

TELLING THE VIRGINIA STORY

Your Place – Your Story

VEDA Spring Conference



VIRGINIA ECONOMIC
DEVELOPERS ASSOCIATION

Wednesday, March 27 – Friday, March 29, 2019
Harrisonburg, Virginia

VEDA 2019 Spring Conference Agenda

WEDNESDAY, MARCH 27, 2019

Optional Pre-Conference Activity: Golf – Spotswood Country Club, Harrisonburg

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

Optional Pre-Conference Activity: Bike Ride - Shenandoah Bicycle Company

- 1:00-1:30 pm Meeting Location/Rental if Necessary
- 1:30-3:30 pm Biking

Optional Pre-Conference Activity: Harrisonburg Downtown Renaissance

- 4:00 pm-5:30 pm ***Walking Tour of Downtown Harrisonburg***

Dinner on your Own

Many options available downtown within walking distance of Hotel Madison

THURSDAY, MARCH 28, 2019

Times TBD: Professional Head Shots, *Appalachian A*

8:30 – 10:30 am

VEDP Regional EDO Meeting, *Dolly Madison Private Dining Room*

- Regional EDO Leadership Only

8:30 am

Registration Opens & Sponsor Exhibits, *Conference Center Entrance Area*

9:00 am – 11:30 am

1-ON-1 Consultant Interviews (Morning Session), *Blue Ridge Room*

- Kate McEnroe & Audrey Taylor
- Pre-registration/Additional Fee

10:00-11:45 am

Professional Development Workshop, Harrisonburg City Hall

Media Relations: Tips & Tools for Economic Developers

- **Facilitators:** Von Gilbreath, Senior Business Development Manager, City of Chesapeake Economic Development Department, VEDA Professional Development Chair; Christina Winn, Arlington Economic Development, VEDA Professional Development Vice-Chair
- **Speaker:** Stephanie Heinatz, Managing Partner, Consociate Media

ALL SESSIONS WILL BE HELD IN THE SHENANDOAH GRAND BALLROOM

12:00 - 1:30 pm

Conference Welcome

- Brian Shull, Director, Harrisonburg Economic Development, VEDA Spring Conference Co-Chair
- Billy Vaughn, Director, Staunton Economic and Community Development, VEDA Spring Conference Co-Chair
- The Honorable Deanna R. Reed, Mayor, City of Harrisonburg

Lunch with Keynote Speaker: Placemaking through a New Lens

- **Facilitator:** Billy Vaughn, Director of Economic Development, City of Staunton
- **Speaker:** Melody Warnick, Author/Speaker

2:00 – 3:00 pm

Session: Effectively Branding Your Community

- Facilitator: Peirce Macgill, Assistant Director, Harrisonburg Economic Development
- Speaker: Ben Muldrow, Partner, Arnett Muldrow

2:00 pm – 3:00 pm

1-ON-1 Consultant Interviews (Afternoon Sessions), *Blue Ridge Room*

- Kate McEnroe & Audrey Taylor
- Pre-registration/Additional Fee

3:00 pm - 3:30 pm

Break

3:30 pm – 4:45 pm

Session: Uncovering Community Gems—One Brownfield at a Time

- **Facilitator:** Ebonie Atkins, Associate Business Manager, Virginia Economic Development Partnership
- **Speakers:**
 - Lori M. Kroll, Community Resource Specialist, Draper Aden Associates
 - Darlene Burcham, Town Manager, Town of Clifton Forge
 - Nichole Hair, Deputy Town Manager and Zoning Administrator, Town of Pulaski
 - Vince Maiden, Brownfields Program Coordinator, Virginia Department of Environmental Quality

4:45 pm – 5:00 pm

Daily Wrap-up/Door Prize Drawing/ Announcements

- Brian Shull, Director, Harrisonburg Economic Development, VEDA Spring Conference Co-Chair
- Billy Vaughn, Director, Staunton Economic and Community Development, VEDA Spring Conference Co-Chair

5:15 pm – 6:15 pm

VEDA Conference Happy Hour, Shenandoah Ballroom Pre-function

6:30 pm – 9:00 pm

VEDA Spring Conference Special Activity/Networking Dinner Reception

Ruby's Arcade, Restaurant, Bar, and Games, 100B 165 S Main St, Harrisonburg

FRIDAY, MARCH 29, 2019

ALL SESSIONS WILL BE HELD IN THE SHENANDOAH GRAND BALLROOM

7:00 am

Registration Open

7:00 am – 8:00 am

Buffet Breakfast

7:15 am – 8:00 am

VEDA Member Engagement Opportunities Breakfast, Alleghany A

- Kenneth McFadyen, Botetourt County Economic Development, VEDA Past President
- Deborah Flippo, Economic Development Program Manager, Draper Aden Associates, VEDA Past President

8:00 am – 8:10 am

Recap of Thursday and Highlights for Friday

- Brian Shull, Director, Harrisonburg Economic Development, VEDA Spring Conference Co-Chair
- Billy Vaughn, Director, Staunton Economic and Community Development, VEDA Spring Conference Co-Chair

8:10 am – 8:30 am

Session: 2019 General Assembly Update

- **Facilitator:** Stephanie Landrum, Alexandria Economic Development Partnership, VEDA President
- **Speakers**
 - Christopher Lloyd, McGuireWoods Consulting, VEDA Public Policy Chair
 - Michael Woods, Senior Manager, Troutman Sander Strategies, VEDA Public Policy Liaison

8:30 am – 9:45 am

Session: Using Familiarization (FAM) Tours to Cultivate Relationships with Site Selectors

- **Facilitator:** Jay Langston, Executive Director, Shenandoah Valley Partnership
- **Speakers:**
 - Kate McEnroe, Analyst-Advisor-Coach-Facilitator-Speaker-Trainer, Kate McEnroe Consulting
 - Audrey Taylor, Chabin Concepts
 - Gregory Hitchin, Director, City of Waynesboro Economic Development/Marketing Chair, Shenandoah Valley Partnership
 - Courtland Robinson, Virginia Economic Development Partnership

9:45 am – 11:00 am

Session: Lynchburg's Creative Placemaking Strategies – A Case Study

- **Facilitator:** Phillip Geer, Director of Economic Development, Orange County
- **Speakers:**
 - Marjette Upshur, Director of Economic Development & Tourism, City of Lynchburg
 - Anna Bentson, Assistant Director of Economic Development & Tourism, City of Lynchburg

11:00 am - 11:30 am

Session: VEDP Update

- **Facilitator:** Jenna French, Director of Tourism and Economic Development, Shenandoah County
- **Speaker:** Jason El Koubi, Executive Vice President, Virginia Economic Development Partnership

11:30 am – 12:15 pm

Break and Checkout

- Coffee/Break in Hallway
- Hotel to Reset for Lunch

12:15 pm – 2:00 pm

Lunch, CEDA Awards, Keynote Presentation

- 12:15 – 12:25 - Welcome/Announcements
 - Stephanie Landrum, Alexandria Economic Development, VEDA President
- 12:25 – 12:50 – Lunch
- 12:50 – 1:10 - Community Economic Development Awards (CEDA) Presentations
 - Traci Blido, Bedford County Economic Development, VEDA CEDA Chair
- 1:10 – Luncheon Program: ***Amazon HQ2 and its Impacts Across the Commonwealth***
 - **Facilitator:** Brian Shull, Director of Economic Development, City of Harrisonburg
 - **Speakers:**
 - Brandy Salmon, Managing Director, Virginia Tech Innovation Campus and Associate Vice President for Innovation and Partnerships, Virginia Tech
 - Stephanie Landrum, President & CEO, Alexandria Economic Development Partnership and VEDA President
 - Christina Winn, Director Business Investment Group, Arlington Economic Development
 - Lori Melancon, Vice President Marketing and Communications, Virginia Economic Development Partnership

1:55 pm

Acknowledgements/Announcements

2:00 pm

Adjourn