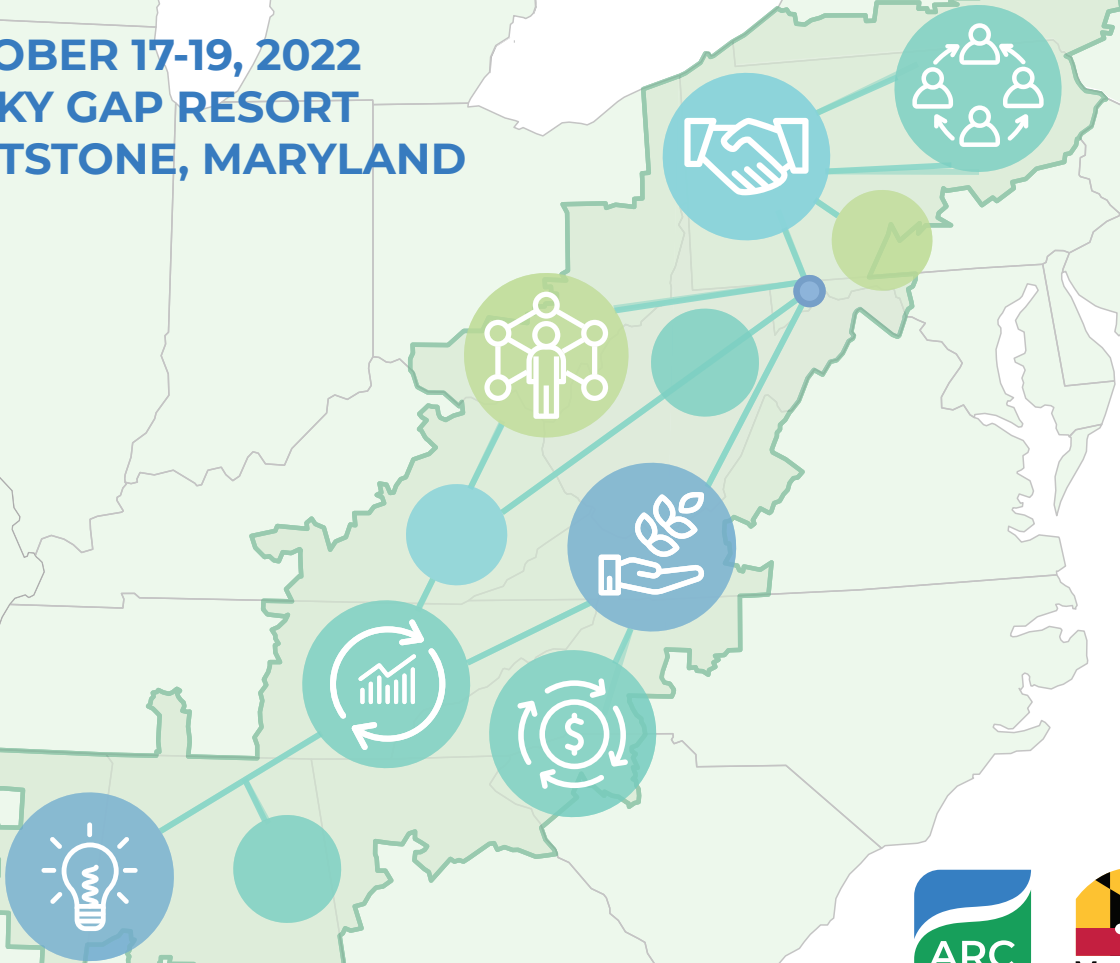


CONFERENCE PROGRAM

# ONE Appalachia

## CONNECTION & COLLABORATION

OCTOBER 17-19, 2022  
ROCKY GAP RESORT  
FLINTSTONE, MARYLAND



An Appalachian Regional Commission Conference  
Hosted by the State of Maryland

## Thank you to our sponsors!

ARC and the State of Maryland would like to thank the following sponsors for their support of the *One Appalachia: Connection & Collaboration* conference.



# ONE Appalachia

CONNECTION & COLLABORATION

## Welcome to Flintstone, Maryland!

We are so excited that you have joined us in Rocky Gap State Park for ARC's 2022 Annual Conference. This year, we're pleased to bring together our federal, state, and local partners to cultivate ideas for working together to expand economic growth throughout Appalachia.



Our conference theme, **One Appalachia: Connection & Collaboration**, encourages each and every one of us to work across state lines and build on our commonalities to create transformational change and prosperity throughout the region.



Framed through the lens of cross-boundary collaboration, the conference will highlight how ARC's 13 states and 423 counties are teaming up to bring each of ARC's strategic investments to life. From workforce development to entrepreneurship, to building tourism and increasing community capacity, we know that Appalachians can achieve anything when we work together.

While in Flintstone, we hope you are inspired by new ideas and colleagues who are driving Appalachia's future—both here in Western Maryland and throughout the region—and that you take time to reconnect with old friends, make new connections, and develop strategies for ways to empower our region and its limitless potential.

Here's to a great conference!

A handwritten signature in black ink that reads "Gayle C. Manchin".

**Gayle C. Manchin**  
Federal Co-Chair  
Appalachian Regional Commission

A handwritten signature in black ink that reads "Larry Hogan".

**Larry Hogan**  
Governor of Maryland  
ARC 2022 States' Co-Chair

# CONFERENCE AGENDA

Complimentary shuttle service will be provided between Rocky Gap Resort and Cumberland hotels, and between Rocky Gap Resort and off-site excursion locations. Refer to the shuttle schedule insert for more information.

## MONDAY, OCTOBER 17

### 5:00 pm–7:00 pm - WELCOME RECEPTION

#### Lakeside Patio & Terrace, Rocky Gap Resort

Join this special reception to officially kick-off your conference experience—lakeside with the picturesque Rocky Gap State Park as your backdrop! Make new connections, catch up with economic development colleagues, jam to live bluegrass music, meet music legend Del McCoury, and enjoy a variety of delicious heavy hors d'oeuvres.

### 7:00 pm - DINNER ON YOUR OWN

## TUESDAY, OCTOBER 18

### 8:00 am–9:30 am - CONTINENTAL BREAKFAST

#### Allegheny Event Center, Rocky Gap Resort

### 9:30 am–10:00 am - WELCOME & OPENING SESSION

#### Allegheny Event Center, Rocky Gap Resort

To kick off this year's conference theme of "One Appalachia: Connection & Collaboration," ARC Federal Co-Chair Gayle Manchin will highlight the great work that took place throughout the region in FY22, and provide a preview of upcoming initiatives that will create new economic opportunity and strengthen communities in Appalachia. Special addresses from Appalachian Governors will showcase recent success stories made possible through collaboration, as well as future opportunities to bolster the region with investments in the workforce, tourism, entrepreneurship, and more.



**Gayle Manchin**  
ARC Federal Co-Chair



**Governor Larry Hogan  
of Maryland**  
2022 ARC States' Co-Chair



**Governor Tom Wolf  
of Pennsylvania**



**Brandon McBride**  
ARC Executive Director



**MASTER OF CEREMONIES  
Wendi Peters**  
ARC Maryland Alternate

### 10:00 am–10:45 am - FIRESIDE CHAT WITH GOVERNOR LARRY HOGAN OF MARYLAND AND SPECIAL GUEST CAL RIPKEN JR.

#### Allegheny Event Center, Rocky Gap Resort

Join ARC 2022 States' Co-Chair Governor Larry Hogan of Maryland and special guest/MLB Hall of Famer Cal Ripken Jr. for an exclusive fireside chat. Cal Ripken Jr., a Maryland native, will share rare insights from the start of his baseball career with the minor league Bluefield Orioles in the Appalachian League to becoming a renowned major league hall of fame inductee with the Baltimore Orioles. His legacy of commitment and steadfast determination, both on and off the field, will resonate with Appalachians working to improve their communities every day.



**Governor Larry Hogan  
of Maryland**  
2022 ARC States' Co-Chair



**Cal Ripken Jr.**  
MLB Hall of Fame  
Inductee

## 10:45 am–11:45 am - ADVANCING APPALACHIA'S ECONOMY THROUGH CROSS-STATE COLLABORATION

### *Allegheny Event Center, Rocky Gap Resort*

Experts from the Central Appalachian Network (CAN), a 30-year-old network of more than 100 community & economic development organizations in Central Appalachia, will share how their successes were possible through connection & collaboration across state lines. The Network will define the building blocks of successful economic development networks, share tips to foster cross-boundary collaboration, and reflect on key takeaways from building and expanding a regional network to advance communities in Central Appalachian Kentucky, Ohio, Tennessee, Virginia, and West Virginia.



**Brandon Dennison**  
Founder & CEO,  
Coalfield Development



**Jacob Hannah**  
Conservation Coordinator,  
Coalfield Development



**Peter Hille**  
President,  
Mountain Association



**Autumn Long**  
Appalachian Solar  
Finance Fund Director,  
Appalachian Voices



**Patti Miller**  
Principal,  
Grow with the Flow



**Leslie Schaller**  
Director of Programs,  
ACEnet



**Molly Sowash**  
Sustainable Agriculture  
Manager,  
Rural Action

## 12:00 pm–1:00 pm - LUNCH

*Allegheny Event Center, Rocky Gap Resort*

### CONCURRENT SESSIONS BLOCK 1

OFFICE HOURS

## 1:15 pm–2:30 pm - ARC OFFICE HOURS

*Allegheny Event Center, Rocky Gap Resort*

ARC staff will be available to discuss:

- POWER Initiative
- INSPiRE Initiative (Substance Use Disorder)
- ARISE Initiative
- Critical Infrastructure Projects
- Local Development Districts (LDDs)
- General ARC Information

BREAKOUT SESSIONS

## 1:15 pm–2:30 pm - CREATING AN ENTREPRENEURIAL ECOSYSTEM THROUGH COLLABORATION

*Emerald Room, Rocky Gap Resort*

Investments in entrepreneurial development have been a key driver of economic growth in Appalachia. Experts will define the building blocks of the entrepreneurial ecosystem and share a replicable model for ecosystem development, giving attendees the tools they need to utilize existing resources and partnerships to harness the power of collaboration and initiate programs to bolster entrepreneurship without grant dollars.



**Bill Meagher**  
CEO,  
Deep Creek Donuts



**Tara St. Clair**  
Program Director,  
WVU Encova Center for  
Innovation & Entrepreneurship



**Eric Weissmann**  
Executive Director,  
NEXT South Carolina

## CONCURRENT SESSIONS BLOCK 1 (continued)

### 1:15 pm–2:30 pm - PARTNERSHIPS FOR AFFORDABLE BROADBAND CONNECTIVITY

#### Evitts Room, Rocky Gap Resort

As broadband connectivity continues to be a challenge throughout Appalachia, the FCC's Appalachian Community Enrollment (ACE) Campaign is looking to address this gap by targeting Appalachian households struggling to pay for internet service to ultimately increase participation in the Affordable Connectivity Program (ACP). Experts from the federal, state, and local level will demonstrate how a community-driven approach and a partnership network between the FCC and local leadership has boosted participation in the ACP among underserved Appalachian communities.



**Anderson Clayton**  
Rural Broadband Analyst,  
Rural Innovation Strategies Inc.



**Ryan Collins**  
Broadband Coordinator,  
Buckeye Hills Regional  
Council



**Cheryl DeBerry**  
Broadband & Energy  
Manager,  
Garrett County, Maryland



**Lyle Ishida**  
Chief, Consumer Affairs and Outreach  
Division, Federal Communications  
Commission

### 1:15 pm–2:30 pm - PARTNERSHIPS IN STEM EDUCATION: FILLING THE GAP FOR 21ST CENTURY JOBS

#### Cumberland Room, Rocky Gap Resort

How are STEM educational opportunities helping prepare the next generation of Appalachians for the industries of tomorrow? Find out from experts who are connecting students to valuable hands-on experience in robots, engineering, applied research, and more, and from a Garrett County, Maryland high school senior who led her team into the hall of fame of FIRST, an internationally recognized high school robotics competition.



**Mike Fiscus**  
Treasurer,  
REACT: Robotic &  
Engineering in Allegany Co.



**Dr. Carol Moore**  
CEO & President,  
STEM West



**Chuck Trautwein**  
Resource Teacher,  
Garrett County Public  
Schools



**Natalie Warne**  
Student,  
Garrett County Public  
Schools

### 1:15 pm–3:15 pm - MOBILE WORKSHOP: MEET THE MAKERS

#### Western Maryland Works

Travel off-site to Western Maryland Works, a 33,000 square foot training center and makerspace with more than \$3.5 million of state-of-the-art equipment for machining, welding, robotics, and more to meet the makers who are helping prepare tomorrow's workforce in Allegany County. Attendees will also enjoy a hands-on culinary activity with culinary arts program staff.



**Jaren Bohn**  
Project Manager,  
Advanced Engineering,  
Western Maryland Works



**Dr. Jennifer Light**  
Coordinator, AAS  
Engineering - Automated  
Manufacturing  
Technology,  
Western Maryland Works



**Rebecca Ruppert**  
Director, Career &  
Employer Solutions,  
Western Maryland Works



**David Smarik**  
Makerspace & Outreach  
Specialist,  
Western Maryland Works



**Debra Swope**  
Program Director,  
Hospitality Management  
and Culinary Arts,  
Allegany College of  
Maryland

## CONCURRENT SESSIONS BLOCK 1 (continued)

MOBILE WORKSHOPS

### 1:15 pm–3:15 pm - MOBILE WORKSHOP: REGIONAL TOURISM DEVELOPMENT

#### *Dig Deep Brewery*

Travel off-site to Dig Deep Brewery, the first production-size brewery in Appalachian Maryland, to hear from leaders in Maryland tourism and outdoor recreation about how their partnerships have helped grow visitation to the region. A representative from the brewery and from an outdoor recreation experience and equipment provider will also demonstrate how thriving natural and cultural assets help foster small businesses in the region.



**Daryl Anthony**  
Executive Director,  
Maryland Department of  
Natural Resources, Office  
of Outdoor Recreation



**Mandela Echefu**  
Co-Founder,  
Wheelzup Adventures



**Bryan Perry**  
Executive Director,  
Great Allegheny Passage  
Conservancy



**Ashli Workman**  
Director of Tourism,  
Allegheny County  
Government



**Lydia Savramis**  
Head of Marketing & PR,  
Dig Deep Brewery

## CONCURRENT SESSIONS BLOCK 2

OFFICE HOURS

### 2:30 pm–3:45 pm - ARC OFFICE HOURS

#### *Allegheny Event Center, Rocky Gap Resort*

ARC staff will be available to discuss:

- Broadband Projects
- Entrepreneurship
- Academies & Institutes  
(Appalachian Leadership Institute, Entrepreneurship Academy  
& STEM Academy)

BREAKOUT SESSIONS

### 2:30 pm–3:45 pm - ADDRESSING SUBSTANCE USE DISORDER WITH RECOVERY ECOSYSTEMS

#### *Cumberland Room, Rocky Gap Resort*

The substance use disorder (SUD) crisis has had a disproportionate impact on workforces and communities across Appalachia. This session will spotlight leaders who are working to strengthen the ecosystem of services in the recovery ecosystem that help facilitate workforce entry, re-entry and retention, and a former addict's story will demonstrate how strong recovery support services are helping change lives and improve communities across the region.



**Michael Meit**  
Director of Research &  
Programs, East Tennessee  
State University Center for  
Rural Health Research



**Naomi Pike**  
Graduate,  
Brooke's House



**Kevin Simmers**  
Executive Director,  
Brooke's House

### 2:30 pm–3:45 pm - LEVERAGING THRIVING DOWNTOWNS FOR ECONOMIC & COMMUNITY DEVELOPMENT

#### *Evitts Room, Rocky Gap Resort*

Communities across Appalachia are using thriving downtown areas to spark wider economic development. Our panel of tourism leaders will share strategies and provide actionable takeaways on creating the network of partnerships needed to maintain a thriving downtown, and outline how to leverage its assets to strengthen economic and community growth.



**Brandon Butler**  
Owner, Pinnacle  
Strategies Consulting



**Baylen Campbell**  
Director of Community  
Impact, Invest Appalachia



**Dan Spedden**  
President, Hagerstown/  
Washington County  
Convention & Visitors  
Bureau

## CONCURRENT SESSIONS BLOCK 2 (continued)

BREAKOUT SESSIONS

### 2:30 pm–3:45 pm - MULTI-STATE PARTNERSHIPS TO BUILD COMMUNITY CAPACITY

#### *Emerald Room, Rocky Gap Resort*

Many communities throughout Appalachia lack the support and infrastructure needed to bring ambitious economic development projects to life. Our panelists represent a diverse array of experts from across the region, and the key insights from their work will provide attendees replicable models of building cross-sector and cross-boundary partnerships for effective long-term capacity building.



**Al Delia**

Vice President, Regional Development and Engagement, Frostburg State University



**Colby Hall**

Executive Director, SOAR



**Stephanie Tyree**

Executive Director, WV Community Development Hub

### 5:30 pm–7:00 pm - NETWORKING RECEPTION

#### *1812 Brewery*

Network with ARC staff and other attendees during this casual evening event at 1812 Brewery, a renowned Maryland brewer nestled in the scenic mountains of Cumberland, Maryland, and enjoy local culinary creations prepared by students from Allegany College of Maryland's flourishing culinary program.

### 7:00 pm - DINNER ON YOUR OWN

## WEDNESDAY, OCTOBER 19

### 8:30 am–9:30 am - BREAKFAST & MORNING UPDATE

#### *Allegheny Event Center, Rocky Gap Resort*

## CONCURRENT SESSIONS BLOCK 3

OFFICE HOURS

### 9:30 am–10:30 am - ARC OFFICE HOURS

#### *Allegheny Event Center, Rocky Gap Resort*

ARC staff will be available to discuss:

- Broadband
- General ARC Information
- POWER Initiative
- ARISE Initiative

DEEP DIVE WORKSHOPS

### 9:30 am–11:00 am - CREATING AND EXPANDING RECOVERY ECOSYSTEMS

#### *Cumberland Room, Rocky Gap Resort*

ARC staff will collaborate with breakout session panelists for these deep dive workshops, offering attendees a more casual, conversational session for networking with panelists and other Appalachians and learning more about the recovery ecosystem in the region. Attendees will have the opportunity to share their own challenges and success stories from the frontlines of creating or expanding recovery services, and ask experts for advice on replicating best practices in their communities.



**Mary Moran**

Program Analyst, Division of Business & Workforce Investment, Appalachian Regional Commission



**Lauren Wood**

Program Analyst, Health, Appalachian Regional Commission



**Michael Meit**

Director of Research & Programs, East Tennessee State University Center for Rural Health Research



**Kevin Simmers**

Executive Director, Brooke's House



## CONCURRENT SESSIONS BLOCK 3 (continued)

### 9:30 am–11:00 am - HOW TOURISM SPARKS ECONOMIC DEVELOPMENT

#### *Emerald Room, Rocky Gap Resort*

ARC staff will collaborate with breakout session panelists for these deep dive workshops, offering attendees a more casual, conversational session for networking with panelists and other Appalachians and learning more about bolstering tourism in the region. Attendees will have the opportunity to share their own challenges and success stories from the frontlines of boosting and promoting cultural attractions and natural assets in the region, and ask experts for advice on replicating best practices in their communities.



**Brad Roebke**

Program Analyst, Division of Critical Infrastructure, Appalachian Regional Commission



**Molly Theobald**

Director, Division of Critical Infrastructure, Appalachian Regional Commission



**Baylen Campbell**

Director of Community Impact, Invest Appalachia



**Dan Spedden**

President, Hagerstown/Washington County Convention & Visitors Bureau

DEEP DIVE WORKSHOPS

### 9:30 am–11:00 am - SUPPORTING THE NEXT GENERATION OF ENTREPRENEURS

#### *Evitts Room, Rocky Gap Resort*

ARC staff will collaborate with breakout session panelists for these deep dive workshops, offering attendees a more casual, conversational session for networking with panelists and other Appalachians and learning more about entrepreneurial development. Attendees will have the opportunity to share their own success stories from the frontlines of supporting entrepreneurship and entrepreneurial development, and ask experts for advice on replicating best practices in their communities.



**Emela Halilovic**

Director, Division of Business & Workforce Investment, Appalachian Regional Commission



**Jen Simon**

Program Manager, Business Development, Appalachian Regional Commission



**Bill Meagher**

CEO, Deep Creek Donuts



**Tara St. Clair**

Program Director, WVU Encova Center for Innovation & Entrepreneurship



**Eric Weissmann**

Executive Director, NEXT South Carolina

MOBILE WORKSHOPS

### 9:30 am–11:30 am - MOBILE WORKSHOP: MEET THE MAKERS

#### *Western Maryland Works*

Travel off-site to Western Maryland Works, a 33,000 square foot training center and makerspace with more than \$3.5 million of state-of-the-art equipment for machining, welding, robotics, and more to meet the makers who are helping prepare tomorrow's workforce in Allegany County. Attendees will also enjoy a hands-on culinary activity with culinary arts program staff.



**Jaren Bohn**

Project Manager, Advanced Engineering, Western Maryland Works



**Dr. Jennifer Light**

Coordinator, AAS Engineering - Automated Manufacturing Technology, Western Maryland Works



**Rebecca Ruppert**

Director, Career & Employer Solutions, Western Maryland Works



**David Smarik**

Makerspace & Outreach Specialist, Western Maryland Works



**Debra Swope**

Program Director, Hospitality Management and Culinary Arts, Allegany College of Maryland

## CONCURRENT SESSIONS BLOCK 3 (continued)

MOBILE WORKSHOPS

### 9:30 am–11:30 am - MOBILE WORKSHOP: REGIONAL TOURISM DEVELOPMENT

#### *Dig Deep Brewery*

Travel off-site to Dig Deep Brewery, the first production-size brewery in Appalachian Maryland, to hear from leaders in Maryland tourism and outdoor recreation about how their partnerships have helped grow visitation to the region. A representative from the brewery and from an outdoor recreation experience and equipment provider will also demonstrate how thriving natural and cultural assets help foster small businesses in the region.



**Daryl Anthony**  
Executive Director,  
Maryland Department of  
Natural Resources, Office  
of Outdoor Recreation



**Mandela Echefu**  
Co-Founder,  
Wheelzup Adventures



**Bryan Perry**  
Executive Director,  
Great Allegheny Passage  
Conservancy



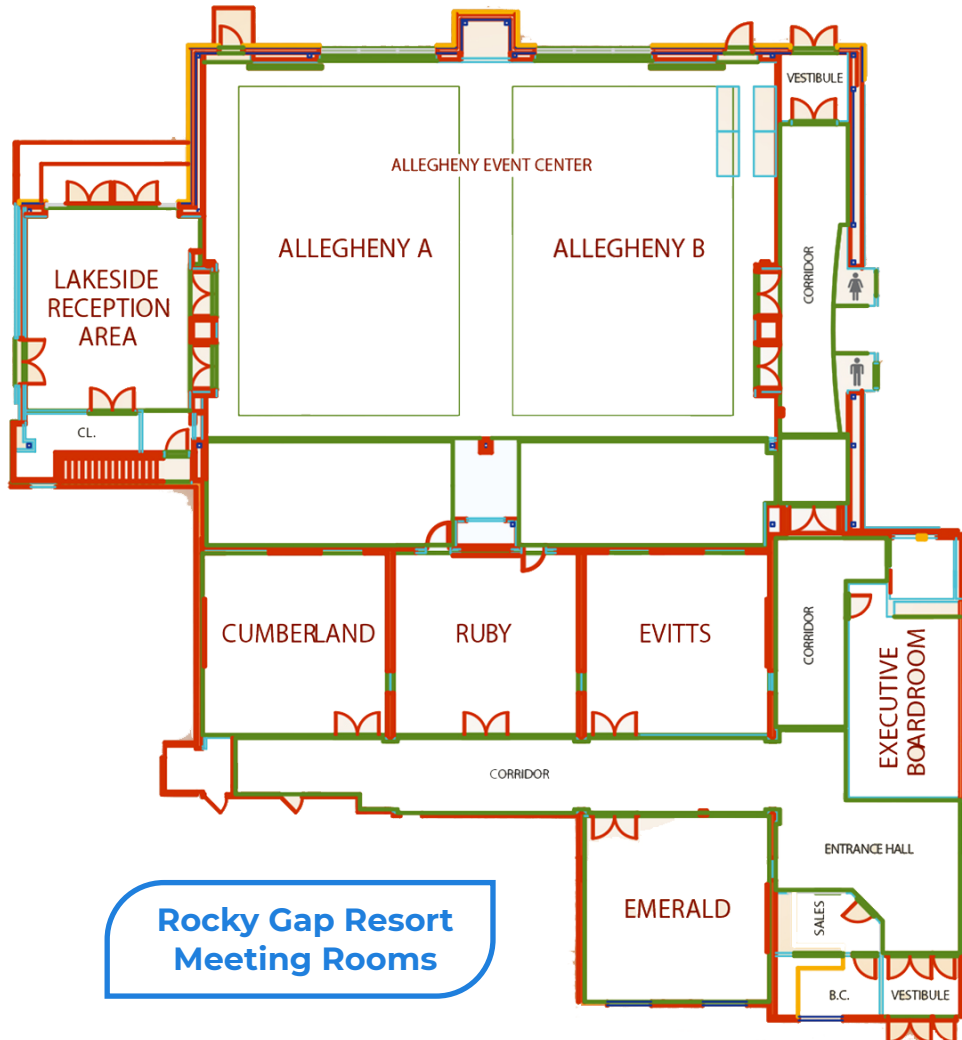
**Ashli Workman**  
Director of Tourism,  
Allegheny County  
Government



**Lydia Savramis**  
Head of Marketing & PR,  
Dig Deep Brewery

11:00 am–12:00 pm - BOX LUNCH (TO GO)

CONFERENCE CONCLUDES



# Explore THE PARK



## APPALACHIAN REGIONAL COMMISSION **PARK EVENTS**

### **Sunrise Hike - Monday and Tuesday, 7:00 AM**

Join Rangers for early morning exploration of the flora and fauna of the park in autumn glory. Wear sturdy footwear and be prepared for a chill in the air (rain or shine!). Meet at the Terrace Bar Patio.

### **Sunrise Wellness - Healthy Parks, Healthy People Monday and Tuesday, 7:00 AM**

Join UPMC - Western Maryland Health Coaches for a morning wellness session, Mind, Body & Spirit on Monday and Yoga (bring towel) on Tuesday. Meet at the beach behind Signatures or if raining, in the Emerald Room.

### **Scales & Tales - Tuesday, 3:30 PM**

Join Ranger Naturalists for a magical visit with the bird of prey ambassadors at the aviary in the Youth Group Loop of the Campground. This interactive experience allows participants to learn "tales" to create connections and opportunities to make changes for the planet! Rain or shine.

### **Afternoon Paddle - Tuesday, 4:30 PM**

This leisurely afternoon paddle on Lake Habeeb is perfect for any age and experience. Come prepared to learn all you want or to just simply relax in the stillness of the crisp autumn air. Rangers will facilitate a fun, safe and relaxing time on the water! Meet at the Day Use Boat House, rain or shine! Contact 240-357-4404 if you need help finding the boat house!

### **Campfire Program - Tuesday, 8:30 PM**

Come meet "George Richter Jr.," a young enrollee in the Civilian Conservation Corps working here in Western Maryland in 1935. Get a "first person" account of hijinks, hard work, danger, and adventure as the boys of Mr. Roosevelt's Tree Army built our parks for a dollar a day during the Great Depression. Meet at the Terrace Bar Patio or rain, meet in the Emerald Room.

# Connect with Us!

Join the conversation **#OneAppalachia**

@ARCgov

arc.gov

