

VAPDC Winter Conference 2012
Speaker Profiles

ALISA BAILEY
President & CEO
Virginia Tourism Corporation

Alisa L. Bailey is the President and CEO of the Virginia Tourism Corporation. As such, she oversees the agency's \$19 million annual budget and its 70 employees. Tourism in Virginia generates \$19 billion in economic impact, providing \$1.3 billion in state and local taxes and supporting more than 204,000 jobs for Virginians.

Prior to assuming the position in Virginia in January of 2003, Ms. Bailey was State Tourism Commissioner and Chief of West Virginia's Bureau of Commerce. She served on Governor Bob Wise's cabinet coordinating the activities of eight state agencies: Economic & Development Office, Division of Tourism, Department of Natural Resources, Water Development Authority, Division of Labor, Geological Survey, Division of Forestry and Miners' Health & Safety.

During her tenure in Virginia, VTC has won numerous awards for its marketing and advertising efforts including Best Marketing Campaign twice, Best Cooperative Advertising, Best Video, Best Electronic Marketing, Best Travel Guide and Best Niche Marketing Campaign twice from the Travel Industry Association of America. Most recently, VTC was awarded Best Electronic Marketing Award and Best Sustainable Tourism Award from the Southeast Tourism Society. VTC also won a TIA Odyssey Award for International Marketing in 2007. Despite budget setbacks, VTC has set records for Internet visitation, travel guide requests, and leveraging private-sector investment in VTC programs, thus, extending Virginia's marketing reach.

Ms. Bailey has held many positions since earning her Bachelor of Science Degree in Journalism from West Virginia University in 1979. Her previous positions include Administrative Assistant to U.S. Senator Robert C. Byrd; Marketing and Communications Director for a regional law firm; Public Information Officer and Administrative Assistant to the West Virginia Attorney General; and Communications Consultant to The West Virginia State Bar.

Ms. Bailey serves on the United States Travel Association's standing board and the board of the National Council of State Tourism Directors. She is also past Chairman of Travel South USA, the nation's largest and oldest regional tourism organization. In addition, she is a member of the boards of the Virginia Hospitality and Travel Association, the Richmond Metropolitan Convention and Visitors Bureau, Journey Through Hallowed Ground program, the Blue Ridge Parkway Association and Virginia Civil War Trails.

A native of Charleston, West Virginia, she is a former board member of the West Virginia Hospitality and Travel Association from the Metro Region and has been involved in various philanthropic and civic organizations, including the Charleston Festival Commission, Public Relations Society of America (PRSA), Immigration & Naturalization sponsorship, Kanawha Players, and the Children's Home Society, among others.

She is married and the mother of two adult children.

THE HONORABLE WILLIAM T. "BILL" BOLLING
Lieutenant Governor
Commonwealth of Virginia

Bill Bolling was elected to serve as the 40th Lieutenant Governor of Virginia in 2005. In a year that favored Democrats, Bolling received more votes than any other Republican candidate, a testimony to the strength of the campaign he ran. Prior to his election as Lieutenant Governor, Bill Bolling served for 10 years in the Senate of Virginia, where he was widely recognized for his work on health care and natural resource issues. Prior to his service in the Senate, Bill served as Chairman of the Hanover County Board of Supervisors.

During his first term as Lieutenant Governor, Bill Bolling used his office as a bully pulpit to help focus public attention on a number of important health care issues like obesity, cervical cancer, asthma and cardiovascular fitness. In 2007, Lieutenant Governor Bolling launched a major statewide initiative, 100 Ideas For The Future Of Virginia. Through a series of Town Hall Idearaisers, Lieutenant Governor Bolling involved the people of Virginia in developing a long term strategy for addressing the most important issues facing the state.

On November 3rd, 2009, Bill Bolling was re-elected to a second four year term as Lieutenant Governor. Running with Governor Bob McDonnell, the two Republicans ran a positive, issues oriented campaign that offered New Ideas For A Better Virginia. Bolling won an impressive victory, claiming 57% of the popular vote.

MARTIN J. BRILEY
President & CEO
Virginia Economic Development Partnership

Martin Briley was unanimously selected by the Board of Directors of the Virginia Economic Development Partnership as President and CEO of VEDP effective October 24, 2011. He is a senior executive with 25 years of leadership experience in local, state, national, and international business development and management – a results-driven leader nationally recognized as a consensus builder, skilled negotiator, and deal closer.

Previously, he served as Executive Director of the Prince William County Department of Economic Development. During his tenure, Prince William’s economic development success rose from an annual average of \$20 million to \$250 million per year, totaling \$3.46 billion of announced investment. At-place employment has grown 50% adding 36,000 jobs, including 14,500 high-paying technology jobs. Such success was recently noted by *CNN Money* ranking Prince William #13 nationwide for job growth for the ten-year period 2000 to 2010.

During the preceding seven years, Mr. Briley was employed by the Office of the Governor, Virginia Department of Economic Development (subsequently the Virginia Economic Development Partnership), and served initially as international marketing manager and, during the most recent two years, as international marketing director, contributing to a rise in announced investments from \$30 million in 1994 to \$1.7 billion in 1996. Prior to joining Virginia, he was employed abroad by Honeywell’s Tetra Tech International as the Director of Finance and Administration managing multiple departments and a \$50 million budget for large-scale infrastructure development projects in the Sultanate of Oman. He has also held such positions as assistant professor at the Macau Institute in Southeast Asia and worked for the Office of the Governor in Alaska.

Mr. Briley served previous Virginia gubernatorial administrations as director of the Kuwait Redevelopment Assistance Group and as a member of the Governor’s Biotechnology Advisory Board, the Attorney General’s Task Force on Regulatory Reform, and the Governor’s Post-Attack Economic Response Task Force. Mr. Briley is a member of the International Economic Development Council and a Certified Economic Developer (CEcD). He is also an associate member of CoreNet Global, a member of the Virginia Economic Developers Association (VEDA), and the recipient of the 2003 VEDA Cardinal Award.

Mr. Briley earned a Bachelor of Science degree in 1975 and a Master of Public Administration degree in 1981 from Virginia Commonwealth University. He resides in Virginia with his wife Susan, and they are the parents of three children - Christopher, Sofia, and Danny.

BILL SHELTON
Director
Virginia Department of Housing and Community Development

Bill Shelton currently serves as Director of the Virginia Department of Housing and Community Development and is responsible for the management and policy oversight of the agency, which provides community development and housing program support to communities across the Commonwealth. The Department also administers statewide building codes. Bill works closely with the Secretary of Commerce and Trade and with the Governor to advise on community development, economic development, affordable housing, and state uniform building code issues. The Department has 110 employees and an annual budget of \$120 million.

Bill is an ex-officio member of the Board of Commissioners of the Virginia Housing Development Authority and serves on the board of Virginia Community Capital, Inc., the Commonwealth’s newly created community development bank. Bill also serves as the Governor’s state alternate for the Appalachian Regional Commission.

Prior to his appointment as Director in 1998, Bill headed DHCD’s Division of Community Development and had responsibility for a variety of community development and capacity-building programs. During the past thirty years, Bill has been responsible for a variety of state community and economic development programs working with local governments throughout Virginia.

A native Virginian, born in Amherst County and raised in the Charlottesville area, Bill was educated at Washington and Lee University, where he received his Bachelor of Arts in Politics, and at Virginia Commonwealth University, where he received a Masters of Urban and Regional Planning.

BOB SLEDD
Senior Economic Advisor
Commonwealth of Virginia

Bob Sledd was appointed by Governor Bob McDonnell in January 2010 to serve as Senior Economic Advisor to the Governor. As a member of the Governor's cabinet, Bob works closely with Governor McDonnell and cabinet on job creation and economic development initiatives.

Prior to this appointment, Bob was Chief Executive Officer for Performance Food Group (PFG), a Fortune 500 company, and then as Chairman thru 2008. Bob was most recently managing partner of Pinnacle Ventures LLC.

In addition to his business duties, Bob believes that it is important to support the communities in which we live. He is active in many community activities, including: Board of Advocates of Homeward; Virginia Foundation of Performing Arts Trustee; Executive Member of the Richmond Management Roundtable; Member of Capital region collaboration; Board Member of Venture Richmond; and Board Member of the Community Foundation.

Bob is a Richmond native and is married to Melinda Sledd. They have three children and reside in Richmond, Virginia.

DR. EUGENE P. TRANI
President Emeritus
Virginia Commonwealth University

After nearly two decades serving as the fourth president of Virginia Commonwealth University, Dr. Eugene P. Trani retired from the presidency on June 30, 2009. After becoming VCU's president in 1990, Dr. Trani greatly expanded the presence of the university — which became the largest university in the commonwealth in 2007 — so that VCU assumed a key role in metropolitan and statewide development.

One of Dr. Trani's first achievements as president of VCU was establishing the Community Service Associates Program, which links VCU faculty with the community on projects that benefit from faculty expertise. During his tenure, faculty from more than 50 different academic units contributed to more than 250 community-based projects in partnership with approximately 175 different organizations.

Also, under his leadership, VCU expanded both academically and physically, with major initiatives on both campuses, including the School of Engineering, the School of Business, the Virginia BioTechnology Research Park, VCU Life Sciences and a visionary master site plan leading to the redevelopment of Broad Street in downtown Richmond — all in partnership with the public and private sectors. Another of his major initiatives, the Monroe Park Campus Addition, joined the schools of Business and Engineering on a residential campus to foster interdisciplinary teaching, research and public service.

During his tenure, Dr. Trani also has spearheaded long-range planning for the VCU Medical Center, which led to the establishment of the VCU Health System in July 2000. The health system brings together the clinical activities of MCV Hospitals and MCV Physicians. The VCU Health System has established more than a dozen satellite primary and specialty care facilities throughout the region, which provide better access to the health system's physicians and services.

Dr. Trani directed VCU's efforts to internationalize its campuses, establishing significant linkages with universities in the Middle East, Europe, Africa, Central and South America and Asia. When he retired, VCU had developed university-wide partnerships with 16 universities around the world, 13 with academic medical centers.

One of the most notable international partnerships established under Dr. Trani's leadership resulted in the creation of the VCU School of the Arts in Doha, Qatar in 1997. In May of 2009, VCUQ celebrated its eighth commencement. VCU was the first university to establish a school in Education City, a 2,500-acre campus on the outskirts of Doha that now hosts branch campuses of some of the world's leading universities, as well as numerous other educational and research institutions. While serving as president of VCU, Dr. Trani served on numerous corporate, civic and state governing boards and commissions. From 1997 to 1998, he served as chair of the Greater Richmond Chamber of Commerce, and from 2001 to 2004, he served as chair of Richmond Renaissance (now Venture Richmond), an organization devoted to downtown revitalization.

VCU was widely recognized for its exemplary community outreach and economic development efforts under Dr. Trani's leadership. In 2002, VCU was cited as one of two national case studies, along with Columbia University, in Leveraging Colleges and Universities for Urban Economic Revitalization: An Action Agenda, by CEOs for Cities and the Initiative for a Competitive Inner City. In 2006, the New England Board of Education released a report, Saviors of Our Cities, in which VCU ranked eighth in a list of the top 25 "Best-Neighbor" urban colleges and universities in the country.

Over the course of his various academic and leadership posts, Dr. Trani has held scholarly and board appointments in the U.S. and abroad. He was a visiting scholar at the University of Cambridge, the University of Oxford and, most recently, at Harvard University's John F. Kennedy School of Government.

Throughout his career, Dr. Trani has published prolifically on a range of scholarly areas, from U.S. foreign policy and the American presidency to community and economic development and the international role of American higher education. Dr. Trani is the author of eight books. Most recently, he co-wrote "Distorted Mirrors: Americans and Their Relations with Russia and China in the Twentieth Century," and "The Indispensable University: Higher Education, Economic Development, and the Knowledge Economy."

Prior to coming to VCU in 1990, Dr. Trani served for four years as Vice President for Academic Affairs of the University of Wisconsin System and Professor of History at the University of Wisconsin-Madison. From 1980 to 1986, Dr. Trani was the Vice Chancellor for Academic Affairs and Professor of History at the University of Missouri-Kansas City. From 1976 to 1980, he served as Assistant Vice President for Academic Affairs at the University of Nebraska.

From 1967 to 1975, Dr. Trani served as a professor at Southern Illinois University, Carbondale. In 1967, Dr. Trani was appointed Assistant Professor of History; in 1971, he was awarded tenure and promoted to Associate Professor of History, and in 1975 was promoted to Professor of History.

From 1965 to 1967, Dr. Trani was Instructor in History at The Ohio State University in Columbus. He spent the summers of 1965 and 1966 working as a Historical Researcher at the United States Department of the Interior in Washington, D.C.

Dr. Trani is a graduate of the University of Notre Dame and earned his master's and doctoral degrees in history from Indiana University.

Dr. Trani and his wife, Lois, have two children, Anne (born in 1963 and a graduate of the University of Kansas) and Frank (born in 1964 and a graduate of the University of Nebraska-Lincoln and the University of Missouri-Kansas City School of Law). Before coming to VCU, Mrs. Trani worked for 30 years in her profession as a registered nurse and as a nurse anesthetist. Dr. and Mrs. Trani, their children and their five grandchildren all reside in Richmond.