**Development District
Association of Appalachia**

**7th Annual
Professional Development Seminar
July 30 - 31, 2019
Charleston Marriott Town Center
Charleston, WV**

Monday, July 29th – Pre-seminar

5:30 pm – 7:30 pm	**Reception** **Salon A/B** Join us for a pre-seminar event with drinks and food to meet, re-connect, and network.

Tuesday, July 30th – Day 1

8:00 am – 8:30 am

Registration & Breakfast
Foyer D & Salon C

8:30 am – 9:15 am

Plenary - Opening Remarks
Salon C

Introduction: **Tim Thomas**, Federal Co-chair, Appalachian Regional Commission
Speaker: **Tammy Jordan**, President, Fruits of Labor

9:25 am – 10:40 am

Breakout Sessions

Building Successful Organizations: Meeting Facilitation
Kanawah – Blue Ridge

Meetings and presentations require organization, skill, and tact to execute successfully. Gain insight to the science and art of effective meeting facilitation in this session.

Instructor: **John Metcalf**, President, Workforce Systems Associates

Developing Successful Projects or Programs: Grant Writing
Allegheny

Local development districts rely substantially on grants to fund their activities and services. Learn to develop clear and effective grant proposals that will entice funders and fulfill your organization's needs.

Instructor: **Paul Mastrodonato**, President, Nonprofit Works

Applying Technology to Solve LDD Problems: Tableau Essentials: Data Visualization with Basic Chart Types
Cumberland - Appalachian

Learn how to manage data sources, worksheets and workbooks, sort and filter Tableau data. Explore ways to create stunning visualizations with basic charts such as column and stacked column charts, line and area fill charts, pie charts, scatter plots, histograms, highlight tables, and heat maps.

Instructor: **Erol Yildirim**, Senior Vice President, New Products, Center for Regional Economic Competitiveness

Tuesday, July 30th – Day 1 Continued

10:40 am – 11:00 am   **Networking Break**
Blue Ridge Foyer

11:00 am – 12:15 pm   **Breakout Sessions**

Building Successful Organizations: **Attracting and Retaining Young Workers in Appalachia**
Kanawah – Blue Ridge

In order to attract and retain talent, employers need to be mindful of the unique needs of Millennials and Gen Z. Learn how to manage issues such as integrating female and minority voices into organizational cultures, different work-styles, and more.

Instructor: **Natalie Roper**, Executive Director, Generation West Virginia

Developing Successful Projects or Programs: **ARC Grant Writing**
Allegheny

Careful project and application planning is critical for successful ARC project development. Attend this session for tips and guidance to create clear, detailed ARC applications including project budgets.

Instructor: **Molly Theobald**, Director of Division of Critical Infrastructure, Appalachian Regional Commission

Applying Technology to Solve LDD Problems: **Tableau Essentials: Data Visualization with Advanced Chart Types**
Cumberland - Appalachian

Learn more advanced chart types such as Individual axes chart, blended axes chart, side by side bar chart, dual axes chart, combination chart, scatter plot, Box & whisker plot, and maps.

Instructor: **Erol Yildirim**, Senior Vice President, New Products, Center for Regional Economic Competitiveness

Tuesday, July 30th – Day 1 Continued

12:15 pm **–** 1:15 pm	**Networking Lunch** **Foyer D & Salon C**
1:30 pm – 2:45 pm	**Breakout Sessions**

Building Successful Organizations: Board Development
Kanawah – Blue Ridge

It is important for LDDs to manage the strategic vision, core purpose, and operations of their Board of Director. Attend this session to gain a better understanding of effective board membership and how it impacts results.

Instructor: **John Metcalf**, President, Workforce Systems Associates

Developing Successful Projects or Programs: Opportunity Zones in Appalachia
Allegheny

The Opportunity Zone program presents a challenge for local development districts: while the programs benefits are intended to flow to underserved areas, they require local capacity to take advantage of them. Attend this session to learn how to structure funds and attract investment in Appalachia.

 Instructor: **Tammy Halevy**, Senior Advisor, Public Private Strategies

Applying Technology to Solve LDD Problems: Tableau Essentials: Creating Calculated Fields Pt. 1
Cumberland - Appalachian

Learn how to create complex calculations with string, arithmetic, logical, conditional statements, "table calculations", and parameters.

Instructor: **Erol Yildirim**, Senior Vice President, New Products, Center for Regional Economic Competitiveness

Tuesday, July 30th – Day 1 Continued

2:45 pm – 3:15 pm	**Networking Break** **Blue Ridge Foyer**
3:15 pm – 4:30 pm	**Breakout Sessions**

Building Successful Organizations: Strategic Planning
Kanawah – Blue Ridge

Strategic planning is a powerful management tool that can help organizations focus their resources, establish priorities, create action plans, and respond to change. Acquire tools for developing and implementing a strategic plan that can strengthen your organization's effectiveness.

Instructor: **Paul Mastrodonato**, President, Nonprofit Works

Developing Successful Projects or Programs: Setting Up an Addiction Recovery Center
Allegheny

Local development districts have been addressing the substance abuse crisis though their connection to workforce development. Discover how you can set up a recovery-to-work program, following the example of Addiction Recovery Care in Kentucky.

Instructor: **Matt Brown,** Chief of Staff to the CEO, Addiction Recovery Care

Applying Technology to Solve LDD Problems: Tableau Essentials: Creating Calculated Fields Pt. 2
Cumberland - Appalachian

See best practices of preparing data in Tableau, including merging, splitting, and renaming variables through data interpreter panel.

Instructor: **Erol Yildirim**, Senior Vice President, New Products, Center for Regional Economic Competitiveness

Wednesday, July 31st – Day 2

8:00 am – 8:30 am	**Registration & Breakfast** **Foyer D & Salon C**
8:30 am – 9:15 am	**Plenary – Building Strong Relationships with Universities** **Salon C**

Speaker: **Dave Satterfield**, Director of Asset Development, Office of Research and Economic Development, West Virginia University

9:25 am – 10:40 am	**Breakout Sessions**

Building Successful Organizations: **Communications**
Kanawah – Blue Ridge

Communication skills are vital for effective organizations – they enable teamwork among colleagues, relationship building with partner organizations, and feedback from and outreach to the public. Develop your communication skills in this session.

Instructors: **Dorinda Byers**, Manager, DByers & Associates
Eddy Biehl, Manager, DByers & Associates

Developing Successful Projects or Programs: **Improving Your Entrepreneurial Project Proposals**
Allegheny

It's easy to come up with project ideas that are just like everyone else's, but they won't necessarily get funded. In this workshop, we'll help you develop better project ideas aimed at supporting a key ARC priority-entrepreneurship and small business development.

Instructor: **Catherine Renault**, Principal and Owner, Innovation Policyworks

Applying Technology to Solve LDD Problems: **Dashboard Application: Combining Multiple Visualizations into a Dashboard**
Cumberland - Appalachian

Learn more about interactive dashboard design within Tableau. See best practices in visual designs and explore how to produce dashboards of your own through hands-on exercises.

Instructor: **Erol Yildirim**, Senior Vice President, New Products, Center for Regional Economic Competitiveness

10:40 am – 11:00 am	**Networking Break** **Blue Ridge Foyer**

Wednesday, July 31st – Day 2 Continued

11:00 am – 12:15 pm   **Breakout Sessions**

Building Successful Organizations: **Implementation Planning**
Kanawah – Blue Ridge

Taking a plan from concept to completed project requires significant facilitation. Moving a project forward requires careful planning. Attendees will develop their skills in implementing new processes, utilizing tools, and identifying other skills needed to make your organization and your plans successful.

Instructor: **Drew Conrad**, Director, Institute for Decision Making, The University of Northern Iowa

Developing Successful Projects or Programs: **Incubation and Acceleration**
Allegheny

Business incubators and accelerators develop the future cornerstones of their communities. Attendees will learn about efficient management, best practices, challenges of becoming self-sustaining and more.

Instructor: **Anne Barth**, Executive Director, TechConnect West Virginia

Applying Technology to Solve LDD Problems: **Dashboard Application: Making Your Dashboard Interactive**
Cumberland - Appalachian

Explore your data in new ways with interactive dashboards. Learn how to create filter and highlight actions and continue exercises on arranging and formatting dashboard elements in data visualization development.

Instructor: **Erol Yildirim**, Senior Vice President, New Products, Center for Regional Economic Competitiveness

12:15 pm – 1:15 pm   **Lunch: LDD Highlight: Region 2 Planning and Development Council**
Foyer D & Salon C

Speaker: **Chris Chiles**, Executive Director, Region 2 Planning and Development Council

Wednesday, July 31st – Day 2 Continued

1:30 pm – 2:45 pm	**Breakout Sessions**

Building Successful Organizations: **Team Building**
Kanawah – Blue Ridge

This presentation focuses on the barriers that are common to team collaboration, best characterized by Patrick Lencioni's The Five Dysfunctions of a Team and explore the key elements of collaboration that aligns with and supports key organizational initiatives.

Instructors: **Dorinda Byers**, Manager, DByers & Associates
Eddy Biehl, Manager, DByers & Associates

Developing Successful Projects or Programs: **Youth Entrepreneurship**
Allegheny

Appalachia is faced with the challenge of retaining talented young people in the region. Encouraging entrepreneurship among young people has the potential to not only keep them in the region, but to help grow the economy at the same time. Help your district promote youth entrepreneurship to encourage young people to both stay in the region and grow the economy.

Instructor: **Gene Coulson**, Executive Director, Consortium for Entrepreneurship Education

Applying Technology to Solve LDD Problems: **Dashboard Application: Case Study Pt. 1**
Cumberland - Appalachian

Create an interactive dashboard in a small group with 3+ sheets using your choice of dataset(s).

Instructor: **Erol Yildirim**, Senior Vice President, New Products, Center for Regional Economic Competitiveness

2:45 pm – 3:15 pm	**Networking Break** **Blue Ridge Foyer**

Wednesday, July 31st – Day 2 Continued

3:15 pm – 4:30 pm **Breakout Sessions**

Building Successful Organizations: **Grant Management Software**
Kanawah – Blue Ridge

Grant Management software is critical for successful project implementation. ARC's system, ARCNet, is moving forward with improvements to better serve our customers. Attend this session to discuss the current system and provide feedback on how ARCNet can better serve you.

Instructors: **Marc Hutzell**, Director of Information Technology, Appalachian Regional Commission
Candace Stribling, ARCnet Systems Administrator, Information Technology, Appalachian Regional Commission

Developing Successful Projects or Programs: **Entrepreneurship and Business Dynamism**
Allegheny

During this interactive training session, each participant will be introduced to various tools and approaches to tracking entrepreneurial innovation in their community. In addition, we will begin the analysis of their own entrepreneurial ecosystem and development of an action plan to strengthen that ecosystem based on the data, tools and findings of these reports. Participants will walk out with a short action plan that identify entities currently part of their community's entrepreneurial ecosystem, gaps within the ecosystem, and activities to engage local assets and networks in creating a regional healthy entrepreneurial ecosystem.

Instructor: **Erik Pages**, President, EntreWorks Consulting

Applying Technology to Solve LDD Problems: **Dashboard Application: Case Study Pt. 2**
Cumberland - Appalachian

Learn how to publish your dashboard to Tableau Public.

Instructor: **Erol Yildirim**, Senior Vice President, New Products, Center for Regional Economic Competitiveness

4:30 pm – 5:00 pm **Plenary – Closing**
Salon C

Speaker: **Ken Poole**, Chief Executive Officer, Center for Regional Economic Competitiveness

5:00 pm **Adjourn**

Applying Technology to Solve LDD Problems: Data Visualization with Tableau Guide

Translating and analyzing big data using charts, graphics, and images is becoming more and more necessary for decision-making. This 2-day course introduces you to the basic features and functions of Tableau. It's ideal for new to moderately experienced Tableau users. You'll gain fundamental skills to visualize your data, use a wide variety of charts and graphs, connect to different data sources, create basic calculations using parameters, build interactive dashboards and share your visualizations.

Training pre-requisites

Skills: No prerequisite experience is needed

Tools: Laptop, wired mouse, Tableau Desktop (personal, professional, or public version). Public version of the Tableau desktop is available at https://public.tableau.com/s/download

NOTE: The track "Applying Technology to Solve LDD Problems" is intended to serve as a full training on using Tableau for data visualization. If you would like to attend, we kindly ask that you commit to attending every session in this track over the two days.