



ECONOMIC DEVELOPMENT  
ASSOCIATION OF ALABAMA

# SUMMER CONFERENCE



**JULY 30-AUGUST 2, 2023**

**The Grand Hotel Golf Resort and Spa**

1 Grand Boulevard, Point Clear, AL 36564

Economic Development Association of Alabama  
2 North Jackson Street, Suite 302, Montgomery, AL 36104  
Phone: (334) 676-2085

[edaa.org](http://edaa.org)

2023 SUMMER CONFERENCE  
**AGENDA**



GRAND\_CONFERENCE  
PASSWORD: EDAA23

## SUNDAY, JULY 30

- 10:00 – 1:00**     **Exhibit Setup**  
*Grand Ballroom South Patio Foyer*
- 1:00 – 5:00**     **Registration**  
*Grand Ballroom Foyer*
- 1:00 – 5:00**     **Exhibit**  
*Grand Ballroom South Patio Foyer*
- 3:00 – 5:00**     **EDAA Board Meeting**  
*Beachside*
- 5:30 – 7:00**     **Opening Reception**  
*Grand Ballroom North*  
**Sponsored by: Bradley**
- 7:00**             **Dinner on your own**

# MONDAY, JULY 31

**7:00 – 8:00**

**Breakfast**

*Grand Ballroom*

**Sponsored by:**

**Maynard Nexsen PC**

**North Alabama Industrial Development Association**

**8:00 – 11:30**

**Exhibit**

*Grand Ballroom South Patio Foyer*

**8:00 – 8:15**

**Welcome**

*Magnolia Ballroom*

**8:15 – 9:00**

**It's Game Time**

Greg Canfield, Secretary of Commerce

Alabama Department of Commerce

**Sponsored by: TVA**

**9:00 – 9:30**

**Update on ADECA Initiatives**

Kenneth Boswell, Director, ADECA

**Sponsored by: C Spire**

**9:30 – 10:15**

**EDPA Update**

Greg Barker, President

**10:15 – 10:30**

**Break**

**Sponsored by:**

**Alabama Mountain Lakes Tourist Association**

**Central Alabama Electric Cooperative**

**Alabama Higher Education Partnership – Student Retention Council**

**Jackson County Economic Development**

**Morgan County Economic Development Association**

**Retail Strategies**

**St. Clair County Economic Development**

**University of South Alabama**

*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).*



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

The Power of Knowledge and Leadership



# AGENDA

- 10:30 – 11:20**    **From Game Plan to Game Time**  
Jim Searcy, Moderator  
Erika McKay, Alabama Department of Commerce  
Stefania Jones, Alabama Department of Commerce  
Cynthia Crutchfield, Innovate Alabama
- 11:40 – 1:00**    **Governor’s Luncheon**  
*Grand Ballroom*  
Governor Kay Ivey  
**Sponsored by: Alabama Municipal Electric Authority**  
**Legislator of the Year Awards**  
**GEDI-EDAA Leadership Institute Awards**
- 1:00 – 2:30**    **Regional Roundtables**  
Moderators: Alabama Department of Commerce  
*North Alabama – Azalea A*  
*Central Alabama – Azalea C - F*  
*South Alabama – Azalea B*
- 6:00 – 7:00**    **Reception**  
*Grand Ballroom*  
**Sponsored by:**  
**Agracel**  
**Central Alabama Electric Cooperative**
- 7:00 – 9:00**    **Alabama Dinner**  
*Grand Ballroom*  
**Sponsored by:**  
**Butler Snow LLP**  
**City of Clanton**  
**Entertainment: Mr. Big & the Rhythm Sisters**



## TUESDAY, AUGUST 1

- 7:15 – 8:00**      **Breakfast**  
*Grand Ballroom*  
**Sponsored by:**  
**Eufaula Barbour County Chamber of Commerce**  
**TriRivers Waterway Development Association**
- 8:00 – 11:00**      **Exhibit**  
*Grand Ballroom South Patio Foyer*
- 8:00 – 9:00**      **Generational Change in Economic Development**  
 Kristin Scroggin, Owner, Lead Trainer, GenWHY Communications
- 9:00 – 10:00**      **Alabama Road Trippin! (Alabama Beginnings)**  
 Priesters Pecans, Thomas Ellis  
 Peach Park, Mark Gray  
 Bates House of Turkey, Rebecca Bates Sloane  
**Sponsored by: Regions Financial Corporation**
- 10:00 – 10:15**      **Break**  
**Sponsored by:**  
**Baldwin County EDA**  
**Butler County Commission of Economic Development**  
**Horizon Point Consulting, Inc.**  
**Marshall County Economic Development**  
**Selma & Dallas County Economic Development**  
**Stifel**  
**Transfr**  
**Westervelt Realty**
- 10:15 – 11:00**      **Existing Industry - Why we do what we do!**  
 Wenzel Metal Spinning, Mark Peppers  
 Southern Structural Woods, Nicole Beverly, Chief Estimator
- 11:15 – 11:45**      **AIDT Update**  
 Ed Castile, Deputy Secretary/AIDT Director
- 2:00 – 4:00**      **Afternoon Networking Event**  
**Sponsored by: Grow Southeast Alabama**





# MARK YOUR CALENDARS

## **2024 Winter Conference**

**January 29–31, 2024**

Renaissance Hotel & Spa at the  
Convention Center  
Montgomery, Alabama

## **2024 Summer Conference**

**July 21–24, 2024**

The Grand Hotel Golf Resort & Spa  
Point Clear, Alabama

## **2024 Regina Pickron EDAA Economic Development Summit**

**October 6–8, 2024**

Perdido Beach Resort  
Orange Beach, Alabama

## **2025 Winter Conference**

**January 27–29, 2025**

Renaissance Hotel & Spa at the  
Convention Center  
Montgomery, Alabama

## **2025 Summer Conference**

**July 27–30, 2025**

The Grand Hotel Golf Resort & Spa  
Point Clear, Alabama

## **2026 Winter Conference**

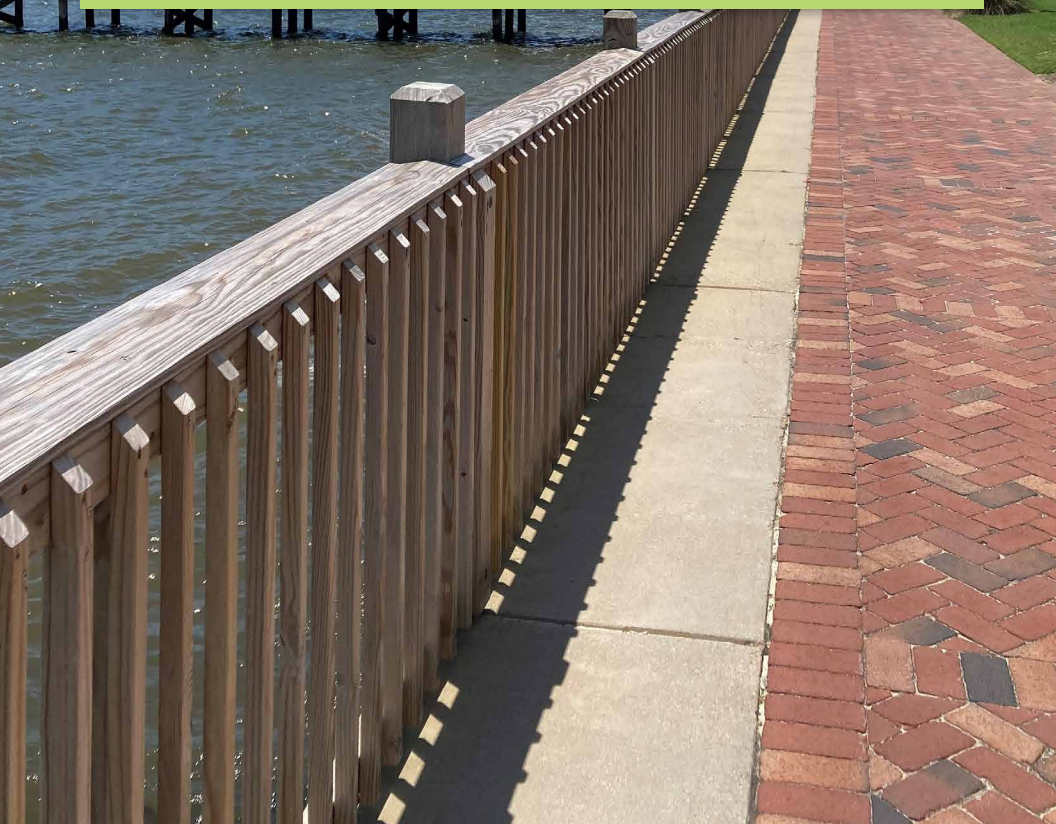
**January 26–28, 2026**

Renaissance Hotel & Spa at the  
Convention Center  
Montgomery, Alabama

## **2026 Summer Conference**

**July 19–22, 2026**

The Grand Hotel Golf Resort & Spa  
Point Clear, Alabama







## LEGACY

Alabama Power Company

## ADVOCATE

Alabama Department of Commerce  
Southeast Gas  
Spire

## MENTOR

ADECA

## PARTNER

Alabama State Port Authority  
Birmingham Business Alliance  
Central Alabama Electric Cooperative  
Chamber of Commerce of Huntsville/Madison  
County  
EDPA  
Mobile Area Chamber of Commerce  
Montgomery Area Chamber of Commerce  
North Alabama Industrial Development  
Association

## PRINCIPAL

58, Inc.  
Alabama SBDC Network  
Alabama Municipal Electric Authority  
Butler County Commission for Economic  
Development  
Chambers County Development Authority  
City of Auburn/Auburn IDB  
City of Opelika/Opelika IDA  
CMC Gas  
Cullman Economic Development Agency  
Dothan Area Chamber of Commerce  
Jefferson County Economic Development  
Authority

LaBella Associates  
Morgan County Economic Development  
Association  
Norfolk Southern  
Prattville Area Chamber of Commerce  
Randolph County Economic Development  
Authority  
Talladega County Economic Development  
Authority  
The Aviation Council of Alabama, Inc.  
Tuscaloosa County Industrial Development  
Authority  
TVA  
Walker County Development Authority

## SUSTAINING

City of Hoover  
Covington County Economic Development  
Commission  
Elmore County Economic Development  
Authority  
Gadsden Etowah County Industrial  
Development Authority  
Lawrence County Industrial Development  
Board  
Marshall County Economic Development  
Council  
St. Clair Economic Development Council

# 2023 SUMMER CONFERENCE SPONSORS

## EVENT SPONSORS

Agracel  
Alabama Municipal Electric Authority  
Bradley  
Butler Snow LLP  
Central Alabama Electric Cooperative  
City of Clanton  
Grow Southeast Alabama

## SESSION SPONSORS

CONNEX Alabama – powered by Alabama  
Technology Network  
C Spire  
Regions Financial Corporation  
TVA

## EXHIBITORS

Alabama Community College System  
ADEM Brownfield Redevelopment  
Alabama SBDC Network  
ATLAS Technical Consultants  
Clayco  
Dynamic Civil Solutions  
ECS Southeast, LLC.  
Point Broadband  
Sain Associates  
Spectrum Enterprises  
Terracon Consultants, Inc.  
WAS Design, Inc.

## BREAKFAST SPONSORS

Eufaula Barbour County Chamber of  
Commerce  
Maynard Nexsen PC  
North Alabama Industrial Development  
Association  
PowerSouth Energy Cooperative  
TriRivers Waterway Development Association

## LANYARDS

Goodwyn Mills Cawood, LLC

## PLATINUM SPONSORS

Burr & Forman, LLP  
City of Auburn Economic Development  
Department  
City of Opelika  
City of Wetumpka  
CMC Gas  
JESCO, Inc.  
Opelika Industrial Development Authority  
Spire

## GOLD SPONSORS

Auburn University Office of the Vice President  
for Research and Economic Development  
Baldwin EMC  
DeKalb County Economic Development  
Authority  
Goodgame Game Company, Inc.  
INCO Group, LLC  
Marshall County EDA  
Mobile Area Chamber of Commerce  
Phenix City Economic Development  
Department  
Talladega County Economic Development  
Authority

## SILVER SPONSORS

APM Terminals  
Barge Design Solutions  
Building & Earth Sciences  
Carroll Daniel Construction  
CDG  
Central Alabama Community College  
City of Millbrook



CSX Railroad  
Dothan Area Chamber of Commerce  
Dunn Building Company  
Elmore County Economic Development Authority  
Hargrove Engineers + Constructors  
Huntsville/Madison County Chamber of Commerce  
Lowndes County Economic Development Commission  
McKee & Associates Architects, Inc.  
Norfolk Southern Corporation  
Prattville Area Chamber of Commerce  
Randolph County Economic Development Authority  
South Alabama Electric Cooperative  
The University of Alabama – Alabama Transportation Institute

### COFFEE BREAK SPONSORS

Alabama Mountain Lakes Tourist Association  
Baldwin Economic Development Alliance  
Butler County Commission of Economic Development  
Central Alabama Electric Cooperative  
Alabama Higher Education Partnership – Student Retention Council  
Horizon Point Consulting, Inc.  
Jackson County Economic Development  
Marshall County Economic Development  
Morgan County Economic Development Association  
Retail Strategies  
Selma & Dallas County Economic Development  
St. Clair County Economic Development  
Stifel

Transfr  
University of South Alabama  
Westervelt Realty

### BRONZE SPONSORS

Blount County Economic Development Council  
Brasfield & Gorrie  
Byard Associates, LLC  
Centerfire Economic  
Chambers County Development Authority  
City of Anniston  
Covington County Economic Development Commission  
Crenshaw County Economic & Industrial Development Authority  
Cullman Economic Development Agency  
Franklin County Economic Development HPM  
Lake Martin Economic Development Alliance  
Lawrence County Industrial Development Board  
Limestone County Economic Development Association  
Ozark-Dale County Economic Development Corp.  
Scottsboro Industrial Development Board  
Shoals Economic Development Authority  
SSOE Group  
TTL, Inc.  
Walker County Economic & Industrial Development Authority  
Westervelt Ecological Services, LLC.  
Wiregrass Economic Development Corporation

## 2023–2024 BOARD OF DIRECTORS

Taylor Williams  
**President**

Angela Smith  
**First Vice President**

Jamie Troutman  
**Second Vice President**

Melody Whitten  
**Secretary/Treasurer**

Brooks Kracke  
**Immediate Past President**

Shane Kearney  
Cary Cox  
Nathan Lee  
Allison Brantley  
Chris Busby  
Lee Johnson  
Lisa Miller

## 2023 SUMMER CONFERENCE COMMITTEE

Nathan Lee  
**Conference Chairman**

Rosalyn Sales  
**Conference Co-Chairman**

Whitney Barlow  
Brandi Boswell  
Connor Bradford  
Carissa Crayton  
Ansley Emfinger  
Audrey Ferguson  
Vince Perez  
Marley Schmid  
Robyn Snellgrove  
Max Snyder  
Karen Suggs  
Kevin Taylor



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