McGuireWoods Consulting, LLC, VEDA Public Policy Chair

**Speakers**

- Wilson Flohr, CEO, Grow Capital Jobs Foundation, GO Virginia Regional Council, Region 4
- Brian Cole, Chair, GO Virginia Regional Council, Region 9
- George Pace, Chair, GO Virginia Steering Committee, Region 8

11:45 - 12:15 pm

**Break and Checkout**

12:15 – 2:00 pm

**Lunch, CEDA Awards, Keynote Presentation**

**12:15 – 12:25 Welcome/Announcements**

- Debbie D. Melvin, Senior Workforce Business Manager, Virginia Economic Development Partnership, VEDA President

**12:25 – 12:50 Lunch**

**12:50 – 1:10 Community Economic Development Awards (CEDA) Presentations**

- David Manley, Executive Director, Joint IDA of Wythe County, VEDA CEDA Chair

**1:10 -- Keynote Address**

**Facilitator**

- Debbie D. Melvin, Senior Workforce Business Manager, Virginia Economic Development Partnership, VEDA President

**Speaker**

- Mark M. Sweeney, Senior Principal, McCallum Sweeney Consulting (MSC)

**1:55 pm – Acknowledgements/Announcements**

2:00 pm

**Adjourn**