



**35th INTENSIVE
ECONOMIC DEVELOPMENT TRAINING COURSE**

Government & Economic Development Institute,
Auburn University

Week II: September 9-12, 2019



GOVERNMENT & ECONOMIC
DEVELOPMENT INSTITUTE

Monday, September 9th

- 8:15-8:30 Welcome and Introductions
David Mixson – Associate Director, Government and Economic Development Institute
Auburn University
Mike Swinson – Director, Economic Development Spire
- 8:30 – 9:30 The History of Economic Development
Dr. Edwin C. Bridges – Director Emeritus, Alabama Department of Archives and History
- 9:30 – 9:45 Break
- 9:45 - 11:15 Alabama Government and Economic Development
Joe A. Sumners, Ph.D. – Founder and Manager of Wicked Solutions LLC,
and Executive Director Emeritus of GEDI
- 11:15 – 12:30 Lunch (on your own)
- 12:30 – 1:15 Alabama’s Infrastructure: How are We Doing?
Joe Meads – Principal and Owner, SAIN Associates
- 1:15 - 1:30 Break
- 1:30 – 3:15 Alabama Workforce Recruitment, Training, and Development
Ed Castile – Deputy Secretary of Commerce, Department of Commerce of Alabama
Gary Weaver – Regional Workforce Director, Alabama Community College System
- 3:15 – 3:30 Break
- 3:30 – 4:00 Career and Technical Education/Workforce Development

Tommy Glascock – Deputy State Superintendent, Education, Career, and Technical Education, Workforce Development Division

4:00 – 5:00 Panel: Career and Technical Education/Workforce

Moderator: David Mixson – Associate Director, GEDI

Panel Members: Audrey Marshall – Coordinator Work-based Education, Auburn City Schools

Amy Brabham – Workforce Director, City of Auburn

Lindsay Jordan – Career Coach, Elmore County Schools

5:00 – 6:30 Reception – Sponsored by Alabama Power Co. and CDG Engineers & Associates Inc.

Tuesday, September 10th

- 8:00 – 9:30 Retail as an Essential Economic Development Strategy
 Jeff Rouzie – Marketing/Research, Retail Strategies
- 9:30 – 9:45 Break and Load Bus
- 9:45 – 10:00 Travel to Auburn Industrial Park
- 10:00 – 10:45 Tour Auburn Industrial Park
- 10:45 – 11:45 Bus to East Chase
- 11:45 – 12:45 Lunch at East Chase (on your own)
- 12:45 – 1:15 Bus to Hyundai
- 1:30 – 3:30 Tour and Story of Hyundai Recruitment
 Ellen McNair – Sr. Vice President, Corporate Development,
 Montgomery Chamber of Commerce
- 3:30 – 4:00 Photo, Break and Load Bus
- 4:00 – 5:00 Travel to Auburn
- 5:00 p.m. Adjourn for day

Wednesday, September 11th

- 8:00 – 9:00 International Trade and Investment
Brian Davis – Director, Alabama International Trade Center University of Alabama
Hilda Lockhart – Director, International Trade Division,
Alabama Department of Commerce
- 9:00 – 9:15 Break
- 9:15 – 10:30 State and Federal Economic Development Incentives
Angela Smith – Incentives Manager, Alabama Department of Commerce
Alex Flachsbart – Founder & CEO, Opportunity Alabama
- 10:30 – 10:45 Break
- 10:45 – 12:00 Alabama Resources to Support Local Economic Development
Anita Archie – Deputy Director, ADECA
Quinton Harris – Area Director, USDA Rural Development
- 12:00 – 1:15 Lunch (on your own)
- 1:15 – 1:45 Alabama Department of Commerce
Greg Canfield – Secretary of Commerce, Alabama Department of Commerce
- 1:45 – 2:15 Economic Development Partnership of Alabama
Steve Sewell – Executive Vice President, Economic Development Marketing,
Economic Development Partnership of Alabama
- 2:15 – 2:45 Economic Development Association of Alabama
Jim Searcy – Executive Director, Economic Development Association of Alabama
- 2:45 – 3:00 Break

3:00 – 4:00 Panel: Inspiration and Insights from Alabama’s Rural Economic Developers

Moderator: Jennifer Ryan

Panel Members: David Hutchison – Executive Director,
Butler County Commission for Economic Development
Bryant Whaley - Executive Director, Randolph County EDA
Brenda Tuck – Rural Development Manager,
Alabama Department of Commerce

4:00 – 4:15 Break

4:15 – 5:15 Panel: The Role of Utilities in Alabama Economic Development

Moderator: David Mixson – Associate Director, GEDI

Panel Members: Patrick Murphy – VP Marketing and Economic Development,
Alabama Power Company
Mike Swinson – Director of Economic Development, Spire
Caleb Goodwyn – Economic and Community Development
Representative, PowerSouth Energy Cooperative

Thursday, September 12th

8:00 – 8:30 Know Your Community Tool

David Mixson - Associate Director, GEDI Auburn University

Jonathan Gross – Research & Consulting, GEDI Auburn University

8:30 – 9:30 Panel: Programs Supporting Small Towns and Local Economies

Moderator: Jennifer Ryan, Communications and Marketing Manager, GEDI

Panel Members: Sidney Hoover – Executive Director,
Alabama Communities of Excellence
Trisha Black – Field Services Specialist, Main Street Alabama
Brian Hilson – Rural Development Strategist,
EDAA Rural Development

9:30 – 9:45 Break

9:45 – 10:45 Panel: Economic Development from the Company's Perspective

Moderator: David Mixson

Panel Members: Tim Beasley – HR Manager, RAPA L.P.
Todd Shackett – President,
Southern Union State Community College
Dave Debaets – Retired VP, Briggs and Stratton

10:45 – 11:00 Photo and Break

11:00 – 12:00 Graduation Luncheon