

2017 Community Leadership Academy

Thomas Heywood – Keynote Speaker
All Roads Lead to Rome: Leadership in Tough Times



Tom Heywood is managing partner of the law firm Bowles Rice McDavid Graff & Love LLP and is a former Chief of Staff for the Governor of the State of West Virginia. He has significant experience in healthcare, corporate, finance and commercial law. He currently serves as Chairman of the firm's Client Development Department, and Chairman of the firm's Health Care and Government Relations Groups.

Mr. Heywood earned his Bachelor of Arts degree in International Relations, with distinction, from Stanford University in 1978, where he was elected to Phi Beta Kappa Honorary Society. He earned his law degree in 1982 from Harvard Law School, where he served as Editor of the Harvard Law Record (1980-82) and Developments Editor of the Harvard International Law Journal (1981-82).

Mr. Heywood is a former Law Clerk of The Honorable John A. Field, Jr., Senior Judge, U.S. Fourth Circuit Court of Appeals. He joined the firm in 1983. From 1989 to 1990 he served as Counsel to the Honorable Gaston Caperton, Governor of West Virginia, and from 1990 to 1993 he served as Governor Caperton's Chief of Staff. Tom returned to the firm in 1993.

During 2000, Mr. Heywood served as Chairman of the Community and Technical College Implementation Board and Co-Chairman of Celebration 2000. In 1997, Mr. Heywood was appointed by the Governor to serve as Co-Chairman of the “Yes on 1 Committee,” which successfully advocated passage of an amendment to the West Virginia Constitution which permitted the State to invest in stocks. He served as Chairman of Governor Underwood’s Transition Committee on Medicaid in 1997. In 1995, Mr. Heywood served as Chairman of the Medicaid Crisis Panel, a statewide, 13-member panel convened by Governor Caperton. The panel made recommendations for expenditure reductions and program restructuring in the West Virginia Medicaid Program, in anticipation of federal funding reductions.

Mr. Heywood remains active in civic, charitable and public education initiatives, and has been recognized by various organizations for his public service. Mr. Heywood is the 2000 recipient of the West Virginia Education Association “Margaret Baldwin Friend of Education Award” for his leadership and support of education at the state level; received the 1999 “Sam Walton Community Leadership Award” for his volunteer efforts to improve the quality of education in the Kanawha Valley; was named the 1999 “Citizen of the Year” by the National Association of Service Workers; received the 1996 “Distinguished Service Award” from the West Virginia Hospital Association; was honored in 1996 by the Kanawha County Board of Education for his work on a bond issue to construct the new Riverside High School; and received the 1995 “Friend of Education Award” from the Kanawha County Education Association.

2017 CLA Sessions

Wednesday, April 19

12:30 – 3:00 p.m. Pre-Conference Workshop

Invest in Your Strengths: Strengths-Based Leadership

[Kelli Jo McNemar](#) – Director, WV Campus Compact

Join us for an interactive and reflective pre-conference program! Register and receive a personalized code to complete the Clifton StrengthsFinder assessment to discover your top 5 strengths and download the bestselling StrengthsFinder 2.0 e-book

While learning about your strengths through the assessment may be an interesting experience, working with others to understand, develop, and apply your strengths can be of great benefit. Gallup research shows that people who know and use their strengths every day are more engaged, productive, and healthier. During the program, we will examine the key-elements of a strengths-based approach, explore your unique individual strengths that can be used to enhance leadership success, examine best practices being used increase engagement and select actions you can take to invest in your strengths.

To fully participate in this track, you will receive a one-time use only code to complete the online Clifton StrengthsFinder assessment. This assessment has helped more than 15 million people around the world discover their talents. Once you complete the Clifton StrengthsFinder assessment, you’ll have access to your customized reports, additional resources, along with the online book. Please have your personalized Strengths Insight Report available to use during this program (in other words – either print it or download it on a device).

There is a big difference between simply knowing what your strengths are and knowing how to use them. I’m looking forward to working with you as you invest in your strengths!

If you missed this workshop last year, definitely consider signing up this spring. If you have taken the Gallup Strengths assessment in the past, you will continue to develop your strengths. Note: Last year’s attendance is not required for this year’s workshop.

Hurry fast, as there are only twenty-five available spots to fill, and we look forward to seeing you there!

Cost: \$50 per attendee

3:30 p.m. Welcome

3:45 p.m. Extension is the Front Door

Steve Bonanno – WVU Extension, Dean and Director

4:15 – 5:00 p.m. Leadership Strategies

E. Gordon Gee – WVU President

5:00 – 7:00 p.m. – Structured Networking

It Takes All Fields

The WV Community Development Hub – Amanda Workman, Stephanie Tyree & WVU Extension Service – Jeremy Lambson

Networking is such a vital component in leadership and community development. We want to give you every opportunity to make connections. That's why this year our networking session is going to have less activities, which often take more time away from actual networking, and spend more time [joining the conversation](#), and have a little fun in the meantime.

Optional Activities

First, you will make more connections when you participate in our President Gee Selfie Challenge Bingo. Make our WVU President proud and get as many selfies as you can by completing your bingo card. Keep an eye out for city and county officials, students, VISTAs, business owners and many more to complete BINGO and enter to win a prize. Post all of your selfies on our [Facebook page](#) with #WVUCLA17 and the selfie with the most "likes" will also win a prize!

Second, when you register for the Community Leadership Academy, make sure to include three keywords that describe your field of work in the provided section. These keywords will be placed on your name tag and will be useful for making the connections that will benefit you and your projects.

We are excited to see what new ideas and projects this session will sprout. Come and enjoy drinks and hors d'oeuvres while connecting with people committed to improving themselves and this great state of West Virginia!

Note: Facebook assistance will be provided throughout the conference.

Thursday, April 20

7:30 a.m. Registration and Continental Breakfast

8:30 a.m. Welcome

8:45 – 9:45 a.m. – All Roads Lead to Rome: Leadership in Tough Times

Thomas Heywood – Keynote Speaker

The three learning tracks of the Community Leadership Academy – Leadership, Good Governance and Community Economic Strategy – are but different aspects of a unified set of skills, behaviors and attitudes. This unity is revealed more completely in times of challenge. Drawing on his own experiences and observations, Mr. Heywood will offer thoughts and comments about why West Virginia has a bright

future, and how focused leadership, effective governance and clear strategy can help us realize that bright future.

10:00 a.m. – 12:00 pm – Forum of Ideas

Leadership West Virginia

The Forum of Ideas program consists of three rounds and is structured to provide individuals with an opportunity to develop their ideas over several months. The final round will prepare a 15-minute oral presentation for the CLA audience to select a winner.

12:00 p.m. – 1:00 p.m. Luncheon

Agriculture is Community Development: Importance of Collaboration and Partnerships

Kent Leonhardt – West Virginia Commissioner of Agriculture

1:15 p.m. – 2:30 p.m. – Breakout Sessions

Leadership – Policy to Support Healthy Behavior

Panel – Education, Public Health, and Community Development

Tom Bias – WVU School of Public Health

Jessica Wright – Division of Health Promotion and Chronic Disease at the WV Bureau for Public Health

Kristy Blower – Office of Child Nutrition, WV Department of Education

Kent Leonhardt – West Virginia Commissioner of Agriculture

This session provides a forum for local and state policymakers and stakeholders to discuss the impact of public policy on the health of West Virginians. Specific expertise on this panel will include agriculture, education, and public health. Attention will focus on how state and local agency decision-making can help shape health in positive ways.

Good Governance – Ethics as Practice, Not Just Compliance

Howard Seufer – Board of Education, Bowles Rice Law Firm

Conscientious public officials and nonprofit board members, intent on obeying the Ethics Act and other rules of ethics, may worry that compliance will unnecessarily impact their leadership in ways that impede progress. Following an overview of the Ethics Act, this session will explore how effective leaders incorporate the rules into their daily work and still achieve the needs of their community, including the rules covering conflicts of interest, self-dealing, nepotism, confidential information and transparency.

Economic Strategy – The Collaborative Advantage: Investing & Advancing Local with Public, Philanthropic, Private, and Nonprofit Partnerships

Paul Daugherty – President & CEO, Philanthropy West Virginia

Even though our state is in the midst of economic challenges there are major opportunities to invest and advance local communities. The only way we are going to be successful in this area is creating strong partnerships among private, public, philanthropic and nonprofit sectors. In the time of 2015 to 2025, WV is experiencing a historic massive multi-billion dollar transfer of wealth from the older generations (Maturers and Boomers) to the younger generations (Xers and Millennials). This means that billions of dollars of generational wealth built up over the past century can result in a growth of local investments and collaboration opportunities. This is the time for our communities to partner with philanthropy and the

grantmaking foundations of our state to create long-term solutions and engage this wealth for permanent resources to benefit community regeneration. This session will include strategies to partner with philanthropy, strategies for effective cross-sector partnerships, and engagement of the transfer of wealth in your region working with your local community foundation. The most beneficial partnership for our regions is the COLLABORATIVE ADVANTAGE which will result in sustainable, long-term regeneration of communities and counties.

2:45 p.m. – 4 p.m. – Breakout Sessions

Leadership – Strategies for Attracting and Retaining Young Talent: Lessons Learned Abroad the Millennials Train

[Natalie Roper](#) – Executive Director, Generation West Virginia

In August 2016, Natalie represented West Virginia on the Millennials Train Project traveling from LA, San Francisco, Milwaukee, Denver, and Detroit to study successful strategies for attracting and retaining young talent that could be brought home to West Virginia. The biggest takeaway: young talent attraction and retention doesn't have a silver bullet solution but requires intentional action across all sectors in the economy. This session will explore the role that each of us play in better attracting and retaining young talent in the state and provide lessons learned from cities across the country with a priority list of strategies for West Virginia.

Good Governance – Changing the Political Landscape in West Virginia and the National Context

[Andy Richardson](#) – WVU Adjunct Instructor of Political Science

The political landscape has changed dramatically in West Virginia and the United States. This session seeks to place these changes into context by examining underlying reasons and factors that have influenced this transition. For West Virginia, this includes the transformation away from an economy based primarily on extractive industries, such as coal. It is also reflected in changes in political affiliation as our state, as we have become more of a “red” state and less of a “blue state.” Fiscal constraints have also shaped this landscape, as budgetary stress and economic development concerns have shaped the current political agenda. Reviewing these and other topics will help us place West Virginia in the broader national context.

Economic Strategy – Life on the Beer Frontier

[Daniel Eades](#), [Doug Arbogast](#) & [Jason Kozlowski](#), Assistant Professors and Extension Specialists, WVU Extension Service

West Virginia's tourism and craft brewing industries have recently experienced rapid growth through changing state policies, and creative business models emphasizing immersion in and appreciation of the state's rich rural heritage. Local breweries serve as a model for how rural communities and attractions might showcase their unique identities by capturing and sharing authentic senses of place. Learn from brewers and scholars about craft beer's ascent in the US, how the industry contributes to local economies, and how communities and tourism leaders can learn to work together to promote what makes their region and the state a unique destination.

5:00 p.m. – 8:00 p.m. Mobile Learning Tours (optional)

Culinary Mobile Learning Tour

[Pat Smyth](#), and [Kelly Nix](#) WVU Extension Service

The Community Leadership Academy Culinary Tour has become a favorite for many among the great opportunities offered during this annual training conference. The tour is designed to take a more relaxed

approach to learning about community development. This year, the distance between restaurants has increased a bit, so we will have a bus take us to each venue. The first stop on our tour is The Wine Bar at Vintner Valley, a gourmet trattoria featuring elegant appetizers. We'll then head over to Hill & Hollow, which is one of West Virginia's most progressive restaurants, specializing in creating global cuisine from locally-grown ingredients and elevating Appalachian cuisine among the pantheon of world flavors. Hill & Hollow is dedicated to the essential concept of sustainable agriculture and the belief that natural ingredients simply taste better. The menu is seasonally designed and reflects the freshest items Appalachia has to offer, a tribute to West Virginia's cultural and agricultural diversity. Chef Marion Ohlinger will talk to our group about Farm to Table cuisine and what that means in West Virginia. If you have not experienced this fine restaurant, you are in for a real treat. If you have, we are sure you are happy to return. We will conclude our tour with desserts at Sargasso Morgantown. Sargasso's culinary team is well-renowned and is sure to bring a delicious close to our tour.

All the restaurants will share their stories about being a locally-owned restaurant in Morgantown. Each restaurant has its own unique atmosphere and you'll leave the evening feeling satisfied and looking for an excuse to return.

Alcoholic beverages are available at each restaurant for purchase, so you may want to bring cash to make the process go a bit faster. Credit cards are also acceptable.

Mountain State Brewing Company provides a great optional stop where you will find some of the most popular microbrews in West Virginia. You may even see some of the Craft Beer Tour folks there as well!

Finally, thank you to our Culinary Tour sponsor, Scott, and Carol Rotruck, for making this special event possible.

Craft Beer Tasting Mobile Learning Tour

[Daniel Eades](#), [Doug Arbogast](#) & [Jason Kozlowski](#), Assistant Professors and Extension Specialists, WVU Extension Service

Beer lovers are rejoicing over the booming craft beer industry. Gone are the days of choosing between this brand and that brand of a light or full body lager. Now we can go into just about any store and have the option to try many different styles and variations. You can have your ales, porters, stouts, IPAs, lagers, wheats, barleywines, barrel-aged, sours, saisons, dubbels, tripels, and dunkelweizens to name a few! And everyone who makes these craft beers have their own unique recipes that express these styles in subtly different ways.

Join us for the second annual Community Leadership Academy Craft Beer Tour and learn about how beer is improving our communities while enjoying some of the best suds West Virginia has to offer. We will have a bus take us to our first stop and then we will walk to the rest of the tour. Our first stop is **Chestnut Brew Works**, perhaps Morgantown's most cherished microbrewery. "Chestnut Brew Works, LLC started as a small beer brewery nestled in the woods of southern Monongalia County, about 10 miles south of Morgantown, WV in April of 2013. The demand quickly outpaced the supply, however, so we recently expanded our operations and added a taproom in the historic South Park area of Morgantown. Chestnut Brew Works is managed by Bill Rittenour, who is also the head brewer." You have to try the Halleck Pale Ale, their most popular beer on tap. We will then walk over to the **Iron Horse Tavern**, located on South High Street. The Iron Horse Tavern specializes in West Virginia craft beer, specialty cocktails, house infusions, and a unique pub fare. Next, we will make our way down to the **Apothecary Ale House and Café**, one of the largest craft beer selections in West Virginia with over twenty-seven rotating taps and 140 different bottles to choose from! This will surely impress even the most seasoned beer connoisseurs. **Mountain State Brewing Company** provides a great optional stop where you will find some of the most popular microbrews in West Virginia. You may even see some of the Culinary Tour folks there as well!

West Virginia's active and growing craft beverage industry is generating jobs, revenue, and transforming once vacant spaces into thriving businesses and gathering places. Community Leadership Academy attendees will be able to hear and see first-hand how these businesses are contributing to the state's economy.

Hurry fast, as there are only twenty-five available spots to fill, and we look forward to seeing you there!

Friday, April 21

7:00 a.m. Registration and Continental Breakfast

8:15 a.m. – 9:30 a.m. – Breakout sessions

Leadership – Charting Brighter Futures: Vision, Coordination, and Action in Tough Challenging Times

[Jake Dougherty](#) – Executive Director, Wheeling Heritage

How does a community rebuild and look ahead when times seem the toughest? Changing the direction of sometimes decades-long trends takes immense and intentional effort over a sustained period of time. In this session, we explore strategies being used in Wheeling to create a shared vision for the future, increase civic engagement, distribute leadership, and increase capacity.

Good Governance – The Policy Making Checklist: A Guide for Public Officials and Citizens

[Chris Plein](#) – WVU Professor of Public Administration

This session provides a practical hands-on approach to understanding key steps in developing and assessing public policy proposals. Public officials, be they legislators, council members, county commissioners, or others will find this session useful in understanding essential elements in crafting legislative proposals, ordinances, policies and regulations. The session should also appeal to community leaders, citizens, and others interested in the development of policy proposals.

Economic Strategy – Entrepreneurship to Economic Development

[Carrie J. White](#) – Professor of Business Law and Entrepreneurship

This session will address how innovation and entrepreneurship can and has led to successful economic development. We will look at models in higher education, partnerships within communities, business incubators and other models supporting innovative ideas that create jobs and communities.

9:45 a.m. – 11:00 a.m. – Breakout Sessions

Leadership – The Other Millennials: Blue-Collar Craft Apprentice Attitudes Toward Public Policy and the Meaning of Work

[Sam White](#) – Professor of Labor Studies, WVU Extension Specialist

This session will explore the attitudes of blue-collar millennials toward public policy issues and the meaning of work through a presentation and analysis of data collected through a unique, ongoing survey of craft apprentices in West Virginia. The presentation will help expand our understanding of the millennial generation by moving beyond the more common studies of college students and young professionals that are the more typical focus of current research.

Good Governance – Building Shared Services for Sustainability

[Agnes Queen](#) – Lewis County Commissioner

[Cindy Whetsell](#) – Lewis County Administrator

Counties and municipalities are implementing innovative strategies to shared services. This panel will share how these ideas bubble up and how they jumped the hurdles to implement successful shared services.

Economic Strategy – The Local Food Frontier

[Thomas McConnell](#) – WVU Extension, Small Farm Center Program Leader

If West Virginia claimed its share of the American food dollar, just the production and processing alone would add two billion dollars to our state's economy. This growth would be expressed in nearly 13,000 jobs and better lives for WV farmers.

11:15 – 12:15 – Panel Discussion – Can You Ever Be Prepared for When it Happens?

Elmer Coppoolse – On the Greenbrier Flooding

Mayor Greg Vaughn – On the Harpers Ferry Fire

Jennifer Herrald – On the Charleston Chemical Spill

Patti Hamilton – Panel Facilitator – Executive Director, West Virginia Association of Counties

This panel will discuss the challenges faced by a community when a crisis occurs, how to minimize damage while coming up with the best solution, and preventative steps to take for the unknown disaster.

12:15 p.m. – Luncheon

12:30 p.m. – Awards Ceremony

1:00 – Closing – ReVision: Redefining Appalachia

[Nikki Bowman](#) – Founder, Publisher, and Editor, [New South Media, Inc.](#)

1:30 p.m. – Adjourn



2015 Community Leadership Academy

Dan Gallagher - 2015 Keynote speaker



Dan Gallagher has twenty years of experience in leadership and organizational development roles with organizations such as Comcast, Commerce Bank, Hay Group, Cahners Publishing, and Saint Joseph's University. Since 2000, Dan has worked at Comcast and is now the Senior Vice President, Strategic Growth Initiatives at Comcast-Spectacor. In this role he leads company efforts around operational excellence, information technology and training/development. Prior to this role, Dan was Vice President Learning and Development at Comcast University. There he led the training strategy for business units totaling 15,000 employees.

Dan attended Saint Joseph's University where he graduated cum laude with a bachelor's degree in sociology, served as The Hawk Mascot, and completed a master's degree in organizational development and leadership.

Dan served on the Philadelphia Society for Human Resource Management (PSHRM) board for nine years where his tenure as chapter president (2007-2008) brought record setting growth and contributed to him receiving the 2008 Delaware Valley HR Person of the Year award.

He was an adjunct instructor at Temple University and Saint Joseph's University, guest lectured at Harvard University and the University of Pennsylvania, and has spoken at numerous local and international conferences. Dan was a Regional Finalist for the 2009-2010 White House Fellowship program.

In 2006, Dan co-founded Generous Generations, a non-profit organization that promotes generosity by connecting families with service opportunities. Dan is a 2008 LEADERSHIP Philadelphia Fellow and now serves on their board. In 2010 he founded Gallagher Leadership, LLC and in 2012 he published *The Self-Aware Leader*, a leadership book of which all proceeds will go to City Year. Dan serves on advisory boards for City Year and the National League of Cities.

As a member of the Saint Joseph's University National Alumni Board, Dan initiated the first ever National Day of Service (2008) which today attracts 1000 volunteers annually in more than 50 service sites internationally. In 2010, Saint Joseph's University presented Dan with the Ignatius Award for his ongoing commitment to service.

He has twice successfully completed the Marine Corp Marathon in Washington, D.C. Dan lives in suburban Philadelphia with his wife and four sons.

Session Descriptions

Wednesday, September 30

Pre-Conference Workshops – 10:30 a.m. – 2:30 p.m.

Creating Capacity – Strengthen Your Facilitation Skills

Jane Haskell, Extension Professor, University of Maine Cooperative Extension

What's happening when I plan, send emails, include everyone, have great pre-meeting conversations, and still meetings go awry? As community members, how can we more effectively guide groups through constantly changing environments and processes, balance tasks, minimize problems, and get successful outcomes? We will stretch our capacity awareness and practice building and sustaining effective groups. (Cost: \$40/person)

Investing in Strengths: Strengths-Based Leadership

Kelli Jo McNemar, Director, WV Campus Compact

What makes an effective leader? Gallup research shows that focusing on strengths is one vital aspect. Participants will receive an assessment to complete prior to this session. Join us to gain a better understanding of your own strengths and develop collaborative ways to increase team engagement and productivity. (Cost: \$40/person)

Leadership Perspectives – 4:15 p.m.

E. Gordon Gee, WVU President

Picturing Success in Our State: Creative, Resourceful Networking – 4:45 p.m.

Wes Nugent, Professional Technologist, WVU Extension Service

Kent Spellman, Executive Director, WV Community Development Hub

Maja Holmes, Associate Professor, Department of Public Administration

Kelly Nix, Associate Professor & Leadership Specialist, WVU Extension Service

Meet people from your area and think visually to imagine successful economic transition in your communities and across county lines. Help set a canvas for our conference to draw what's next for our future. This casual, fun networking activity will encourage you to explore your creative capacities in a logical framework.

Welcome Reception – 6:00-8:00 p.m.

Hosted by West Virginia Association of Counties and County Commissioners' Association of West Virginia

This reception is an opportunity to meet and greet fellow academy attendees.

Thursday, October 1

The Self-Aware Leader – 9:45 a.m.
Dan Gallagher, Keynote Speaker

Our work constantly challenges us to find faster and better ways of doing things – to reinvent. Yet, the speed of business pushes leaders to maintain a pace that is exhilarating one day and exhausting the next. Leaders that move too fast risk missing important pieces of data that feeds solid decision-making. Self-Aware Leaders slow themselves down to speed themselves up. They recognize patterns around them to increase momentum and productivity.

Panel Discussion: Strategies for Connecting to Resources – 11:30 a.m.

Chris Plein, Eberly Professor, WVU
Betty Knighton, Director, WV Center of Civic Life
Michael Dougherty, Extension Specialist & Professor, WVU Extension Service
Patrick Kirby, Director, Northern WV Brownfields Assistance Center
Kent Spellman, Executive Director, WV Community Development Hub
Mary Hunt, Senior Program Officer, Claude Worthington Benedum Foundation

Building on our conference theme to “Think Creatively – Connect Resourcefully” this interactive panel will provide an opportunity for conference participants to learn about key community development and economic transition processes and resources that are crucial to community success. The roundtable will provide opportunities for panelists to share ideas and information regarding the key steps of engagement, planning, mediation, implementation, and evaluation that can guide local, regional, and state level efforts to address community needs and opportunities. Audience participation, in the form of Q&A, will be emphasized. Our expert panelists represent agencies, institutions, and organizations that have been active in collaborating with West Virginia communities.

Breakout Session One – 1:15 p.m. – 2:30 p.m.

Succession Planning for Communities: Don’t Just Manage Talent, Grow It for Future Generations

Sarah Halstead, WV GreenWorks and Create WV

This session explores the concept and components of succession planning for communities. We’ll discuss how to identify and develop people with the potential to fill key leadership positions, especially in communities with goals toward transformation for innovation economy development.

An Introduction to Legal Issues Affecting Dilapidated and Neglected Properties

Jared Anderson, Land Use Attorney
Katherine Garvey, Director, Land Use and Sustainable Law Clinic
Jesse Richardson, Lead Land Use Attorney, Land Use and Sustainable Development Law Clinic

Many communities face legal barriers when trying to address neglected properties. For example, it can be challenging to provide notice to an out-of state or unknown landowner, especially when there are multiple landowners. This session will introduce common problems and describe tools to address abandoned and neglected properties including: vacant building registration, use of the building code, land banks and on-site citations.

Meeting Miracles: Using Parliamentary Procedure to Improve Community Meetings

Roger Hanshaw Attorney, Bowles Rice LLP

This session will cover some of the most common problems faced by those who lead community organization business meetings. Specifically, we will discuss how the tools of parliamentary procedure can be used to make business meetings shorter, more organized, and more productive by focusing on what powers the presiding officer may and may not exercise, how members make decisions, and how to keep the meeting moving by using proper rules of debate.

Voices of Change: Stories of Tourism Development in West Virginia

Doug Arbogast, WVU Extension Service

Daniel Eades, WVU Extension Service

Many communities in West Virginia have experienced a transition in their economic base from traditional manufacturing and extractive industries to a service based economy increasingly dependent on tourism. In 2013-14 WVU CRED interviewed community leaders in Elkins, Berkeley Springs, and Fayetteville to better understand how they managed tourism growth and successfully positioned themselves as destinations built on outdoor recreation and Appalachia's unique history and traditional culture. The community of Fayetteville has and continues to experience the benefits and challenges of developing a sustainable, community-based tourism economy. This session will help participants understand from the community leaders' perspective what was accomplished, how they did it, who was involved, and what opportunities and challenges they are facing.

Breakout Session Two – 2:45 – 4 p.m.

Secret Structure of Communicating

Lillian Graning, Chief Communications Officer, New River Gorge Regional Development Authority

Understand how and when your organization can seize communication opportunities. Practice perspective, structure storytelling, and master the fine art of opportunity.

What You Don't Know Can Help You: What every community leader in West Virginia should know about governmental liability and its exceptions

Tamara J. 'Tammy' DeFazio, Esquire, Partner, MacCorkle Lavender, PLLC

Sarah Brown, Associate Attorney, MacCorkle Lavender, PLLC

This session will provide attendees with a basic understanding of the law of government liability in West Virginia, including highlights from the West Virginia Governmental Tort Claims and Insurance Reform Act, with an emphasis on those provisions of the Act which most frequently apply to West Virginia's cities and counties.

How to Build a Bridge Between Community Leaders and Health Officials

Lauri Andress, Assistant Professor, Office of Public Health Workforce Development

Danny Franklin Scalise, Executive Director, Fayette County Health Department

What does a responsive, community facing mechanism for community leaders and the health sector look like? Models vary widely including a (1) social determinants of health (SDOH) framework; (2) a collective impact model; or (3) a health in all policies (HiAP) model. In each case the framework should help to build a healthy community so that making healthy choices is easier for West Virginia communities. If you are keen to build a model to achieve a healthy community join this workshop. We will discuss how each model works, what is needed, what might be holding you back, and the kind of issues that can be tackled with these efforts. This workshop will be guided by the social ecological model which is centered around the interdependencies of human individuals, communities, and their environments. One example is food access which may be improved in communities where civic engagement is strong and where local systems and institutions join in providing solutions to decrease barriers to food access by increasing access to the normal and food safety net systems and by creating informal alternatives, such as community gardens and informal transportation networks, or enhancing federal programs through greater volunteer involvement. Further, to the extent that residents can act as change agents with the energy to organize and engage stakeholders, community leaders, advocates, and the private sector, changes in key systems and institutions may become a reality.

The Next Generation of West Virginians: Expectations of Life, Work and Community

Natalie Roper, Executive Director, Generation West Virginia

Joey Garcia, Office of Governor Earl Ray Tomblin
Jake Dougherty, Executive Director, Reinvent Wheeling
Joni Deutsch, West Virginia Public Broadcasting
Angela Sundstrom, Graphic Design Manager, Adventures on the Gorge

Millennials—those roughly 18-34 years old—are projected to make up nearly half of the workforce by 2020. Businesses and Community Organizations that take the time to understand this generation's motivations and strengths are better equipped to attract and retain this new young talent. In this session you'll hear the millennial perspective on ideal work environment/culture and what motivates them to succeed.

Mobile Learning Tours (optional)

Culinary Mobile Learning Tour – 4:30 p.m.

Pat Smyth, and Kelly Nix, WVU Extension Service

Enjoy a progressive dining experience with fellow conference attendees while taking in vibrant Morgantown. As community development professionals, we don't just talk about the importance of supporting local businesses, we live it! You'll have the chance to experience local foods prepared by local chefs at local restaurants. (Cost: \$30/person)

Craft Beer Tasting Mobile Learning Tour – 4:30 p.m.

Daniel Eades, Doug Arbogast & Jason Kozlowski, WVU Extension Service

We don't often think of the local bartender as a community development leader, but West Virginia's active and growing craft beverage industry offers real benefits to the communities in which it operates. Breweries and distilleries are generating jobs, revenue, and transforming once vacant spaces into thriving businesses and gathering places. Get a taste of what's brewing in this unique segment of the local economy and learn how your community can tap into all it has to offer. (Cost: \$30/person)

Friday, October 2

Plenary Session: How tourism positively impacts West Virginia – 8:45 a.m. – 10:00 a.m.

Amy Goodwin, Deputy Secretary of Commerce and Commissioner of Tourism

This plenary session will focus on how community leaders can promote community and economic development through tourism. Discover tourism resources and creative ways to develop partnerships. Best practices with industry partners and the latest in West Virginia's tourism development will be shared.

Breakout session Three – 10:15 a.m. – 11:30 a.m.

Training Leaders to Move WV Forward

Pam Farris, Leadership West Virginia

The ongoing cultivation of new leadership is of utmost importance to a society's future progress and growth, and nowhere is that need greater than here in West Virginia. Helping in the cultivation of new leadership for the Mountain State is Leadership West Virginia, the state wide leadership training and development program.

When Good People Do Stupid Things

Mark Sorsaia, Prosecuting Attorney, Putnam County WV

This presentation deals with how Public Officials and others in leadership positions in state and local government can run afoul of West Virginia Ethics Rules and criminal statutes. We will discuss aspects of West Virginia Ethics Act, as well as the jurisdiction of the WV Human Rights Commission (Workplace

Sexual Harassment). Examples of Public Corruption Cases will also be discussed from a Prosecutor's standpoint.

From Problem to Policy: Making Good Law from Great Ideas

Stephanie Tyree, Director of Community Engagement & Policy, WV Community Development Hub

How do you take an idea and turn it into reality? What's the key to turning a problem or an opportunity into policy? And, as a local decision-maker, how can you use community engagement to create public support for your best ideas? Come get tips, tools and resources to help you turn your good idea into great law.

Try This West Virginia: Building local health leadership

Kate Long, Co-Director, Try This West Virginia

Try This, a statewide healthy lifestyle network, is a coalition of 20 statewide public and private groups combining forces to help local people who want to create healthier communities. The co-directors will explore their year-round program: a wide-ranging Web site, www.trythiswv.com, an annual conference of 400+ people, an aggressive mini-grant program and year-round workshops and coaching.

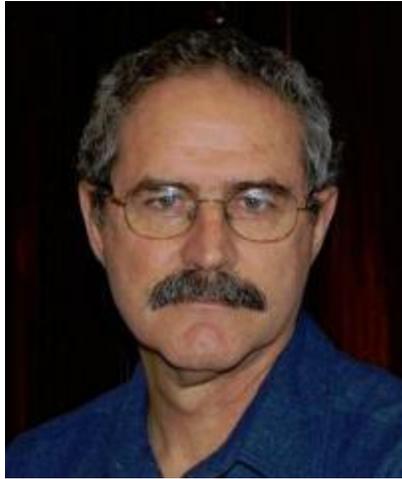
Recognition Luncheon – 11:45 a.m. – 1:00 p.m.

Kelly Nix, Leadership Specialist, WVU Extension Service

This luncheon will feature a recognition ceremony to celebrate attendees' achievements at the academy.

2014 Community Leadership Academy

Douglas K. Smith - Keynote speaker



Doug Smith has contributed to many fields as a consultant, author, lawyer, teacher, historian, and innovator. He is the architect of challenge-centric, performance-and-accountability driven transformation programs including West Virginia HubCAP, Achieving Excellence (nonprofit housing), The Sulzberger Leadership Program (journalism)—and similar efforts in state government, public education, and community and socio-economic development. His approach draws on the practice and philosophy of performance-driven change that Doug developed over more than three decades of working with leaders in over fifty industries across all three sectors (private, nonprofit and government) as well as in several of his books, including *Make Success Measurable*, *The Discipline of Teams*, *Taking Charge of Change*, and *On Value and Values*. For more about Doug and his work, visit www.douglasksmith.com.

Session Descriptions

Wednesday, October 1

Networking on Steroids – Connecting Ideas with Resources – 4:00-5:00 p.m.

Kent Spellman, Executive Director, WVU Community Development Hub

Kelly Nix, Leadership Specialist, WVU Extension Service

Networking and collaboration increase our ability to achieve positive improvement in our communities geometrically, not arithmetically. All of us are resources – we all have skills, experience and wisdom we can share with others to enhance their work, as they enhance ours. In networking, connections flow to value – meaning the more value you bring, the more others will want to connect with you.

This session provides an opportunity to show your value by connecting with other CLA participants and sharing your expertise to help solve specific community challenges. As with all good networking, you will reap what you sow!

Opening Speaker: Oliver Luck on Leadership – 5:30-6:00 p.m.

Oliver Luck, WVU Director of Athletics

Oliver Luck has held prominent positions in the sports world for over three decades. He has been a quarterback, a general manager, a CEO, and an athletic director. He had led teams, constructed franchises, and built facilities. Each of these activities required leadership – the focus of his CLA opening talk.

Welcome Reception – 6:00-8:00 p.m.

Hosted by West Virginia Association of Counties and County Commissioners' Association of West Virginia

This reception is an opportunity to meet and greet fellow academy attendees.

Thursday, October 2

WVU Extension Welcome – 8:30 a.m.-9:00 a.m.

Steve Bonanno, Interim Director, WVU Extension Service

WVU Extension Service educators and volunteers build and help sustain collaborations and partnerships with people and organizations in West Virginia, to improve their lives and communities.

Performance and Leadership – 9:00 a.m.-10:30 a.m.

Douglas K. Smith, Keynote Speaker

Performance is best understood as impacts, results and outcomes instead of activities. Leaders who pursue performance pursue results. Doing that, however, demands identifying the challenges ahead that matter most and having the courage to articulate what success at those challenges looks like. It demands naming the results—the observable and measurable outcomes—to which leaders will hold themselves accountable as well as ask others to join them in such accountability. It is far easier—and familiar—to remain in the comfort zone of announcing and pursuing activities than results. In this plenary, Doug will explore the implications for why an orientation toward outcomes instead of activities is so difficult, how leaders can identify the challenges that matter most to building better futures, how leaders can ask and answer what success looks like, and how leaders can best deploy themselves and others against that success.

Performance and Leadership – Plenary Intensive – 10:45-11:45 a.m.

Douglas K. Smith, Keynote Speaker

In this plenary session, Doug will identify what performance means, where it happens, and how to engage and lead those who must deliver it.

From Great to Amazing: Leading Local Government with Creativity and Innovation – 12:00-1:00 p.m.

James C. Hunt, Founder of Amazing Cities

Local governments and citizens are constantly working to instill creativity and innovation in order to improve the quality of life in their communities. Jim Hunt will provide the three key steps to take communities from Great to Amazing. He will provide examples from his work with hundreds of cities who have found the pathway to an Amazing community.

Breakout Session 1 – 1:15-2:15 p.m.

Heritage Tourism Development in West Virginia

Doug Arbogast, Tourism Specialist, WVU Extension Service

Charles Humphreys, Main Street Director, Point Pleasant, WV

Jeremy Morris, Executive Director, Wheeling National Heritage Area

Phyllis Baxter, Executive Director, Appalachian Forest Heritage Area and Beverly Heritage Museum

Bill Richardson, WVU Extension Agent, Mingo & Logan Counties

This panel of community leaders, who have capitalized on heritage tourism opportunities for their communities and regions, will talk about the successes and challenges they have experienced along the way. They will discuss how community leaders can work together to capitalize on the increasing number of tourists seeking cultural-heritage tourism experiences. An overview of resources to support destinations in the cultural-heritage tourism development process will be shared.

Collaboration, the Key to a Successful Community

Ron Justice, Community Relations Specialist, WVU

William Hutchens, VP for State and Corporate Relations, WVU

Bill Bartolo- President, Monongalia County Commission

Jenny Selin- Mayor, City of Morgantown

Dan Kimble, President, Monongalia County Chamber of Commerce

Terri Cutright, Director, Main Street Morgantown

This panel discussion will focus on the ability of a community to identify common goals and work collaboratively to meet those goals. The importance of information share and common goals in the areas of Economic Development, Infrastructure, Recreation, Transportation, and other quality of life issues will be highlighted. Participants will be encouraged to look beyond geographical and political boundaries in order to achieve success. Specific examples of highly successful collaborative projects and programs will be shared with the participants.

Lead & Partner v. Divide & Conquer

Steve Williams, Mayor, City of Huntington, WV

During an age when cynicism trumps skepticism, when the capacity of public bodies to effectively establish a common vision much less a common good...true transformational leadership necessitates establishment of partnerships to transcend disparate objectives and values.

Peer Relationships at Work

Scott A. Myers, Professor, Department of Communication Studies, WVU

Workplace peer relationships are essential to the productivity of any work unit. The focus of this breakout session is to examine how workplace relationships develop, identify the strategies workers should employ to maintain these relationships at their desired state, and explore the factors that influence the deterioration of these relationships.

Breakout Session 2 – 2:30-3:30 p.m.

The Power of Community Business Networks

Lauren Brennan, Program Coordinator, WV First

“There is no such thing as one sustainable business, only a sustainable network of businesses.” -Judy Wicks, Founder Sustainable Business Network of Greater Philadelphia, Co-founder Business Alliance for Local Living Economies. In this session, the tools for building community business networks and the impacts of those networks will be discussed.

Teambuilding through Problem Based Challenges

Nathan Harlan, Associate Director, Adventure WV, WVU

Teambuilding is a broad concept with many approaches that can be applied in many contexts. West Virginia University’s Adventure WV approaches teambuilding through intentional use of problem based challenges and interaction. Whether in a conference room or high ropes course, the principles of problem based learning can be applied to building stronger and more resilient teams. Come learn how to structure activities that stimulate cooperative interaction participant/community engagement, and reflective thought. As you might imagine, there will be plenty of opportunity to actively participate!

Securing Funding – It’s [Way](#) More than Grant Writing!

Kent Spellman, Executive Director, WV Community Development Hub

Lisa Sharp, USDA Rural Development Director, WV State Office

Mary Hunt, Senior Program Officer, Claude Worthington Benedum Foundation

Marian Clowes, Program and Development Officer, Parkersburg Area Foundation

We are all chasing after grants, but we should be investing our time in developing projects so compelling, with such significant outcomes, that funders are chasing after us. Join a conversation with a variety of funders about strategies for creating fundable projects and how to make your case for them.

It Begins with Leadership for Impactful Worksite & Community Wellness

Kelly Nix, Leadership Specialist, WVU Extension Service

As health care costs continue to rise, so does the need for leadership! Community and Worksite wellness begins with capturing leadership support and ends with carefully evaluating outcomes. This session will uncover eight key benchmarks for leaders in order to have a successful results-oriented community and worksite wellness program.

Culinary Tour 4:30-8:30 p.m.

Pat Smyth, WVU Extension Service

Enjoy a progressive dining experience with fellow conference attendees while taking in the vibrant Wharf District in Morgantown. As community development professionals, we don’t just talk about the importance of supporting local businesses, we live it! You’ll have the chance to experience **local** foods prepared by **local** chefs at **local** restaurants. After dinner, we’ll continue the fun as we take in live music at one of Morgantown’s best known venues.

Friday, October 3

Plenary: Think Like a Designer

8:30-9:00 a.m.

Senator John R. Unger, II

With a rapidly changing society that brings increased needs and challenges to our communities, public and private sector leaders need new tools and mindsets to successfully build innovation in the public sphere with public policy and economic development. Creative, innovative design thinking enables people to address complex, human problems in new ways, to visualize solutions in a new light, and implement initiatives that more effectively meet human needs. This session will explore how the methods, processes, and mindsets of design thinking with a human-centered approach can offer new insights and help lead to policy innovations and social entrepreneurship.

Breakout Session 3 – 9:15-10:15 a.m.

Creative Community Development

Norm Schwertfeger, WVU Extension Agent, Northern Panhandle

Carrie White, Director, Center for Entrepreneurship at West Liberty University

Debbie Workman, Bridgeport Farmers Market

Pat Smyth, WVU Extension Service

This panel discussion will focus on innovative community development initiatives that have been used in West Virginia, including culinary tours, entrepreneur pitches, and enhancing community farmers markets. Panelists will share best practices for adapting programs for successful implementation in small towns, such as highlighting the unique assets of a community.

Not the Usual Suspects...Engaging the General Public in Community Development

Margaret Stout, Assistant Professor, Department of Public Administration, WVU

Carrie Staton, Coordinator, West Virginia Redevelopment Collaborative, Northern WV Brownfields Assistance Center

Katherine Garvey, Director, Land Use and Sustainable Development Law Clinic, West Virginia University

Betty Knighton, Director, West Virginia Center for Civic Life

While collaboration in community development is often conducted among organizational stakeholders and is of great value, this session will hone in on the benefits and practices involved in engaging the general public in meaningful ways to obtain the greatest levels of collaborative advantage in community building and development initiatives.

Media Relations

Cassie Waugh, Communications & Marketing Manager, WVU Extension Service

Ann Berry, Associate Director for Advancement, WVU Extension Service

In this session, you'll learn to craft soundbytes and generate publicity with a few simple strategies. Determine what's newsworthy and how to create a basic news release and media advisory. Learn tips for effectively using social media to generate publicity and explore ways to foster relationships with reporters in your community and across the state.

Changing Communities One Person at a Time: Taking Action Against Substance Abuse

Susan England-Lord, Volunteer Leadership Development & Management Specialist, WVU Extension Service

Substance abuse negatively affects all areas of communities. Health care costs skyrocket, communities become blighted causing property values to decrease; businesses relocate. Are there strategies to reverse the negative trends of substance abuse effects on communities? Volunteers working close with community coalitions have gained strong political support over the past few years. This workshop examines the strategies that these coalitions chose to develop, the degree to which they implemented these strategies, and evidence regarding their effects.

Breakout Session 4

Growing Rural Economies: Innovation and Entrepreneurship in West Virginia's Agricultural Sector

Daniel Eades, Economics Specialist, WVU Extension Service

Mason McMonegal, WV Hemp Farmers Cooperative

Jill Young, Value Chain Cluster Initiative

Dee Singh-Knights, WVU Extension Service

Although rarely associated with entrepreneurship, innovative work in West Virginia's food and farm industries is occurring throughout the state. This panel session will explore current trends in resource based entrepreneurship, supply-chain development and value-added processes in the agricultural sector, and the potential impacts from emerging cash crops including industrial hemp.

Economic Collaboration: The Power of Public-Private Partnership

Patrick Kirby, Director, Northern WV Brownfields Assistance Center

David Satterfield, Director of Asset Development, WVU Research & Economic Development

Patrick Ford, Executive Director, Business Development Corporation of the Northern Panhandle

Public – Private Partnerships are an innovative approach to economic development projects which require coordination and cooperation across the public and private sectors. In this session, you will learn the best practices to implementing successful economic collaborations in your community.

Emergency Management Preparedness

Rick Moorefield, WVU Extension Agent, Summers County

Jack David Woodrum, Summers County Commissioner

Steve Lipscomb, Summers County 911 Director

Joe Garcia, Summers County Community Emergency Response Team

This program will discuss family and individual preparedness for severe weather and other emergency situations; preparedness and actions by county commissioners; and preparedness and actions by county 911 Centers. Actions taken and lessons learned in Summers County in response to the 2012 derecho will be featured for the benefit of other counties. The program will conclude with a group discussion of lessons learned and recommendations from other West Virginia counties.

Recruiting and Maintaining Your Volunteer Base

April Trent, Executive Director, Environmental Stewards Program

How can your organization recruit volunteers that will stay? The Appalachian Coal Country Team, an OSM/VISTA Initiative, has created a toolkit to help any organization recruit and retain volunteers more efficiently! Learn how to recruit, manage, and retain volunteers—all with the least amount of time, people, and money.

Recognition Luncheon – 11:45 a.m.-1 p.m.

Kent Spellman, Executive Director, WV Community Development Hub

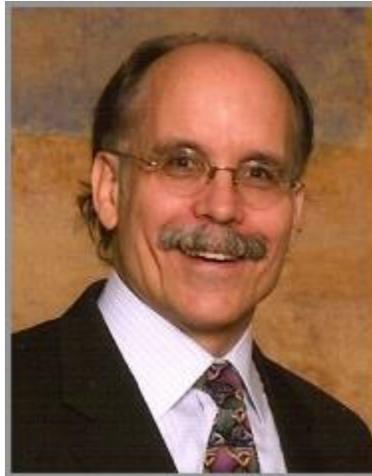
Kelly Nix, Leadership Specialist, WVU Extension Service

This luncheon will feature guest speakers as well as a recognition ceremony to celebrate attendees' achievements at the academy.



2013 Community Leadership Academy

Ed Morrison - Keynote speaker



Ed Morrison is the Regional Economic Development Advisor at the Center for Regional Development at Purdue University. For over twenty years, he has conducted strategy projects with economic and workforce developers in the U.S.

His work emphasizes the strategic value of focused regional collaborations and open innovation, network-based models in today's global economy. Ed developed a new discipline called Strategic Doing to accelerate these collaborations that is now widely used across the US and is now gaining attention internationally.

His work won the first Arthur D. Little Award for excellence in economic development presented by the American Economic Development Council.

Prior to starting his economic development work, Ed worked for Telesis, a corporate strategy consulting firm. In this position, he served on consulting teams for clients such as Ford Motor Company, Volvo, and General Electric. He conducted manufacturing cost studies in the U.S., Japan, Mexico, Canada, Italy, Sweden, and France.

Ed started his professional career in Washington, D.C., serving as a legislative assistant to an Ohio Congressman, staff attorney in the Federal Trade Commission, and staff counsel in the US Senate. He holds a BA degree cum laude with honors from Yale University and MBA and JD degrees from the University of Virginia.

Session Descriptions

October 2

Welcome Reception – 6-8 p.m.

Hosted by West Virginia Association of Counties and County Commissioners' Association of West Virginia

This reception is an opportunity to meet and greet fellow academy attendees.

October 3

Opening Remarks – 8:45 a.m.

Steve Bonanno, Interim Director of WVU Extension Service

WVU Extension Service educators and volunteers build and help sustain collaborations and partnerships with people and organizations in West Virginia, to improve their lives and communities.

Plenary: Introduction to Strategic Doing – 9:00 a.m.

Ed Morrison, Center for Regional Development – Purdue University

Description: Strategic Doing is an agile strategy discipline that enables civic leaders to form collaborations quickly across organizational and political boundaries and stay focused on transforming their economies. With a balance of open participation and leadership direction, participants learn to “link and leverage” their assets to develop new initiatives and move them toward measurable outcomes.

Link and Leverage Strategies to power Innovation – 10:20 a.m.

Ed Morrison, Center for Regional Development – Purdue University

Description: Learn how open networks and the asset-based Strategic Doing process can spark innovation and accelerate collaboration. Participants find they can implement ideas quickly and create a pathway to results with clear and measurable outcomes.

Thursday Afternoon Breakout Sessions – 1:15 – 3:00

Community Leadership Track

Strategic Action Through Community Collaboration: A West Virginia Model

R. A. “Pete” Hobbs, Mayor, Town of Ansted, WV

Maja Holmes, Assistant Professor of Public Administration, West Virginia University

Description: Ansted, WV has been pioneering community based strategic action for over two decades. Ansted serves as model for WV Blueprint Communities and is designated member of the WV HUB Communities Achievement Program (HubCAP). The presentation offers best practices for creating energized and empowered communities, building regional relationships, and using community stories to generate new economic development opportunities in rural communities.

WVU Entrepreneurship & Innovation Law Clinic: Entrepreneurship/Job Creation

Prof. Patricia H. Lee, Esq., Visiting Associate Professor and Director, WVU College of Law, Entrepreneurship & Innovation Law Clinic

Description: Learn about services offered at WVU Entrepreneurship & Innovation Law Clinic to help businesses startup/grow/innovate/create jobs and how you and your constituency can access those services. In the session, Prof. Patricia H. Lee, Esq., will discuss a variety of legal services and programs offered to the community and the many law school collaborations within WVU and throughout West Virginia. Participants are encouraged to bring questions to discuss.

Local Government Leadership Track

Economic Development through Homegrown Competitiveness

Daniel Eades, WVU Extension Rural Economist

David Lieving, Business Retention & Expansion Representative, North Central/Northern Panhandle Region, West Virginia Development Office

James Skidmore, Chancellor, West Virginia Council for Community and Technical College Education

Guy Peduto, Director, INNOVA Commercialization Group

Description: This panel will discuss how West Virginia can compete globally by growing and strengthening local assets. Experts from across the state will discuss educational programs that build partnerships and improve workforce skills, the importance of innovative entrepreneurs and technology development, and how to engage community leaders and local employers to ensure that businesses stay, grow, and remain committed to the community.

Cybersecurity: Protecting Your Image, Data, and Business

Danielle Cox, Information Security Office, West Virginia Office of Technology

Description: This presentation covers a wide range of topics impacting your organization – from security threats and emerging trends to available solutions and resources. The importance of managing the online identities of yourself and your business will also be discussed. Learning to navigate these many risks will ultimately help organizations maintain privacy and avoid security breaches.

Casting Your Net: Connecting with Resources Doesn't Just Happen! – 3:20-5:15

Networking Session – Led by the staff of the WV Community Development Hub Kent Spellman, Executive Director

Andrea Salina, Director of Community Strategies

Stephanie Tyree, Director of Community Engagement and Policy

Luci Mosesso, Operations Coordinator and VISTA Director

Description: Community development requires assistance and resources from a wide variety of individuals, organizations and agencies in the WV Community Development Network. Connecting with them is not a spectator sport – it can't be done passively or randomly. This enjoyable, thought-provoking, and interactive networking session will connect you with a wide variety of community development resource providers who can bring you valuable tools for improving your community.

Morgantown Culinary Tour – 5:45

Pat Smyth, Office Administrator, WVU Extension Service

Description: Enjoy a progressive dining experience with fellow conference attendees while taking in the vibrant downtown Morgantown. As community development professionals, we don't just talk about the importance of supporting local businesses, we live it! You'll have the chance to experience local foods prepared by local chefs at local restaurants. After dinner, we'll continue the fun as we take in live music at one of Morgantown's best known venues.

October 4

Plenary: Land Grant University as Resource and Partner – 9:00 a.m.

Christopher Plein, Eberly Family Professor for Outstanding Public Service, WVU Department of Public Administration

Description: Chris Plein will discuss the role of the land grant university, specifically WVU, in engaging communities to address leadership and governance challenges and opportunities. Dr. Plein will give special attention to how universities can structure and organize engagement efforts to be responsive to community needs. Among the best practices that he will review is the way that universities can encourage multi-disciplinary approaches to community engagement.

Friday Morning Breakout Sessions – 10:20 a.m. – 12 p.m.

Community Leadership Track

Enhancing Destination Attractiveness through Regional Tourism Development

Doug Arbogast, WVU Extension Tourism Specialist

Kudzayi Maumbe, Assistant Professor for WVU Recreation, Parks, and Tourism Resources

Cara Rose, Executive Director of the Pocohontas County Convention and Visitors Bureau

Frank O'Brien, Executive Director of Wheeling CVB

Description: This session will explore opportunities to link regional tourism assets through a thematic approach and enhance destination attractiveness by identifying common themes, strengths, and challenges in a multi-county region. The session will highlight efforts currently underway to create a Mountain Music Trail in southern West Virginia as well as a regional destination attractiveness study being conducted in the Northern Panhandle of West Virginia.

Why Land Use Planning is Important for Local Governments in West Virginia

Jesse Richardson, Lead Land Use Attorney, WVU Land Use and Sustainable Development Law Clinic

Jared Anderson, Supporting Land Use Attorney at WVU Land Use and Sustainable Development Law Clinic

Christy DeMuth, Land Use Planner, WVU Land Use and Sustainable Development Law Clinic

Description: This presentation introduces the legal framework for land use planning and regulation in West Virginia and explains important recent changes in that framework. The presenters then discuss the legal implications of failing to develop a comprehensive plan. Finally, the focus shifts to the benefits of land use planning, which include economic and social benefits.

Local Government Leadership Track

An Overview of Government Ethics and Open Meetings Laws

C. Joan Parker, Executive Director of WV Ethics Commission

Description: This presentation will introduce the audience to the WV Governmental Ethics Act and the Open Governmental Proceedings Act. The presenter will review recent advisory opinions and relevant guidelines. The audience will have an opportunity to participate through the use of scenarios. Questions are welcome throughout the presentation.

The Grant Programs of USDA & HUD

Lisa Sharp, USDA Director of Business and Cooperative Programs USDA

Pete Minter, U.S. Department of Housing and Urban Development Field Office Director

Description: This session will provide a general description of the various HUD funding programs available in WV, both formula grants and competitive grants. Questions addressed will include: Who is eligible to apply for grant funding? What type of projects are eligible for funding? How does HUD select projects to fund?

Friday Afternoon Breakout Sessions – 1:30 – 3:15 p.m.

Community Leadership Track

Plan to be Ready for Development

Michael John Dougherty, Ph.D. – Extension Professor and Specialist, WVU Extension Service

Description: Development does not just happen. A community needs to plan for the future to ensure that development occurs and that it is desired development occurs. This session examines the types of planning that communities can undertake, the importance of each type of plan, and different planning methods. It will also discuss formal and informal approaches to planning.

Developing Responsible Boards for Non-Profits

Norman A. Schwertfeger, MPA, Associate Professor & WVU Extension Agent

Mindy Mall, WVU Extension Wetzel County Agent

Description: This exciting workshop will engage participants in discovering ways to transform your community board into a dynamic organization that can make an impact. Workshop will also share some excellent handouts that will help guide a community board into self-evaluations, sample annual reports, effective orientation, Leading the Board as Chairperson, and many more. The workshop will also gauge participants in discussing important board decisions such as “term limits” and “Board Fundraising”!

Local Government Leadership Track

Employment Issues: Practical Tips & Pitfalls

Keith Gamble, JD – Pullin, Fowler, Flanagan, Brown & Poe

Description: This presentation covers a wide range of topics in the employment arena. We will discuss Employee Handbooks and Procedures, Wage Payment and Collection Act, At Will employees and Harassment and Discrimination in the work place. Learning the general aspects of these very specific, yet broad topics, will help employers understand what does and can happen in the employer/employee relationship.

Preparing for the Worst, Because it Will Happen: Emergency Preparedness for Local Government

Rick Staton – WV Deputy Secretary, West Virginia Department of Military Affairs and Public Safety (WVDMAPS)

Description: This presentation will review some standard considerations for developing a plan for emergencies. It will cover topics such as courthouse or county office procedures, legal implications, developing a preparedness plan, how to operate government during an emergency. There will also be

information about special considerations such as election procedures, and procedures adopted by the Supreme Court of Appeals which you need to consider in developing your plan.