

REDI for Action Conference
Thursday, January 14, 2016

Concurrent Session 1

10:15 a.m. – 11:00 a.m.

MTAS Update

Warren Nevad, Management Consultant, MTAS

RUC, Room 101 (Tech Pride)

Growing Income Opportunities Using High Tunnels and Cooperative Marketing Techniques for Vegetables

A discussion of high value vegetables that can be produced in the Upper Cumberland region of Tennessee using high tunnels for the early markets. Heirloom produce has become highly sought after nationally and typically receives a premium price. A cooperative marketing model can help small farmers use these high tunnel extension techniques to get a foothold in the broader marketplace. This can help generate significant economic impact in the region.

Michael Best, Professor of Agricultural Economics, Tennessee Tech University

RUC, Executive Dining Room

Downtown Revitalization & Main Street Incubator Grant Updates

Nancy Williams, Main Street Program Director, TN Department of Economic & Community Development

RUC, Room 342 (Alumni Lounge)

Broadband initiative Overview

Amanda Martin, _____, TN Department Economic & Community Development

RUC, Room 370

TN Small Business Development Center (TSBDC) Toolbox

This presentation will review the many tools and resources available through the TN Small Business Development Center network. The presentation will provide helpful information to small business owners and community leaders alike that are searching for tools to help support and strengthen local businesses. Topics include: one-to-one counseling services, free & low-cost training opportunities, financing review, marketing analysis, and more.

John Woodard, Assistant Director, TN Small Business Development Center at TTU

RUC, Room 371

Concurrent Session 2

11:15 a.m. – 12:00 p.m.

Strategic Planning

The importance of strategic planning in Rural America and the long term benefits.

Mark Farley, Executive Director, Upper Cumberland Development District

RUC, Room 101 (Tech Pride)

TN Infrastructure Alliance

State-wide coalition created to educate public and state legislatures. Focused on finding long-term and sustainable solutions to identified transportation needs.

Susie Alcorn, Executive Director, TN Infrastructure Alliance

RUC, Executive Dining Room

TN ECD Federal Programs & Grants Update

Brooxie Carlton, Deputy Asst. Commissioner/Rural Development, TN Dept. Economic & Community Development

Kent Archer, Director of Community Programs, Tennessee Department of Economic & Community Development

RUC, Room 342 (Alumni Lounge)

CBI Maker Space: A Community Resource

Utilizing SBA Growth Accelerator grant funds, the Roane State Community College/Cumberland Business Incubator developed the membership based community resource in late 2014. Volunteers provide safety and basic use workshops to ensure all members are able to use the equipment safely. Volunteers are available to help develop ideas and improve technical skills. The CBI Maker Space provides the community with access to tools, software, space and mentors to make virtually anything. Come build your dreams!

Holly Hanson, Director, Cumberland Business Incubator/Roane State Community College

RUC, Room 370

TN Department of Tourism Development Outreach and Engagement Update

Melanie Beauchamp, Director of Outreach and Engagement, TN Department of Tourist Development

RUC, Room 371

Historic Preservation in the Upper Cumberland**RUC, Room 101 (Tech Pride)**

The presenter will provide an overview of historic preservation in the Upper Cumberland region. Subjects will include writing National Park Service historic preservation grants, preparing National Register of Historic Places nominations and ensuring compliance with Section 106 of the National Historic Preservation Act. This work is accomplished primarily by working with local, state and federal governments and establishing partnerships with community organizations. The presentation will demonstrate how preserving the Upper Cumberland's unique cultural assets improves quality of life and fosters economic development.

Mark Dudney, Historic Preservation Planner, Upper Cumberland Development District

WCTE: Your Partner in Economic Development & Tourism**RUC, Executive Dining Room**

WCTE, Upper Cumberland PBS, has put this region on the map throughout Tennessee and the nation. As a PBS member, this broadcast station reaches 1.3 million people in middle Tennessee and is connected to 170 public media stations nationally. Series such as Bluegrass Underground and Jammin' at Hippie Jack's found a national audience through WCTE. This station has the capacity and power to be your collaborative partner in economic and tourism development!

Becky Magura, President/CEO, WCTE, Upper Cumberland PBS

Avery Hutchins, Director of Development and Marketing, WCTE, Upper Cumberland PBS

Desiree Duncan, Director of Content and Digital Media, WCTE, Upper Cumberland PBS

TN Economic Community Development Program Overview**RUC, Room 342 (Alumni Lounge)**

ThreeStar Program: The ThreeStar program was developed more than 35 years ago to help guide communities in best practices to enhance their competitive edge in the global market, including new enhanced ThreeStar grants. Asset Based Planning Initiative: Announced at the ECD Governor's Conference, this initiative will assist counties through a facilitated process of asset inventory and goal setting. Tourism Enhancement Infrastructure Grant: Information about a new grant through ECD to provide resources to help communities build on their tourism economic impact.

Jody Sliger, ThreeStar Director, TN Department of Economic and Community Development

The Young Talent Focus**RUC, Room 370**

This year, the Millennials generation (Gen Y) is surpassing the Baby Boomer generation as the nation's largest living generation, according to the population projections released by the U.S. Census Bureau. Millennials are also now the largest segment of the U.S. workforce and growing. Generation Z is coming along right behind them and making its mark too. This presenter will lead us in exploring these up-and-coming generations and how communities are embracing and engaging their young talent now.

Melissa Halsell, Program Manager, TVA Economic Development

Overview of Internal Control of County Accounting Procedures**RUC, Room 371**

Ben Rogers, County Government Consultant, CTAS

Live Demo - Virtual Reality Technology**Volpe Library, Room 362 (meet at registration desk)**

Experience virtual reality in conservation, education automotive and economic development applications. This is cutting edge technology fueled by interdisciplinary action to spur growth in multiple industries.

Justin Medley, Research Assistant, Tennessee Tech University iCube

Social Media Marketing

RUC, Room 101 (Tech Pride)

Social Media tools are some of the most powerful (and free) marketing tools available for small business owners today. The seminar will address how to market your business through social networks such as YouTube, Facebook, Twitter, and blogs. Social networking can increase visibility, strengthen branding and generate more sales for your business.

Jen Dangelo, Director, Tennessee Small Business Development Center at TTU

Entrepreneurs are Everywhere: How do we help them?

RUC, Executive Dining Room

How do we increase the success rate of local businesses that grow to the point of adding jobs and bringing new money into the community? The Biz Foundry's programs help them grow their business and add jobs and wealth to the community.

Jeff Brown, President, The Biz Foundry

Department Overview – Labor & Workforce Development

RUC, Room 342 (Alumni Lounge)

Overview of Department and divisions, programs and services; partners; Workforce Services, Adult Ed., Workforce Regulations and Compliance, Tennessee OSHA, Employment Security & LMI; Workers' Compensation; WEOC

Peggy Mahaney, Public Relations Specialist, TN Department of Labor & Workforce Development

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