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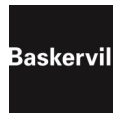
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Speaker Bios
Attendance Roster
Sponsor Profiles
Conference Presentations

TELLING THE VIRGINIA STORY

Your Place – Your Story

VEDA Spring Conference

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

VEDA VIRGINIA ECONOMIC DEVELOPERS ASSOCIATION

VEDA 2019 Spring Conference

Your Place — Your Story

Thursday, March 28, 2019

8:30 am Registration Opens & Sponsor Exhibits
Conference Center Entrance Area

Professional Head Shots
Appalachian A

8:30-10:30 am VEDP Regional EDO Leadership Meeting, *Dolly Madison Private Dining Room*

9:00-11:30 am One-on-One Consultant Interviews
Kate McEnroe & Audrey Taylor - Blue Ridge Room

10:00-11:45 am Professional Development Workshop
Media Relations: Tips & Tools for Economic Developers, *Harrisonburg City Hall*

Speaker: Stephanie Heinatz, Consociate Media

All sessions will be held in the Shenandoah Grand Ballroom

12:00-1:30 pm Conference Welcome

Lunch with Keynote Speaker: Placemaking through a New Lens

Speaker: Melody Warnick, Author/Speaker

2:00-3:00 pm Session: Effectively Branding Your Community

Speaker: Ben Muldrow, Partner, Arnett Muldrow

2:00-3:00 pm One-on-One Consultant Interviews
Kate McEnroe & Audrey Taylor - Blue Ridge Room

3:00-3:30 pm Break

3:30-4:45 pm Session: Uncovering Community Gems—One Brownfield at a Time

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

4:45-5:00 pm Daily Wrap-up-Door Prize-Announcements

5:15-6:15 pm VEDA Conference Happy Hour
Shenandoah Ballroom Pre-function

6:30-9:00 pm VEDA Spring Conference Special Activity: Networking Dinner Reception

Ruby's Arcade, Restaurant, Bar, and Games, 100B 165 South Main Street, Harrisonburg, Virginia

Friday, March 29, 2019

7:00 am Registration Open

7:00-8:00 am Buffet Breakfast

7:15-8:00 am VEDA Member Engagement Opportunities Breakfast, *Madison Board Room*

All sessions will be held in the Shenandoah Grand Ballroom

8:00-8:10 am Recap of Thursday & Highlights for Friday

8:10-8:30 am 2019 General Assembly Update

Speakers:

- ◆ Christopher Lloyd, McGuireWoods Consulting, VEDA Public Policy Chair
- ◆ Michael Woods, Senior Manager, Troutman Sander Strategies, VEDA Public Policy Liaison

8:30-9:45 am Session: Using Familiarization (FAM) Tours to Cultivate Relationships with Site Selectors

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

9:45-11:00 am Session: Lynchburg's Creative Placemaking Strategies - A Case Study

Speakers:

- ◆ Marjette Upshur, Director of Economic Development & Tourism, City of Lynchburg
- ◆ Anna Bentson, Assistant Director of Economic Development & Tourism, City of Lynchburg

11:00-11:30 am Session: VEDP Update

Speaker: Jason El Koubi, Executive Vice President, Virginia Economic Development Partnership

11:30-12:15 pm Break and Checkout

12:15-2:00 pm Lunch, CEDA Awards, Keynote Presentation

12:15-12:25 pm Welcome/Announcements

Speaker: Stephanie Landrum, President & CEO, Alexandria Economic Development Partnership and VEDA President

Friday, March 29, 2019...continued

12:25-12:50 pm Lunch

12:50-1:10 pm Community Economic Development Awards (CEDA) Presentations

Speaker: Traci Blido, Bedford County Economic Development, VEDA CEDA Chair

1:10 pm -- Luncheon Program: Amazon HQ2 and its Impacts Across the Commonwealth

Speakers:

- ◆ Brandy Salmon, Managing Director, Virginia Tech Innovation Campus and Associate Vice President for Innovation and Partnerships, Virginia Tech
- ◆ Lori Melancon, Vice President Marketing and Communications, Virginia Economic Development Partnership
- ◆ Stephanie Landrum, President & CEO, Alexandria Economic Development Partnership and VEDA President
- ◆ Christina Winn, Director of Business Investment, Arlington Economic Development

1:55 pm Acknowledgements/Announcements

2:00 pm Adjourn

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