

# 2020 VISION:



**TOGETHER TOWARDS  
TOMORROW**

**EDAA**



*Winter Conference*

**CONFERENCE AGENDA**



ECONOMIC DEVELOPMENT  
ASSOCIATION OF ALABAMA

## WINTER CONFERENCE 2020

Renaissance Montgomery Hotel & Spa at  
the Convention Center  
January 27 - 29, 2020

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).



**WIFI Access: Renaissance CONFERENCE - Password: EDAA**

# 1/27

**Monday**  
Red Door Prize Ticket

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**11:00-5:00**

**Registration and Check-In**

**10:30-12:00**

**Board Meeting (Riverview 8)**

**1:30-1:45**

**Welcome (Alabama B)**

**1:45-2:45**

**Opening Keynote**

Mark Arend - Site Selection Magazine

**2:45-3:00**

**Economic Forecast**

John Norris - Oakworth Capital Bank

**3:30-3:45**

**Break (Foyer Alabama AB)**

**Sponsored by:**

APM Terminals

Balch & Bingham, LLP

Central Alabama Electric Coop

City of Opelika

Goodwyn Mills & Cawood, Inc.

Maynard, Cooper & Gale, P.C.

Wiregrass Economic Development

**3:45-4:15**

**Ignite!**

Mary Ila Ward - Horizon Point Consulting

Cary Chandler - Auburn Research & Technology Foundation

Tim Weston - JESCO, Inc.

Dan Chappell - Alabama Forestry Commission

Sponsored by: Horizon Point Consulting, Inc.

**4:15-5:00**

**Site Selection Consultant**

Dean Barber - Barber Business Advisors

**5:00-6:30**

**Opening Reception (MPAC Atrium)**

Sponsored by:

Alabama Municipal Electric Authority

**Dinner on your own.**

Tuesday

White Door Prize Ticket

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# 1/28

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**7:30-8:45**

**Breakfast and Site Selection Consultant (Alabama A)  
Trends in Site Selection and Insights into 2020**

Rose Davidson - Jones Lang LaSalle

Sponsored by:  
Bradley Arant Boult Cummings

**8:45-9:30**

**Rural Initiative Panel (Alabama B)**

Brian Hilson - Economic Development Association of Alabama  
Brenda Tuck - Alabama Department of Commerce  
Bevin Tomlin - Alabama Power Company

**9:30-10:15**

**New Data Sources and How These Are Changing  
Business Location Decisions**

Ron Bertasi - GIS WebTech

**10:15-10:30**

**Break (Foyer Alabama AB)**

Sponsored by:  
Dothan Area Chamber of Commerce  
Dunn Building Company  
Eufaula Barbour County Chamber of Commerce  
Hoar Construction  
Marengo County EDA  
Maynard, Cooper & Gale, P.C.

**10:30-11:15**

**Breakout #1  
Community Development Initiatives (Riverview 6)**

Carissa Crayton - Alabama Dept. of Commerce, Moderator  
Sallie Hines - Montgomery Chamber of Commerce, Moderator  
Sidney Hoover - Alabama Communities of Excellence (ACE)  
Gina Clifford - DesignAlabama  
Mary Helmer - Main Street Alabama  
Matt Leavell - Your Town Alabama

## **Breakout #2**

### **University Research as an Economic Driver (Riverview 7)**

Chris Lawson - UAB/Alabama EPSCoR, Moderator  
Steve Pelham - Auburn University  
Dr. Michael Chambers - University of South Alabama  
Dr. Karim Budhwani - CerFlux

## **Breakout #3**

### **Workforce Development Resources (Riverview 3)**

Kevin Taylor - AIDT, Moderator  
Brett Hall - Lockheed Martin  
Josh Laney - Alabama Office of Apprenticeship  
Donny Jones - Region 3 Workforce Development  
Council/West Alabama Works

**11:15--11:45**

### **Governor's Luncheon(Alabama A)**

Governor Kay Ivey

Sponsored by:  
PowerSouth Energy Cooperative

**11:45-1:00**

### **Dave Echols Award**

**1:00-1:45**

### **Breakout Sessions**

#### **Breakout #1: Working Projects with the State: What to know (Riverview 6)**

Sean Lytle - EDPA, Moderator  
Ted Clem - Alabama Department of Commerce  
Kelly Graham - Alabama Department of Revenue  
David Knight - Walker County Economic and Industrial  
Development Authority

#### **Breakout #2: Resources for Communities and Individuals Affected by a Layoff or Closing (Riverview 7)**

Alex Patrick, Birmingham Business Alliance, Moderator  
Jessica Dent - Alabama Department of Commerce  
David Niesen - Alabama Department of Commerce  
Ryan Richards - Southeast Alabama Works

**1:45-2:30**

### **Site Consultant**

Ann Petersen - Atlas Insight

Sponsored by:  
TVA

**2:30-2:45**

**Break (Foyer AB)**

Sponsored by:  
Mobile Area Chamber of Commerce  
Morgan County EDA  
North Alabama Industrial Development Association  
S & ME, Inc.  
Walker County EDA  
Westervelt Realty, Inc.

**2:45-3:15**

**Ignite!**

Emily Jerkins/Virginia Sauer - Birmingham Business Alliance  
Gen. Trent Edwards - Montgomery Chamber of Commerce  
Karen Yarbrough - The University of Alabama in Huntsville  
Victor Leotta - Leotta Location + Design, LLC

Sponsored by: Horizon Point Consulting, Inc.

**3:15-3:45**

**ACCS update**

Gary Weaver - ACCS, Moderator  
Todd Shackett - President, Southern Union State Community College  
Dr. Craig Pouncey - President, Coastal Alabama Community College

**3:45-4:30**

**Panel of Veteran Economic Developers**

Kimberly Carter - Chambers County Development Authority - Moderator  
Phillip Dunlap - City of Auburn  
Jimmy Durham - DeKalb County Economic Development Authority  
Peggy Smith - Cullman Chamber of Commerce  
David Hutchison - Butler County Commission for Economic Development

**5:00-6:15**

**Reception (MPAC Atrium)**

Sponsored by:  
Central Alabama Electric Cooperative

**Wednesday**  
Blue Door Prize Ticket

# 1/29

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**7:30-8:45**

**Breakfast and Speaker (Alabama A)**

Kim Cochran -The Women's Fund of Greater Birmingham

Sponsored by: EDPA

**8:45-9:15**

**EDAA Legislative Update and EDAA Legislative Service Award**

Josh Blades - Bradley  
Senator Greg Reed

**9:15-9:45**

**Census Update**

Kenneth Boswell - Director  
ADECA

**9:45-10:15**

**EDPA Update**

Steve Spencer

**10:15-10:45**

**Department of Commerce Update**

Secretary Greg Canfield

**10:45-11:15**

**EDAA Business Session**

**11:15**

**Closing Remarks/Adjourn**

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**THANKS TO ALL OUR SPONSORS!  
THIS CONFERENCE WOULD NOT BE POSSIBLE  
WITHOUT YOUR SUPPORT!!**

# Conference Committee

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**Ernie Cowart – Chair**  
**Jacqueline Chandler**  
**Sallie Hines**  
**Cedric Colbert**  
**Lauren Lambiase**  
**Carissa Crayton**  
**Tabitha Pace**

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**Tanya Maloney**  
**Jeff Rabren**  
**Kimberly Carter**  
**Mike Swinson**  
**Kevin Taylor**  
**David Rodgers**

# Upcoming Events

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**2020 Summer Conference**  
August 2 - 5, 2020  
The Lodge at Gulf State Park

