

2020 VISION: VIRGINIA IN FOCUS

Spring Conference



Wednesday, March 11 - Friday, March 13, 2020
Roanoke, Virginia

Agenda

WEDNESDAY, MARCH 11, 2020

Optional Pre-Conference Activity: Golf

Optional Activity/Additional Fees

Hidden Valley Country Club, 2500 Romar Road, Salem, Virginia

- 10:30-11:30 pm Golf Registration
- 11:30 pm Golf Shotgun Start

Optional Pre-Conference Activity: Bike Ride on the Roanoke Greenway

Optional Activity/Possible Additional Fees/Registration Required

- Led by Pete Eshelman, Roanoke Regional Partnership and Pete Peters, Town of Vinton
- 1:00 pm – Meet at Roanoke Mountain Adventures
- 1:30-3:30 pm – Bike Ride on the Roanoke Greenway

Optional Pre-Conference Activity: Preview--Mast General Store Redevelopment Project in Downtown Roanoke

Optional Activity/No Additional Fee/Registration Required

- Tour Led by Lisa Cooper, President, Mast General Store and Jeff Meadows, Vice President, Branding & Development
- 3:45 pm – Meet in Hotel Roanoke Lobby
- 4:00 pm – Walk to Mast General Store

Dinner on your Own/YP Dutch-Treat Dinner

- 6:30 PM - Young Professionals Group Dutch-Treat Dinner, Corned Beef & Co, 107 S Jefferson Street, Roanoke—**REGISTRATION REQUIRED**
- Dinner on Your Own-Conference Attendees have many options available downtown within walking distance of the Hotel Roanoke & Conference Center

THURSDAY, MARCH 12, 2020

8:30 – 11:30 am

VEDP Local EDO Meeting (LEDO), Wilson Room, Conference Center, Hotel Roanoke

10:00 am

Registration Opens & Sponsor Exhibits, Crystal/Roanoke Shared Foyer, Hotel Roanoke

12:00 - 1:30 pm

Conference Welcome, Crystal Ballroom, Hotel Roanoke

- Heather Fay, Assistant Director, Botetourt County Economic Development, VEDA Spring Conference Co-Chair
- Jill Loope, Director, Roanoke County Economic Development, VEDA Spring Conference Co-Chair
- The Honorable Sherman Lea, Mayor, City of Roanoke

Remarks by the Secretary of Commerce & Trade, Crystal Ballroom, Hotel Roanoke

- **Facilitator:** Jill Loope, Director, Roanoke County Economic Development, VEDA Spring Conference Co-Chair
- **Speaker:** The Honorable Brian Ball, Secretary of Commerce & Trade, Commonwealth of Virginia

Lunch, Crystal Ballroom, Hotel Roanoke

Panel Presentation: Virginia Outdoor, Crystal Ballroom, Hotel Roanoke

- **Facilitator:** Gregory Hitchin, CECD, Director of Economic Development, City of Waynesboro & VEDA Program Chair
- **Speakers:**
 - Cassidy Rasnick, Deputy Secretary of Commerce and Trade, Office of the Governor, Commonwealth of Virginia
 - Pete Eshelman, Director of Outdoor Branding, Roanoke Regional Partnership

1:30 – 2:00 pm

The Development of Explore Park, Crystal Ballroom, Hotel Roanoke

- **Facilitator:** Jill Loope, Director, Roanoke County Economic Development, VEDA Spring Conference Co-Chair
- **Speakers:**
 - Doug Blount, Director, Roanoke County Parks, Recreation and Tourism
 - Scott Ramsburg, Marketing & Administration Manager, Roanoke County Parks, Recreation and Tourism

2:00 – 5:00 pm

Mobile Session: Explore Park

- 2:00 pm – Buses leave Hotel for Explore Park, Route: Blue Ridge Parkway
- 2:30 pm – Buses arrive at Explore Park, Gather on Taubman Lawn.
- 2:45 pm – Participants explore at their leisure amongst manned tour stations: *Cabins, Treetop Quest, Visitor Center, Twin Creek Brewpub, and Glamping/Nature Hike*
- 5:00 pm - Gather at Brugh Lawn for Bus Re-loading

6:00 pm – 8:00 pm

VEDA Spring Conference Dinner Reception, Garden Courtyard/Weather Back-Up: Crystal Ballroom

Don't miss the Spring Conference reception at the Hotel Roanoke & Conference Center. There will be dinner-worthy food, drinks, and time to network and catch-up with colleagues and friends.

FRIDAY, MARCH 13, 2020

7:00 am

Registration Open, Crystal/Roanoke Shared Foyer, Hotel Roanoke

7:00 am – 8:00 am

Buffet Breakfast, Roanoke Ballroom CEF, Hotel Roanoke

7:15 am – 8:00 am

VEDA Member Engagement Opportunities Breakfast, Roanoke Ballroom CEF, Hotel Roanoke

8:00 am – 8:10 am

Recap of Thursday and Highlights for Friday, Roanoke Ballroom DGH, Hotel Roanoke

- Jill Loope, Director, Roanoke County Economic Development, VEDA Spring Conference Co-Chair
- Heather Fay, Assistant Director, Botetourt County Economic Development, VEDA Spring Conference Co-Chair

8:10 am – 8:40 am

Session: 2020 General Assembly Update, Roanoke Ballroom DGH, Hotel Roanoke

- **Speakers**
 - Jim Noel, Director, York County Economic Development, VEDA President
 - Clark Lewis, Principal, Troutman Sander Strategies, VEDA Public Policy Liaison

8:40 am – 9:10 am

Session: VEDP Update, Roanoke Ballroom DGH, Hotel Roanoke

- **Facilitator:** Jim Noel, Director, York County Economic Development, VEDA President
- **Speaker:** Stephen Moret, President & CEO, Virginia Economic Development Partnership

9:10 am – 10:15 am, Roanoke Ballroom DGH, Hotel Roanoke

Session: Virginia Case Study: Morgan Olson

- **Facilitator:** Lori Melancon, Vice President, Marketing & Communications, Virginia Economic Development Partnership
- **Speakers:**
 - Stephen Moret, President & CEO, Virginia Economic Development Partnership
 - Mike Ownbey/President and Chief Operating Officer/Morgan Olson
 - Steven Parker, General Manager, Morgan Olson
 - Pandey Brazeau, Business Manager, Virginia Economic Development Partnership
 - Matthew D. Rowe, Director of Economic Development, Pittsylvania County Economic Development
 - Telly D. Tucker, Director, Arlington Economic Development

10:15 am – 10:45 am

Break and Checkout, Crystal/Roanoke Shared Foyer, Hotel Roanoke

10:45 am – 11:30 am, Roanoke Ballroom DGH, Hotel Roanoke

Session: How Carilion Clinic is Transforming the Roanoke Region's Economy

- **Facilitator:** Beth Doughty, President & CEO, Roanoke Regional Partnership
- **Speaker:** Nicholas C. Conte, Executive Vice President and General Counsel

11:30 am - 1:30 pm

Lunch, CEDA Awards, Keynote Presentation, Roanoke Ballroom CEF, Hotel Roanoke

- 11:30 – 11:45 - Welcome/Announcements
- 11:45 – 12:15 – Lunch
- 12:15 – 12:40 - Community Economic Development Awards (CEDA) Presentations
 - Traci Blido, Bedford County Economic Development, VEDA CEDA Chair
- 12:40 – Luncheon Program: **Trends Shaping the Future of Economic Development**
 - **Facilitator:** James W. Noel, Jr., Director of Economic Development, York County and VEDA President
 - **Speakers:** John Martin, President & CEO, Southeastern Institute for Research

1:30 pm

Acknowledgements/Announcements/Adjournment, Roanoke Ballroom CEF, Hotel Roanoke

1:45 pm – 5:00 pm

VEDP Regional Economic Development Organization Meeting (REDO), Appalachian Room, Hotel Roanoke