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
  o Jim Noel, Director, York County Economic Development, VEDA President
  o 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:
  o Stephen Moret, President & CEO, Virginia Economic Development Partnership
  o Mike Ownbey/President and Chief Operating Officer/Morgan Olson
  o Steven Parker, General Manager, Morgan Olson
  o Pandy Brazeau, Business Manager, Virginia Economic Development Partnership
  o Matthew D. Rowe, Director of Economic Development, Pittsylvania County Economic Development
  o 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
  o Traci Blido, Bedford County Economic Development, VEDA CEDA Chair
➢ 12:40 – Luncheon Program: Trends Shaping the Future of Economic Development
  o Facilitator: James W. Noel, Jr., Director of Economic Development, York County and VEDA President
  o 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