**2015 Intensive Economic Development Training Course**  
Economic & Community Development Institute, Auburn University

**Session II: September 14-17, 2015**  
Ballroom A Left, The Hotel at Auburn University & Dixon Conference Center  
*Moderated by Joe Sumners, Ph.D., Director, ECDI, Auburn University*

**Monday, September 14th**

8:15 – 8:30  **Welcome Back and Session II Kickoff**

**COMMUNITY DEVELOPMENT**

8:30 – 12:00  **Community Development Fundamentals and Success Models**  
*Vaughn L. Grisham, Ph.D., Director and Professor Emeritus*  
McLean Institute for Community Development  
The University of Mississippi

12:00 – 1:15  **Lunch (on your own)**

**ALABAMA’S ECONOMY: PAST AND PRESENT**

1:15 – 2:15  **The History of Economic Development in Alabama**  
*Edwin C. Bridges, Ph.D., Director Emeritus*  
Alabama Department of Archives and History

2:15 – 2:30  **Break**

2:30 – 3:45  **Alabama Government and Economic Development**  
*Joe Sumners, Ph.D., Director*  
Economic & Community Development Institute  
Auburn University

3:45 – 4:00  **Break**

**RECRUITING, RETAINING, AND EXPANDING: ALABAMA SUCCESS STORIES**

4:00 – 5:00  **Panel: Economic Development from the Company’s Perspective**

- **Tim Beasley**  
  Senior HR Manager  
  RAPA, LP

- **Keith Hettig**  
  CEO  
  Great Lakes Metal Stamping

- **Joseph Markiewicz**  
  Plant Leader  
  GE Aviation, US
**Tuesday, September 15th**

**ALABAMA EDUCATION AND WORKFORCE DEVELOPMENT**

8:00 – 9:15  
*Alabama Education and Workforce Development*  
*Thomas R. Bice, Ed.D.*  
*Secretary & Executive Officer*  
*Mark Heinrich, Ph.D.*  
*Chancellor*  
*AL State Dep. of Education*  
*AL Community College System*

9:15 – 9:45  
*Break (and load bus for Montgomery)*

**RECRUITING ALABAMA SUCCESS STORIES - FIELD TRIP**

9:45 – 10:45  
*Travel to The Shoppes at EastChase, Montgomery*

10:45 – 12:00  
*Lunch at The Shoppes at EastChase (on your own)*

12:00 – 12:30  
*Travel to Hyundai Motor Manufacturing Alabama (HMMA)*

12:30 – 12:45  
*Break and Check in at HMMA*

12:45 – 1:45  
*Recruiting Hyundai: The Montgomery Experience*  
*Ellen G. McNair, CEcD*  
*Senior Vice President, Economic Development*  
*Montgomery Area Chamber of Commerce*

1:45 – 2:45  
*Tour of HMMA Facility*  
*Led by HMMA Staff*

2:45 – 3:00  
*Break (and load bus for Auburn)*

3:00 – 4:10  
*Travel to Auburn*

4:10 – 5:10  
*Tour of Auburn Industrial Parks and Capitol Vial (M&M Packaging) Facility*  
*Led by Cary Cox*  
*Director of Workforce Development*  
*City of Auburn*

5:15  
*Arrive at the Hotel at Auburn University*
Wednesday, September 16th

8:00 – 9:00  Retail as an Essential Economic Development Strategy
             Lacy Beasley, Vice President of Business Development
             Retail Strategies, LLC

9:00 – 9:15  Break

9:15 – 10:30 International Trade and Investment and
             Alabama Small Business Development Network
             Brian K. Davis, Director
             Alabama International Trade Center
             University of Alabama

10:30 – 10:45 Break

10:45 – 11:45 Panel: Rural Development
             Sheldon A. Day
             Mayor
             City of Thomasville
             Dus Rogers
             President and CEO
             Jackson County EDA
             Brenda Tuck
             Executive Director
             Marengo County EDA

11:45 – 1:00 Lunch (on your own)

1:00 – 1:45 Your Turn: Open Forum (and Break)

ALABAMA PROGRAMS AND RESOURCES

1:45 – 2:45  Alabama Resources to Support Local Economic Development
             Ronald Davis
             State Director
             USDA Rural Development
             Bea Forniss
             Director, Economic Development
             ADECA

2:45 – 3:00 Break

3:00 – 3:45  Alabama Incentives for Economic Development
             James E. Long, Jr., JD
             Partner
             Bradley Arant Boult Cummings, LLP
             Angela Till
             Deputy Secretary
             Al. Department of Commerce

3:45 – 4:00 Break

4:00 – 5:00  Panel: The Role of Utilities in Alabama Economic Development
             Caleb Goodwyn
             Economic & Community Development Representative
             PowerSouth
             Warren McCullars
             Director
             Economic Development
             Alagasco
             Ken Novak
             Vice President, Economic & Community Development
             Alabama Power

5:00  Closing Reception in the Terrace Room
      Sponsored by Bradley Arant Boult Cummings, LLP
Thursday, September 17th

8:00 – 9:30  Alabama Economic Development Partners
            Hollie Pegg  Jim Searcy  Greg Knighton
            Assistant Director  Executive Director  Vice President
            Business Development  EDAA  EDPA
            AL Department of Commerce

9:30 – 9:45  Break

9:45 – 11:45 2015 Alabama Economic Development Roundtable

11:45 – 12:00 Course Graduation and Wrap Up

We’ve enjoyed having you here in Auburn! Please don’t forget to complete your faculty and overall evaluations before you leave.       - The ECDI Staff