



5th ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE

Westin Hotels & Resorts, 21 East 5th Street, Cincinnati, OH 45202

April 18 - 20, 2017

Conference Agenda

TUESDAY, APRIL 18

4:30 pm to 5:30 pm	Registration
5:30 pm to 7:30 pm	Opening Reception & Welcome to Cincinnati

WEDNESDAY, APRIL 19

9:00 am to 10:30 am	<p>Breakfast and Opening Plenary: The Little Engine Did, And So Can You! The Incredible Power of Optimism to Energize Life and Propel Organizations Forward!</p> <p>Those of us who choose optimism as our primary operating mode are in good company. Abraham Lincoln said, "the pessimist sees the difficulty in every opportunity and the optimist sees the opportunity in every difficulty." Winston Churchill said, "I am an optimist. It does not seem too much use being anything else."</p> <p>Though pessimism, realism, and worry are the default thought patterns for many people, this presentation argues the case for optimism, providing research, logic, and practical how-to information.</p> <p><i>Presenter: Janie Walters, Champion Communications</i></p>
10:45 am to 12:15 pm	<p>Concurrent Session: HUD Section 3 Compliance Regulatory Training - PART 1 of 3 Attendees at all three sessions receive a Certificate of Completion</p> <p>Recipients, sub-recipients, administrators, engineers, contractors, attorneys and anyone else that applies for, uses, or earns fees from HUD Section 3 funds are encouraged to attend this timely and informative 3-part training event! The HUD Section 3 regulation can be complicated to comprehend and almost impossible for community development entities to fully comply. This class will simplify the requirements of the rule as they apply only to Community Development recipients whether they are city, county, state, sub-recipient, or non-profit. Trainees will be guided through the rule and how to best comply in the simplest and least expensive methods.</p> <p><i>Presenter: J. Keith Swiney, President/CEO, Motivation, Inc.</i></p> <hr/> <p>Concurrent Session: Blow a Bubble, Not a Gasket!</p> <p>Stress Management Techniques that really work! Learn basic stress "factoids", identify 10 personal qualities that control stress, and explore 10 stress management techniques that you can use today.</p> <p><i>Presenter: Janie Walters, Champion Communications</i></p> <hr/> <p>Concurrent Session: The Top 10 Policies Every Handbook Should Contain</p> <p>Does your organization have an employee handbook? If so, how long has it been since it was last updated? There have been many changes in the HR area. This session will highlight a number of areas that should be revisited to keep your organization in compliance. These include a recap of wage-hour rules, social media rules, medical marijuana laws, and other 21st-century personnel challenges.</p> <p><i>Presenter: Marie-Joëlle Khouzam, Partner, Bricker & Eckler Attorneys At Law</i></p>



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<p>12:15 pm - 1:30 pm</p>	<p>Lunch: Legislative Advocacy in Uncertain Times</p> <p><i>Remarks: Gregory Lestini, Partner, Bricker & Eckler Attorneys At Law</i></p>
<p>1:45 pm to 3:15 pm</p>	<p>Concurrent Session: HUD Section 3 Compliance Regulatory Training – PART 2 of 3 Attendees at all three sessions receive a Certificate of Completion Part 2 of 3 - Recipients, sub-recipients, administrators, engineers, contractors, attorneys and anyone else that applies for, uses, or earns fees from HUD Section 3 funds are encouraged to attend this timely and informative 3-part training event! The HUD Section 3 regulation can be complicated to comprehend and almost impossible for community development entities to fully comply. This class will simplify the requirements of the rule as they apply only to Community Development recipients whether they are city, county, state, sub-recipient, or non-profit. Trainees will be guided through the rule and how to best comply in the simplest and least expensive methods.</p> <p><i>Presenter: J. Keith Swiney, President/CEO, Motivation, Inc.</i></p> <hr/> <p>Concurrent Session: Various Forms of Contracting “All contracts are an agreement, but all agreements are not contracts.” Learn the differences and comparisons between contracts, agreements, MOUs, RFPs and RFQs and the appropriate use of each.</p> <p><i>Presenters: Flite Freimann, Senior Counsel/Of Counsel, Bricker & Eckler Attorneys At Law</i></p> <hr/> <p>Concurrent Session: Making the Most out of Messaging and Communications Creating a successful communications strategy can feel overwhelming. However, it doesn't have to be. In this session, the trainer and attendees will discuss a variety of tips, tricks and tools you can use to build a communications strategy that will work for you.</p> <p><i>Presenter: Wendy Wasserman, Director, Communications & Media Relations, Appalachian Regional Commission</i></p>
<p>3:30 pm to 5:00 pm</p>	<p>Concurrent Session: HUD Section 3 Compliance Regulatory Training – PART 3 of 3 Attendees at all three sessions receive a Certificate of Completion Part 3 of 3 - Recipients, sub-recipients, administrators, engineers, contractors, attorneys and anyone else that applies for, uses, or earns fees from HUD Section 3 funds are encouraged to attend this timely and informative 3-part training event! The HUD Section 3 regulation can be complicated to comprehend and almost impossible for community development entities to fully comply. This class will simplify the requirements of the rule as they apply only to Community Development recipients whether they are city, county, state, sub-recipient, or non-profit. Trainees will be guided through the rule and how to best comply in the simplest and least expensive methods.</p> <p><i>Presenter: J. Keith Swiney, President/CEO, Motivation, Inc.</i></p> <hr/> <p>Concurrent Session: How to Fund the Impossible - An Innovative Approach for Funding Infrastructure Investments Local Development District (LDD) and economic development partners, and staff of the Appalachian Regional Commission will provide examples of innovative financing mechanisms used to fund infrastructure investments that foster a spirit of cooperation between the private and public sectors and can serve as a model for successful economic development in Appalachia.</p> <p><i>Presenters: Dorothy Skowrunski, Executive Director, Coshocton County Port Authority; Jeannette Wierzbicki, P.E., Executive Director, Ohio Mid-Eastern Governments Association; Molly Theobald, Director, Regional Program Operations, Appalachian Regional Commission (ARC)</i></p> <hr/> <p>Concurrent Session: Smart Grids and the Emerging Internet of Things (IoT) Internet 1.0 connected our desktops and laptops to the Internet. Internet 2.0 connected our smartphones and tablets to the Internet. Internet 3.0—the Internet of Things—will connect our infrastructure and industrial</p>



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	<p>equipment to the Internet. In this session, we will discuss how smart grid investments are enabling rural electric cooperatives and other infrastructure providers in rural Appalachia to participate fully in building Internet 3.0.</p> <p>Presenter: <i>Chris Brazell, Infrastructure Program Manager, Appalachian Regional Commission; Patrick Sarver, General Field Representative, RUS/Electric Program, United States Department of Agriculture</i></p>
<p>6:00 pm to 8:00 pm</p>	<p>Off-Site Event: Dinner & Baseball Game at the Great American Ball Park Orioles and Reds at 7:10 pm</p>

THURSDAY, APRIL 20

<p>7:30 am to 8:00 am</p>	<p>Continental Breakfast</p>
<p>8:00 am to 9:30 am</p>	<p>Concurrent Session: Logic Models</p> <p>Understanding how grant managers, funding agencies, and even your stakeholders evaluate project proposals is essential to winning their support for it. This workshop provides a step-by-step process that can help your organization use logic models to outline and plan programs and develop strategies to achieve funder support. Most logic models start with the outcomes or results in mind, and include common elements for program design, evaluation, and required resources.</p> <p>Discussion Topics Include: Sharing expectations within an organization and facilitating conversations about a program’s goals, intent, and anticipated outcomes with potential partners and funders; Outlining the activities and methods required to produce a program’s proposed outcomes; Creating a proactive plan for tracking, measuring, and evaluating a program; Determining cost-per-outcome figures to explain and promote a program’s results to funders in grant applications, funding appeals, annual reports, marketing materials, etc.; Preparing information commonly requested in grant applications and proposals</p> <p>Presenter: <i>Paul Mastrodonato, President, Nonprofit Works</i></p> <hr/> <p>Concurrent Session: Strategic Branding & Messaging</p> <p>Learn how to strategically build a recognizable brand and implement strategic messaging. Building a brand doesn’t happen by chance. It’s a purposeful endeavor that is rooted in strategic thinking and an understanding of your organization’s goals, the community you serve, and how the two will connect. On target branding and messaging is a lot more than just a logo; it includes a brand strategy, story and an experience that’s elegantly simple, approachable, and an asset that drives your organization further.</p> <p>Erica Allison, PR Strategist and founder of Allison Development Group, will take participants through the steps in creating a brand strategy, accurate messaging, and understanding the connections both should make to the audience and community.</p> <p>Presenters: <i>Erica Allison, PR Strategist and Founder, Allison Development Group</i></p> <hr/> <p>Concurrent Session: Transforming a Region for Today's Digital Economy</p> <p>Activate a collaborative network by learning how the Shoals Shift Project is accelerating a strong and growing pipeline of high quality, in-demand jobs. This workshop will cover how collaboration advances a community including the process, structure, sustainability plan and applicability to others through demonstrating Strategic Doing, a flexible agile strategy method. Focusing on the Shoals Shift Project as the prime example, the workshop will include other initiatives and regions.</p> <p>Presenter: <i>Janyce Fadden, Executive-in-Residence, UNA College of Business; Giles McDaniel, Executive Director, Shoals Entrepreneurial Center</i></p>



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<p>9:45 am to 11:15 am</p>	<p>Concurrent Session: Building Budgets</p> <p>This “math free” workshop will help your organization plan and create operating and program budgets, with a focus on the role of budgets in funding proposal and applications. Participants receive templates in Microsoft Word and Excel format to help them develop budgets, and a certificate of completion.</p> <p>Training Topics Include: Developing budgets that accurately portray your organization and its programs; Methods of sharing costs among programs; Prorating expenses between administration and program costs; Placing fair value on in-kind contributions and services; Using “cost per outcome” scenarios to generate requests for funding; Tips for formatting and presenting budgets in proposals and applications for funding.</p> <p><i>Presenter: Paul Mastrodonato, President, Nonprofit Works</i></p> <hr/> <p>Concurrent Session: Effective PR - Learn How to Maximize Your Most Underutilized Asset</p> <p>Effective Public Relations is often the most important, yet most overlooked asset your organization can have. Unlike a logo and brand, the "tangibles" of PR are hard to define and for many organizations, difficult to sustain. Effective PR can keep your organization in the public eye, particularly <i>your</i> publics, and assist in effective brand positioning. It can also successfully launch a new program or business, while also assist in maintaining your value among legislators, funders and community. Because many organizations don't understand PR or grasp at other solutions to remain relevant, they are missing an important opportunity. Learn how you can maximize this hidden asset with key questions to ask and tools to use.</p> <p>Erica Allison, PR Strategist and founder of Allison Development Group, will walk participants through the steps of creating a solid PR strategy, understanding when and how to use them, and relationships that are a must when working with the media.</p> <p><i>Presenters: Erica Allison, PR Strategist and Founder, Allison Development Group</i></p> <hr/> <p>Concurrent Session: Economic Development Sites - How Regional Councils are Partnering to Help Identify and Market Economic Development Sites</p> <p>Do you have available sites with ‘for sale’ signs, but no business signs? This session will provide you with a foundation of how to effectively use GIS to promote your available sites, and build a system of basic information that potential clients can use to evaluate the suitability of your sites. Presenters will also provide insight on how to effectively collect relevant site information from property owners, local realtors, and other involved parties.</p> <p><i>Presenter: Flite Freimann, Senior Counsel/Of Counsel, Bricker & Eckler Attorney’s At Law; Bret Allphin, Development Director, Buckeye Hills Regional Council; Anthony Iachini, Development Site Coordinator, Buckeye Hills Regional Council; Jason Pyles, GIS Manager, Buckeye Hills Regional Council</i></p>
<p>11:30 am to 12:00 pm</p>	<p>Closing Plenary: TBD</p>