

2017 NREDA ANNUAL CONFERENCE

Bigger Ideas for Rural Economic Development

November 1–3, 2017

Sheraton Gunter Hotel

San Antonio, Texas



Speaker and Session Descriptions

Wednesday, November 1, 2017

12:30 p.m.–1:30 p.m. **Pre-Conference Session**

Change: A Constant in the Food & Beverage Processing Sector

Jay A. Garner, CECD, CCE, FM, HLM, President & Founder, Garner Economics, LLC

One thing is for certain, you can count on change being a dynamic influence on how food and beverage processors operate. Why? Because consumer preferences constantly evolve, and consumers drive food and beverage output. In this session, Jay Garner, president of Garner Economics, LLC and a site location advisor specializing in the food and beverage sector, will discuss the most recent trends and processes affecting the F&B sector.



Jay A. Garner, CECD CCE is the president and founder of Garner Economics, LLC, an economic development and site location consulting firm headquartered in Atlanta, Ga. Jay is a leader and innovator in the economic development profession, having served for 37 years as both an award-winning economic development, Chamber of Commerce CEO, and site location professional. His firm assists clients throughout the world on a wide variety of projects, offering innovative, yet real-world solutions to achieve success. Jay often lectures and provides counsel on creating and implementing proactive global business development strategies and tactics. His firm is also a leader in aiding corporate clients in their site selection process, such as Anchor Glass, Academy Sports, Hatfield Quality Meats, Hills Pet Foods, Stork Food Systems, Future Pipe Industries and others. His firm is the exclusive provider of site location services for Primus Builders—a global leader in architecture, engineering and construction management specializing in food processing manufacturing, and their worldwide clients. He is a founding member and past

vice chair for the Site Selectors Guild, a prestigious group of the top site location consultants globally. Jay is a graduate of West Virginia University with Bachelor of Arts and Master of Public Administration degrees. He is also a graduate of both the Economic Development Course at the Georgia Institute of Technology and the Economic Development Institute at the University of Oklahoma, where he is an instructor in international prospecting. Jay has led over 25 trade and business development missions on four continents leading to the creation of thousands of jobs and several billion dollars in capital investment. An avid jazz drummer, he plays in a big band jazz orchestra in the Atlanta area.

1:30 p.m.–2:30 p.m. **Pre-Conference Session**

Prestige Recruitment Success Story

Bryce Davis, Director, Wright County Economic Development



Wright County Economic Development will be presenting the success of attracting a \$240 million pork processing facility to develop in rural Wright County to create value for local and regional growers, hog producers, and other commercial businesses. The success of this recruitment brings substantial workforce, housing, infrastructure, and community challenges that Wright County has and will continue to address.

Bryce Davis, Wright County Economic Development Director, has been with Wright County since April 2015 and has over four years in the industry. Bryce has worked diligently to retain, expand and attract a diverse, sustainable business environment in Wright County.

4:15 p.m.–5:00 p.m. **Keynote**
Creative Placemaking for Rural America: We Will Solve All Of Your Issues (Except Personal)
Zachary Mannheimer, Principal Community Planner: McClure Engineering

Growing your community is hard. Economic growth depends on population growth which depends on having stuff to do and places to live. Jobs are important, but they rank lower on the list than they used to in order to attract the next generation of workforce. Therefore – if you want to attract new businesses to move to your community and/or expand – the answer may not be incentivizing the companies, the answer might be incentivizing the people.

Zachary Mannheimer leads us through how to fill empty buildings, create new housing, restaurants, cultural centers and day care facilities and grow your community through a cultural and entrepreneurial lens.



After a road-trip from NYC to 22 cities around the country, Zachary chose and settled in Des Moines in fall 2007 to found the Des Moines Social Club, an arts and educational non-profit. Since opening its doors in 2009, DMSC has hosted over 5000 arts related events and seen over 1,000,000 patrons. Founding the non-profit from scratch, Zachary has raised over \$14,000,000 in his short time in Des Moines towards the downtown project, where he served as Executive Director from 2008 - 2015. Zachary has taught and/or lectured at Central College and Wagner College and has articles and essays published in: *The New York Theater Review* and *American Theater Magazine*, and his theatrical work and DMSC has been featured in *The New York Times*, *Time Magazine*, *USA Today*, *Politico*, *The Village Voice*, *The National Journal* and *The Des Moines Register*. Zachary has directed and/or produced over 25 pieces of professional theater and outdoor festivals. He has been awarded the 2011 Des Moines Citizen of the Year Award, 40 under 40 in Des Moines' *Business Record*, 40 under 40 for the national *New Leaders Council*, The Iowa Governor's Volunteer Award, and the DSM Young Professional of the Year Award in 2009. In 2016, Zachary became the Vice President of Creative Placemaking at Iowa Business Growth and recently moved to McClure Engineering as their Principal Community Planner. Zachary serves on the boards of Iowa Public Radio, Iowa Rural Development Council and the Des Moines Heritage Trust. In addition to his non-profit work, Zachary co-owns Proof Restaurant in downtown Des Moines. He holds a dual BA in Theater Arts and Philosophy from Muhlenberg College in Allentown, Pennsylvania and shares his home with his wife Sarah, daughters Mira and Fiona and son Benjamin.

5:00 p.m.–5:45 p.m. **Keynote**
Hays, Kansas Redevelopment Story
Sara Bloom, Executive Director of Downtown Hays Development Corporation

Since 2001 the Downtown Hays Development, Inc. has been responsible for enabling over \$11 million of revitalization and investment in the downtown area of Hays, KS. Much like many communities, the growth of strip malls in the '60s and '70s left downtown Hays with empty buildings and blight. Today the "Chestnut Street District" and "The Bricks of Downtown Hays" boasts very few empty spaces, new restaurants, new retail and bustling traffic every day. Considering the population of 20,000 residents, the development is quite an accomplishment for such a rural community.



Sara Bloom is the Executive Director of Downtown Hays Development Corporation (DHDC) in Hays, Kansas. She received her B.S. from Fort Hays State University in Communications but her past boasts a background in everything from Marketing, Journalism, Sales, and Graphic Design. Sara's path has never been a boring one and she's had many unique positions including TV News Producer for a major metropolitan station and even Yellow Page Telephone Sales. She is an award winning Graphic Designer winning the 2015 MARCOM Gold Award. Most recently she was recognized by the Hays Area Chamber of Commerce as the 2017 Rising Star in recognition for leadership and service within their profession and the community. No matter her location or position Sara has always been community and outreach minded. It's never just about the job but how she can make a

difference in the world around her. That may be why she's so passionate about the position she's in now. DHDC is continually working to secure and enhance the quality of life in Hays for this generation and the next. At home Sara enjoys spending time with her husband and her three young children. She is also active on several different community boards and within her church. She will always find time to answer emails and can be reached at sara@downtownhays.com or check her out on LinkedIn.

Thursday, November 2, 2017

8:30 - 8:45 a.m.

Welcome To San Antonio

Jenna L. Saucedo-Herrera – President & Chief Executive Officer (CEO), San Antonio Economic Development

San Antonio's evolving landscape is influencing a transformational growth period and evolved comprehensive economic development strategy. The collaborative economic development strategy led by the San Antonio Economic Development Foundation includes business recruitment, business retention and expansion, entrepreneurial development and workforce development to spur growth in the regional economy.

Jenna Saucedo-Herrera joined the San Antonio Economic Development Foundation (SAEDF) as president and chief executive officer in July 2016. In this capacity, she is responsible for advancing the diversification and growth of the San Antonio regional economy through domestic and international business development, partnerships and market strategies. Before joining SAEDF, Saucedo-Herrera served as Vice President of Public Affairs and Brand Management for CPS Energy where she oversaw the economic development, corporate communications, marketing, and corporate responsibility functions for the organization. Saucedo-Herrera has received accolades including: the "2015 Women in Leadership Award" and the "2017 40 Under 40: Woman of the Year Award" from the San Antonio Business Journal, acknowledgement by the San Antonio Express News in their "2016 Women Who Run San Antonio" feature, and recognition in Culturemap's "Top Texans Under 30". She is an alumna of St. Mary's University, with a Bachelor of Business Administration in Marketing Management. Saucedo-Herrera also serves on several community boards and councils including: San Antonio Chamber of Commerce, Visit San Antonio, Free Trade Alliance, EPIcenter, San Antonio Medical Foundation, Southwest Research Institute (SwRI) Advisory Trustee, Alamo Academies and BiomedSA.



8:45 a.m.–11:45 a.m. – Mobile Classrooms

San Antonio Missions

Bruce Martin, Certified Professional Tour Guide

A unique opportunity to experience San Antonio's historic Spanish missions in the context of their economic, social, & cultural impact. See place-making efforts, public art, infrastructure enhancements, recreation opportunities, & habitat restoration combining to link San Antonio with its 300-year history.

San Antonio's five missions (Mission San Antonio de Valero, Mission San José, Mission Concepción, Mission San Juan and Mission Espada) represent the largest concentration of Spanish colonial missions in North America and were named a World Heritage Site by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2015. UNESCO encourages the identification, protection and preservation of cultural and national heritage around the world. To be chosen as a World Heritage Site, the missions had to meet demanding selection criteria that verified their historic importance. This rare honor has been bestowed upon only 23 sites in the United States. The missions are the first World Heritage Site in Texas. Brooks is a growing, mixed-use community of 1,308-acres where people can live, work, learn, play and stay.



Bruce Martin, certified professional tour guide, has lived and worked downtown for over 30 years and collected unusual tidbits that he enjoys sharing.

Pearl District

Elizabeth Fauerso, Marketing Executive, Pearl District

This Mobile Classroom will highlight the story of the strategy behind Pearl and the history that has inspired us. Pearl is a neighborhood and like all great neighborhoods it has a rich history that is added to and upheld by the many people who have ties to the place — the buildings, the river, the brewery since it was founded in 1881. Pearl is also a place where we like to get together — to share meals, to learn, to work, to live. With 446 apartments, nineteen restaurants and cafes, fourteen retailers and a new food hall, space and two-acre park housing our a twice weekly Farmers Market, this neighborhood is always full of life and activity.



Elizabeth Fauerso, a marketing executive with broad international experience in brand development and strategic planning, has served as the Chief Marketing Officer of Pearl for the past five and a half years. Prior to joining Pearl, Fauerso served as vice president and executive director of strategic planning at Dieste, one of the country's leading Hispanic marketing agencies, where she led marketing program development for brands including AT&T, Levi's, Proctor & Gamble, Southwest Airlines and Pepsi. At Pearl, Fauerso oversees all marketing, public relations and community affairs and is a member of the leadership team responsible for promoting

and supporting the 19 restaurants, 14 retailers, Pearl's year round public events hosted at Pearl and for opening Hotel Emma in 2015 and Cellars at Pearl, San Antonio's premier residential project, in 2017. Fauerso is a San Antonio native and Trinity University graduate with a long family history of involvement in San Antonio culture. Her great uncle, Walter Mathis, was one of the pioneers in the renovation and development of King William and his home, Villa Finale, is a museum operated by the National Trust. She resides in San Antonio with her husband Chris Senn and their three year old daughter Josephine Evalynn. As a 5th generation San Antonian, Fauerso follows in the footsteps of the civic involvement of her forbearers. She currently sits on the board of the San Antonio Artists Foundation, Culinary Institute of America Advisory Board, Southwest School of Arts Legacy Committee, chairs the Visit San Antonio Marketing Committee and is a member of the International Women's Forum. She is a past board member of the Chamber Orchestra of San Antonio. She has served as a family representative on the Villa Finale Advisory Board and consistently worked with ArtPace, Blue Star and the Mind Science Foundation as a committee member in her support of the cultural community of San Antonio. She has participated in the San Antonio Youth Literacy program for the past four years as a reading mentor with Hawthorne elementary and sits on the fundraising and event committee at St. Paul's Episcopal Montessori.

Brooks City Base

Connie Gomez, Director of Public Relations and Leo Gomez, President, Brooks City Base and Chief Executive Officer, Brooks City Base

Brooks is home to more than 30 businesses, apartment homes, a full-service hotel, Mission Trail Baptist Hospital, a medical school, K-12 charter schools, event venues, retail and dining options and a soon-to-be-open 43-acre urban linear park. Since the closure of Brooks Air Force Base, in 2001, more than 3,000 jobs have been created with an average salary of \$50,000. In 2004, the value of the 2,500 acres that encompass the Brooks Tax Increment Reinvestment Zone was \$36.8 million. In the past 15 years, due to the development that has occurred at and around the Brooks campus, the TIRZ is now valued at \$607 million (2016). There is \$1.5 billion in economic output from these acres, and there are more than 750 acres still to be developed. For more information, visit www.livebrooks.com.



President and Chief Executive Officer, Leo Gomez, is responsible for the executive leadership of Brooks and the Brooks Community Foundation. Leo works closely with the Board of Directors and Brooks staff to establish long-range strategic plans and policies to facilitate the redevelopment of Brooks. Before joining Brooks, Leo held the position of Vice President of Public and Government Affairs for Spurs Sports & Entertainment (SS&E) beginning in 1996. He left SS&E for two years to serve as General Manager of Administration with Toyota Manufacturing, Texas before returning to Spurs Sports & Entertainment in 2005. Leo has also served as President of the San Antonio Hispanic Chamber of Commerce and Vice President of Governmental Affairs for the Greater San Antonio Chamber of Commerce. Leo's distinguished career began as an intern with the U.S. General Accounting Office in Washington D.C. He also worked with the Research and

Planning Division of the Texas Department of Commerce before being named the Assistant Director for the Tomas Rivera Center at Trinity University.

Connie Gonzalez is the Brooks Director of Public Relations and is responsible for all external communications, media and public relations. Connie also manages special events, social media and marketing programs for Brooks. Prior to joining the team at Brooks in November 2015, Connie was a weekend anchor and reporter for both KNWA and KFTA in Fayetteville, Arkansas and KSAN in San Angelo, Texas. Raised in San Antonio, Connie began her professional career as an intern with News 4 WOAI and also worked in the public affairs division of Spurs Sports & Entertainment.



1:30 p.m.–2:00 p.m. **General Session**

Take Aways from the Mobile Classroom

Mobile Classroom Host will share highlights and ideas from Pearl District, The San Antonio Missions and the Brooks City Base mobile classrooms.

2:30 p.m.–3:30 p.m. **General Session**

Energy/Oil Industry Impact on the Economy

Thomas Tunstall, Ph.D., Senior Research Director, The University of Texas at San Antonio, Institute for Economic Development.

The oil and gas industry has been through a tumultuous past few years. With West Texas Intermediate crude oil prices ranging from \$100 per barrel in 2014 to \$26 in 2016, the energy industry has had a wild ride. Dr. Tunstall will present the latest developments on global oil and gas developments, with specific highlights of the Eagle Ford Shale. He will also offer prognostications on the future of oil and gas prices.



Thomas Tunstall, Ph.D. is the senior research director at the Institute for Economic Development at the University of Texas at San Antonio. He is the principal investigator for numerous economic and community development studies, including the Eagle Ford Shale in South Texas, the Cline Shale in West Texas, and preliminary report on Mexican Energy Reform and a study on Small Business in Texas for the Governor's Office. He has published peer-reviewed articles on shale oil and gas and has written op-ed articles on the topic for the Wall Street Journal. He has testified before the U.S. House Committee on Foreign Affairs Subcommittee for the Western Hemisphere on the topic "Pursuing North American Energy Independence: Mexico's Energy Reforms" (July 2015) and provided testimony on several occasions to the Texas Legislature including Senate Committee on Economic Development, House Energy Caucus, Senate Committee on Natural

Resources and the Eagle Ford Shale Legislative Caucus. Dr. Tunstall authored and presented TED Talk dealing with the impact of unconventional oil and gas extraction on the community development, and has been featured in radio appearances with Texas Public Radio, WOAI San Antonio, KURV McAllen, KUT Austin, KTSA San Antonio, KWEL Midland-Odessa and KTRH Houston. His career includes overseas workforce and economic development assignments in locations such as Azerbaijan, Afghanistan, Kenya and Zambia. He holds a Ph.D. in Political Economy and M.B.A. from the University of Texas at Dallas, as well as a B.B.A. from the University of Texas at Austin.

4:00 p.m.–5:00 p.m. **General Session**

Are We On The Same Page? Understanding What Makes Good Communities Great

Jay A. Garner, CEcd, CCE, FM, HLM, President & Founder, Garner Economics, LLC

Economic development has been described by many as a science and art. It is a complex process that is always in motion and never ends. In today's highly competitive global environment, those communities and regions that are adaptable, flexible, have an excellent product to present and understand the value of quality public and private leadership are those that consistently win in the economic development arena, whether it's in business recruitment, entrepreneurial development or business retention and expansion. Jay Garner, President of Garner Economics LLC, a 37-year award winning veteran of the site location consulting, economic development and chamber of commerce professions will discuss those characteristics that successful communities in North America have in common as they work to advance their economic vitality.



Jay A. Garner, CEC, CCE is the president and founder of Garner Economics, LLC, an economic development and site location consulting firm headquartered in Atlanta, Ga. Jay is a leader and innovator in the economic development profession, having served for 37 years as both an award-winning economic development, Chamber of Commerce CEO, and site location professional. His firm assists clients throughout the world on a wide variety of projects, offering innovative, yet real-world solutions to achieve success. Jay often lectures and provides counsel on creating and implementing proactive global business development strategies and tactics. His firm is also a leader in aiding corporate clients in their site selection process, such as Anchor Glass, Academy Sports, Hatfield Quality Meats, Hills Pet Foods, Stork Food Systems, Future Pipe Industries and others. His firm is the exclusive provider of site location services for Primus Builders—a global leader in architecture, engineering and construction management specializing in food processing manufacturing, and their worldwide clients. He is a founding member and past vice chair for the Site Selectors Guild, a prestigious group of the top site location consultants globally. Jay is a graduate of West Virginia University with Bachelor of Arts and Master of Public Administration degrees. He is also a graduate of both the Economic Development Course at the Georgia Institute of Technology and the Economic Development Institute at the University of Oklahoma, where he is an instructor in international prospecting. Jay has led over 25 trade and business development missions on four continents leading to the creation of thousands of jobs and several billion dollars in capital investment. An avid jazz drummer, he plays in a big band jazz orchestra in the Atlanta area.

Friday, November 3, 2017

8:30 a.m.–9:30 a.m. **Breakout Sessions**

Digital Divide

Jordana Barton, MPA, Senior Advisor, Federal Reserve Bank of Dallas

Jordana Barton, Senior Advisor in Community Development for the Federal Reserve Bank of Dallas, supports the Federal Reserve System’s economic growth objectives by promoting community and economic development and fair and impartial access to credit. Her focus areas include the Community Reinvestment Act (CRA), community development finance, digital inclusion, financial education, affordable housing, workforce development, and small business development. Jordana is author of “Las Colonias in the 21st Century: Progress Along the Texas-Mexico Border” (2015), and the recently released “Closing the Digital Divide: A Framework for Meeting CRA Obligations” (2016). Publications in progress for 2017 include, “Workforce Development and the Internet Economy” and “Telemedicine and Health on the Texas-Mexico Border”. Jordana grew up in the rural South Texas community of Benavides. She holds an MPA from Harvard University, John F. Kennedy School of Government.



Texas Rural Water Foundation Veterans Employment Program

Lisa Adams, Foundation Development Director, Texas Rural Water Association (Foundation)

Lisa will discuss of the Texas Rural Water Foundation’s (TRWF) Veteran Employment Program (VEP). The goal of the VEP is to attract veterans to the water and wastewater utility industry and assist them in entering the career field to foster their successful transition into civilian life. Another goal is to help rural utilities fill job openings with veterans.

Lisa Adams is the Foundation Development Director at the Texas Rural Water Association. Before joining the TRWA team, Adams worked for the Adventist Health Systems – Central Texas Medical Center for 12 years in San Marcos as their Community and Employee Relations Coordinator. Prior to that, she worked 10 years for the State of Texas including the Office of the Attorney General’s Office, State



Office of Administrative Hearings, and the Texas Department of Economic Development.

Born at Fort Hood Darnell Army Hospital, Adams is the middle daughter of retired US Army Master Sgt. Jimmie and Shin Quintero. Her parents met when her father was stationed in Seoul, Korea. After a brief stint at Fort Hood, the family moved back overseas where Adams remained for the next 17 years. She lived in Korea, Japan, and Germany where she graduated from the International School of Dusseldorf.

After graduation, she moved to Austin to attend college where she met her husband of 22 years, Chris Adams. Chris is presently the Deputy Executive Commissioner for System Support Services at the Health and Human Services Commission. Prior to that, he was Human Resources Director for the Texas Water Development Board for several years.

Lisa graduated from Texas State University with a Bachelor of Arts degree in Mass Communication with an emphasis in public relations and marketing. She and her husband reside in Hays County with their daughter, Summer, who is a freshmen in high school. Their oldest daughter, Caitlyn, is a sophomore and attends Texas State University majoring in Nursing. She has two dogs, Cookie and Schatzi, and her hobbies include family date nights, cooking, listening to live music, running and traveling.

10:00 a.m.–11:00 a.m. **General Session**

**Building A Community Vision “Straightening the Crooked Nail”
Ronnie C. McDonald, Executive Director, Texas Rural Leadership Program**

Come sit a spell with us as we focus on building inclusive leadership that empowers rural communities to develop creative vision for their future.

Ronnie McDonald is currently the Executive Director of Community Relations and Strategic Partnerships for Texas A&M AgriLife Extension Service. In this capacity he serves as the Executive Director of the Texas Rural Leadership Program, Inc. The Texas Rural Leadership Program creates and delivers exciting effective leadership development programs for rural Texas. The goal of the program is to help Texans build vibrant communities through creative vision and progressive leadership. Ronnie McDonald is also a proud graduate of the Fighting Texas Aggie Class of 1993. While at Texas A&M University, he was elected the first African American Yell Leader. After graduation, he was elected at age 27 to serve as one of the youngest county judges in Texas and the first African American in the history of Bastrop County. More information about the Texas Rural Leadership Program is available at <http://trlp.tamu.edu>

