



Wednesday, November 6–Thursday, November 7, 2024  
Virginia Institute for Economic Development  
Virginia Tech Richmond Center  
2810 N Parham Road, Suite 300, Richmond, Virginia 23294

## PROGRAM AGENDA

Wednesday, November 6, 2024

8:15 am – 9:00 am – **Breakfast/Registration**

9:00 am – 9:30 am – **Welcome/Introductions**

- » **Connie W. Long**, Economic Development Programming, Virginia Tech Office of Economic Development
- » **Bryan Jones**, Economic Development Specialist, The Virginia Tech Center for Economic and Community Engagement

9:30 am – 10:15 am – **Fundamentals of Economic Development: An Overview**

- » **David Manley**, Executive Director, Joint IDA of Wythe County

10:15 am – 11:15 am – **Business Recruitment**

- » **David Manley**, Executive Director, Joint IDA of Wythe County

11:15 am – 11:30 am - **Break**

11:30 am – 12:30 pm – **Business Retention and Expansion**

- » **Elizabeth Povar**, Principal, The RiverLink Group

12:30 pm – 1:30 pm – **Lunch**

1:30 pm– 2:30 pm - **Tourism as an Economic Engine**

- » **Staci Martin**, Grants Director, Virginia Tourism Corporation

2:30 pm – 3:30 pm – **Growing Your Own: Entrepreneurship-Led and Technology-Based Economic Development**

- » **Conaway B. Haskins, III**, Vice President, Entrepreneurial Ecosystems, Virginia Innovation Partnership Corporation

3:30 – 3:45 pm – **Break**

3:45 – 4:45 pm – **Economic Development in Virginia: A Public Policy View**

- » **Christopher D. Lloyd**, Senior Vice President, Infrastructure & Economic Development, McGuireWoods Consulting, LLC

7:30 am – 8:30 am: **Breakfast**

8:30 am–9:30 am: **Housing and Economic Development**

- » **Chris McNamara**, Strategic Housing Officer-Economic Development, Virginia Housing

9:30 am–10:30 am: **Asset Based Development: Using the Unique Features of Your Community**

- » **Jay A. Langston, Ph.D.**, Executive Director, Shenandoah Valley Partnership

10:30 am-10:45 am: **Break**

10:45 am – 11:45 am: **Workforce and Economic Development**

- » **Debbie Melvin**, Assistant Vice President, Regional Talent Solutions & Business Outreach, Virginia Economic Development Partnership

11:50 am: **Closing Remarks and Adjournment**