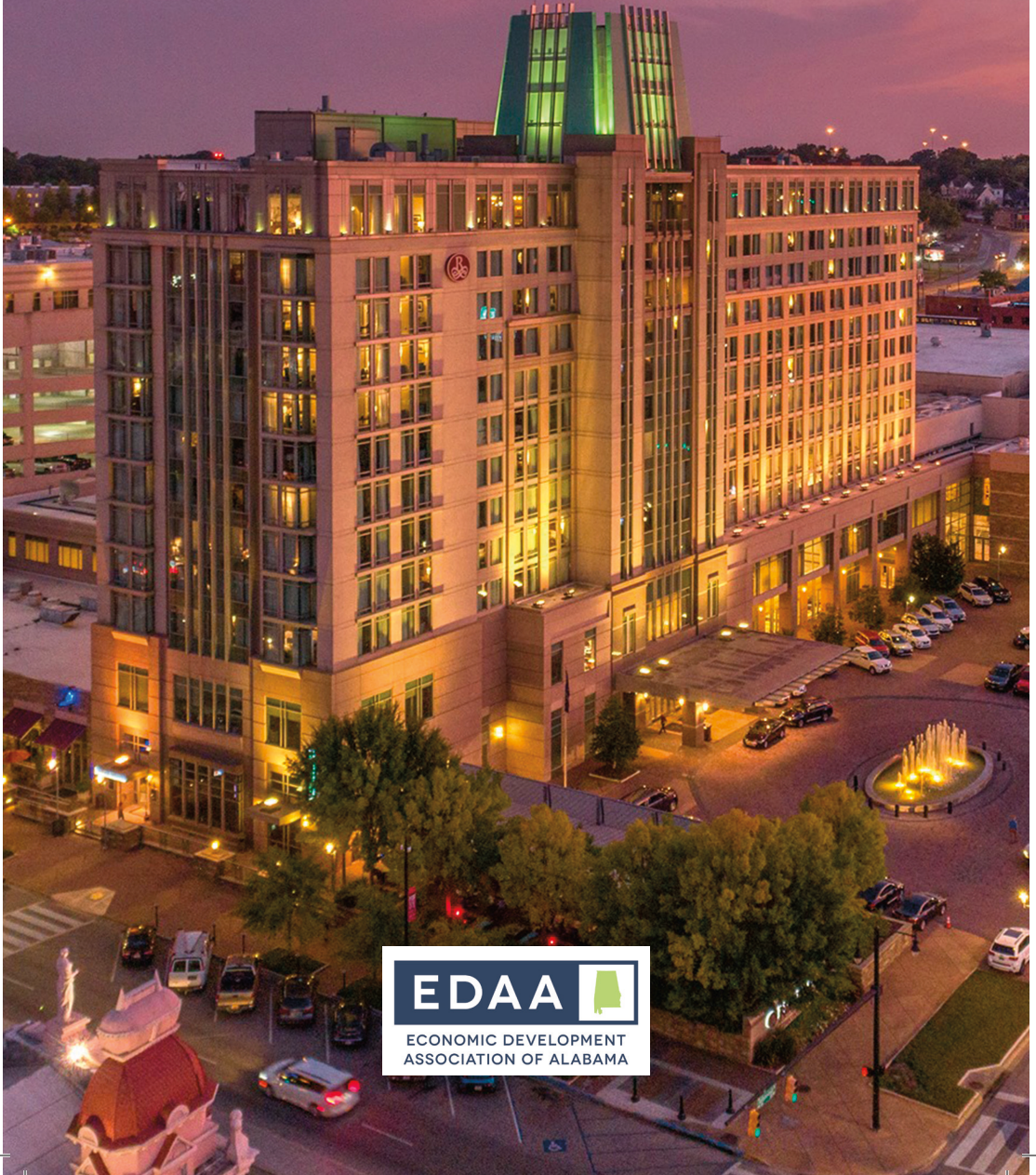


WINTER CONFERENCE

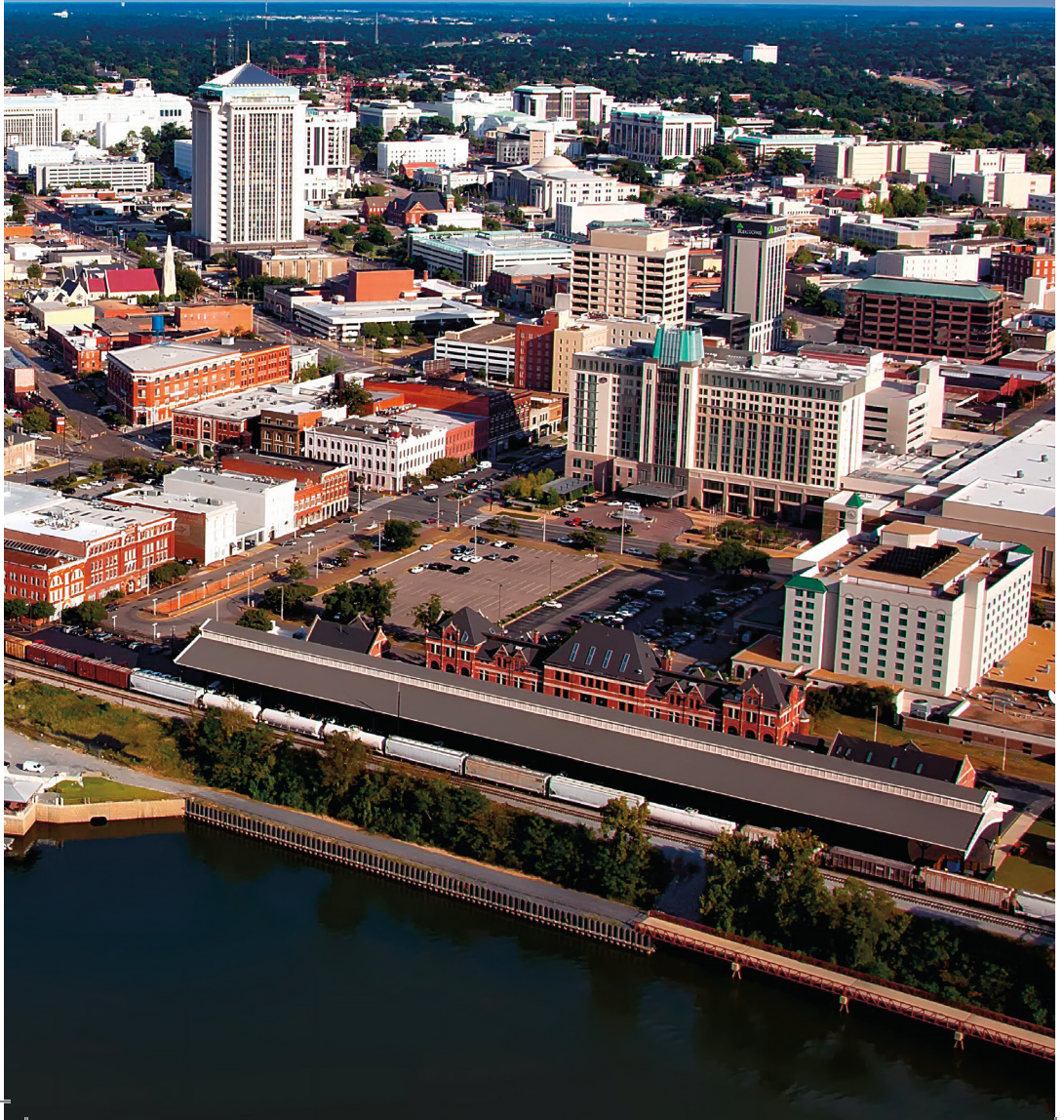
MONTGOMERY, AL | JAN 30 – FEB 1 2023



EDAA 

ECONOMIC DEVELOPMENT
ASSOCIATION OF 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).



Mark Your Calendars

2023 Legislative Reception

5:30 – 7:00 p.m.

Tuesday, March 14, 2023

Renaissance Hotel & Spa at the Convention Center

2023 Retail Reception

Sunday, May 21, 2023

Bellagio Hotel

Las Vegas, Nevada

2023 Summer Conference

July 30 – August 2, 2023

The Grand, Point Clear Alabama

2024 Winter Conference

January 29 – 31, 2024

Renaissance Hotel & Spa at the Convention Center

2024 Summer Conference

July 21 – 24, 2024

The Grand, Point Clear Alabama

2025 Summer Conference

July 27 – 30, 2025

The Grand, Point Clear Alabama

WiFi –
Renaissance_CONFERENCE
PASSWORD: edaa2023

AGENDA

MONDAY, JANUARY 30

RED TICKET

- 8:00 – 1:00** **Exhibit Setup**
MPAC Atrium
- 11:00 – 5:00** **Registration**
MPAC Atrium
- 1:00 – 5:00** **Exhibit**
MPAC Foyer
- 10:30 – 12:00** **EDAA Board Meeting**
Riverview 8
- 1:30-1:45** **Welcome**
MPAC Theater
- 1:45 – 2:30** **Damn the Recession, Full Speed Ahead!**
Greg Canfield, Secretary,
Alabama Department of Commerce
Sponsored by:
Tennessee Valley Authority (TVA)
- 2:30 – 3:00** **ADECA's Role in Economic Development**
Kenneth Boswell, Director
Sponsored by:
Grow Southeast Alabama
- 3:00 – 3:15** **Break**
Sponsored by:
City of Clanton Industrial Development Board
Maynard, Cooper & Gale, P.C.
Mobile Area Chamber of Commerce
Selma and Dallas County Economic Development
St. Clair County Economic Development Council
The University of West Alabama
- 3:15 – 3:45** **Commerce/AIDT Workforce Update**
Ed Castile, Deputy Secretary, Workforce Development, Alabama
Department of Commerce
- 3:45 – 4:15** **EDPA – 2023 Priorities**
Greg Barker, President

4:15 – 5:00 **The Role of Retail in Downtown Redevelopment**
Melody Whitten, Vice President, 58 Inc., Moderator
David Fleming, REV Birmingham
Mary Helmer Wirth, Main Street Alabama
Jennifer Green, JSU, Center for Economic Development and
Business Research

5:00 – 6:00 **Opening Reception**
Sponsored by:
Agracel
Bradley Arant Boult Cummings, LLP
MPAC Atrium

Dinner on your own

TUESDAY, JANUARY 31

WHITE TICKET

7:15 – 8:15 **Breakfast**
Alabama Ballroom
Sponsored by:
PowerSouth Energy Cooperative

8:00 – 4:45 **Exhibit**
MPAC Atrium

8:15 – 9:15 **Sean of the South**
Sean Dietrich
Sponsored by:
CMC Gas
MPAC Theater

9:15 – 10:00 **Success Stories from a Micropolitan Area**
Dean Mitchell, Director, HudsonAlpha Wiregrass
Moderator
Matt Parker, Dothan Area Chamber of Commerce
Carter Wells, VP, Economic Development, HudsonAlpha
Wiregrass
Mayor Mark Saliba, City of Dothan

10:00 – 10:15 **Break**
Sponsored by:
Baldwin EDA
Horizon Point Consulting, Inc.
JESCO, Inc.
Marshall County Economic Development Council
Westervelt Realty

10:15 – 11:00 **REAL Site Development**
Joe Turnham, Macon County EDA

- 11:30 – 1:00** **Governor’s Luncheon**
Governor Kay Ivey
Alabama Ballroom
Sponsored by:
Alabama Municipal Electric Authority
Dave Echols Award
- 1:30 – 2:15** **EV Initiatives in the Yellowhammer State**
Max Snyder, Tuscaloosa County Business Development
Director, Moderator
Michael Staley, AL Clean Fuels Coalition
Mike Oatridge, AL Mobility and Power Center
- 2:15– 3:00** **Future of Hospitality & Tourism**
Kelly Caldwell, Co-Owner WEDO Media, Moderator
Tami Reist, Alabama Mountain Lakes Tourist Association
Hans van der Reijden, Founder & CEO, Ithaka Hospitality
Partners
Cody Williamson, President/CEO of Creek Indian Enterprises
Development Authority
- 3:00 – 3:15** **Break**
Sponsored by:
AUBix, LLC
Butler County Commission for Economic Development
Dunn Building Company
Morgan County Economic Development Association
Terracon Consultants
- 3:15 – 4:00** **Alabama Community College System Update**
Keith Phillips, ACCS Vice Chancellor for Economic and
Workforce Development and Executive Director of
Alabama Technology Network, Moderator
Todd Shackett, President, Southern Union State
Community College
Jeff Lynn, President, Central Alabama Community College
Dr. David Campbell, North Alabama Community College
- 4:00 – 4:45** **Business Incentives and Local Economic Activity:
Evidence from Alabama**
Becky Lester, Hoover Institution Fellow and Associate
Professor of Accounting
Natalie Millar, Hoover Institution Research Fellow
- 5:00 – 6:00** **Reception**
MPAC Atrium
Sponsored by:
Central Alabama Electric Cooperative
Poarch Band of Creek Indians

Dinner on your own

WEDNESDAY, FEBRUARY 1

BLUE TICKET

7:00 – 8:00

Breakfast

Alabama Ballroom

Sponsored by:

Tri Rivers Development Association

8:00 – 11:00

Exhibit

Alabama Foyer AB

8:00 – 8:45

Panel of Veteran Economic Developers

Jim Searcy, Executive Director of EDAA, Moderator

Valerie Gray, Chambers County

David Hutchison, Butler County

Jeremy Nails, Morgan County EDA

8:45 – 9:30

Talent and Retention Attraction in 2023

Audrey Ferguson, Director of Communications, EDPA,
Moderator

Josh Laney, Director, Alabama Office of Apprenticeship

Jim Purcell, Executive Director, Alabama Commission on
Higher Education

Miller Girvin, Executive Vice President, Innovation and
Entrepreneurship, EDPA

9:30 – 10:00

Legislative Update

Josh Blades and Dave Stewart

Bradley Arant Boult Cummings, LLP

10:00 – 10:30

EDAA Business Session

10:30 – 10:45

Closing Remarks/Adjourn

CONTINUING SPONSORS

LEGACY

Alabama Power Company

ADVOCATE

Alabama Department of Commerce

Southeast Gas

Spire

MENTOR

ADECA

AIDT

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
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
Marshall County Economic Development Council
St. Clair Economic Development Council
The Industrial Development Board of Lawrence County

CONFERENCE SPONSORS

EVENT SPONSORS

Agracel
Alabama Municipal Electric Authority
Bradley Arant Boult Cummings LLP
Central Alabama Electric Cooperative
Poarch Band of Creek Indians

SESSION SPONSORS

Grow Southeast Alabama
TVA

EXHIBITORS

Alabama Higher Education
Partnership
ADEM Brownfield Redevelopment
ARCO Design Build
ATLAS Technical Consultants
Burr Forman
ECS Southeast, LLC.
Insyteful, LLC
Lake Wedowee Life
Lyons & Company
Marshall Design-Build, LLC.
PM Environmental
Red Sage Communications
Sain Associates
Site Selection Magazine
SouthState Bank
Technical Training Aid
Trade & Industry Development
University of Alabama, Office for
Research and ED

BREAKFAST SPONSORS

PowerSouth Energy Cooperative
Tri Rivers Waterway Development
Association

PLATINUM SPONSORS

Alabama SBDC Network
City of Auburn IDB
City of Opelika
CMC Gas
Jacksonville State, Center for
Economic Development and Business
Research
Opelika Industrial Development
Authority
Randolph County EDA
Regions Financial Corporation
Spire Gas
U of A Center for Economic Dev

GOLD SPONSORS

Alabama Mountain Lakes Tourist
Association
Alabama Technology Network
Auburn University, Office of V.P. for
Research & ED
Brasfield & Gorrie
Clayco
Maynard Cooper & Gale, P.C.

SILVER SPONSORS

58 Inc.
Autauga County
ARCO Design Build
BL Harbert International
CDG
Chambers County DA

CONFERENCE SPONSORS

City of Clanton
City of Northport
CSX Railroad
DeKalb County
Doster Construction
Dothan Chamber of Commerce
EDPA
Elmore County EDA
Goodgame Company, Inc.
Hargrove Engineers +
Constructors
Huntsville/Madison County COC
Jackson County EDA
Lowndes County Economic
Development Commission
Norfolk Southern Corporation
Prattville Area Chamber of
Commerce
South Alabama Electric
Cooperative
Stifel
Technical Training Aids
University of Alabama, Huntsville
Westervelt Ecological
Wiregrass EDC

COFFEE BREAK SPONSORS

AUBIX, LLC
Baker Donelson
Baldwin County EDA
Butler County Commission
for ED
City of Clanton IDB
Dunn Building Company
Horizon Point Consulting, Inc.
JESCO, Inc.

Marshall County EDC
Maynard, Cooper & Gale, P.C.
Mobile Area Chamber of
Commerce
Morgan County EDA
Selma & Dallas County EDA
St. Clair County EDC
Terracon Consultants, Inc.
University of West Alabama
Westervelt Realty

BRONZE SPONSORS

ACCS Innovation Center
Building & Earth Sciences
Bullock County
Byard Associates, LLC
Centerfire Economic
Cherokee County IDA
City of Anniston
City of Millbrook
Crenshaw Co. Economic & Industrial
Development Authority
Port of Huntsville
Lake Martin Area EDA
Lawrence County IDB
Limestone County Economic
Development Association
Ozark-Dale County EDC
Shoals EDA
Walker County EDA

2022 – 2023 EDAA BOARD OF DIRECTORS

Brooks Kracke, President
Taylor Williams, First Vice President
Angela Smith, Second Vice President
Jamie Troutman, Secretary/Treasurer
Megan McGowen Crouch,
Immediate Past President

Kevin Taylor
David Rodgers
Shane Kearney
Ernie Cowart
Melody Whitten
Cary Cox
Nathan Lee
Allison Brantley

2023 EDAA WINTER CONFERENCE COMMITTEE

Bryant Whaley, Conference Chairman
Nathan Lee, Conference Co-Chairman
Lisa Miller, Advisor
Whitney Barlow
Laura Braswell
Carissa Crayton
Audrey Ferguson
Jennifer Green
Ray Methvin
Rosalyn Sales
Bethany Shockney
Robyn Snellgrove
Max Snyder
Kevin Taylor
Lori Williams

EDAA



ECONOMIC DEVELOPMENT
ASSOCIATION OF ALABAMA

