



Regional Economic Recovery Series

PRESENTED BY: JAMES MADISON UNIVERSITY ECONOMIC DEVELOPMENT COUNCIL



August 17, 2021
Atlantic Union Bank Center - Harrisonburg, VA

Sponsored By:



Welcome to the



The Atlantic Union Bank Center opened in November, 2020 as the sparkling new home of the James Madison University men's and women's basketball programs, while also opening the door to a multitude of other events to benefit the campus and the local community. It stands as the preeminent facility of its type in the entire Shenandoah Valley.

The completed building includes two primary sections with an 8,500-seat event venue as well as a comprehensive basketball program area, designed to maximize student-athlete success across all aspects of the collegiate experience.

Join us for a tour following today's event.

University Economic Development Council



Jonathan Alger is the 6th president of James Madison University. Under his leadership, JMU has developed a bold new vision to be “the national model of the engaged university: engaged with ideas and the world,” and a strategic plan focused on engaged learning, community engagement, and civic engagement.

President Alger serves on many national and regional boards and committees such as the Association of American Colleges & Universities, Campus Compact (board chair), Council on Competitiveness, Virginia Business Higher Education Council, Northern Virginia Technology Council, and Region 8 Virginia Growth and Opportunity Regional Council among others.

He is a nationally recognized expert in higher education law and policy, and is a graduate of Swarthmore College and Harvard Law School.

Melissa M. Lubin, Ph.D., *Chief Economic Engagement Officer; Dean, School of Professional & Continuing Education, Chair*

Mary Lou Bourne, *Director, Technology Innovation and Economic Development; Executive Director, James Madison Innovations, Inc.*

Mike Davis, Ph.D., *Executive Advisor to the President*

Kristin Gibson, *Associate Director for University Recreation Center Services*

Keith Holland, Ph.D., *Associate Vice Provost, Research and Scholarship*

Bob Kolvoord, PhD., *Chief Innovation Officer; Dean, College of Integrated Science and Engineering*

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

Val Larsen, Ph.D., *Speaker, Faculty Senate; Professor, Marketing*

John Meck, *Director, Corporate Relations, Advancement*

Katie Overfield-Zook, *Operations Manager, Gilliam Center for Entrepreneurship, College of Business*

Shonta Sellers, *Director of Marketing & Communications / Director of Diversity, Equity, and Inclusion Initiatives, School of Professional & Continuing Education*

Wren Stevens, Ph.D., *Associate Dean, College of Visual and Performing Arts*

Nick Swartz, Ph.D., *Associate Dean of Economic and Community Development, School of Professional & Continuing Education, Chair, Tactical Team*

Katie Weaver, *Director, Office of Procurement Services*



We thank our sponsors for their commitment and support for helping our region reach its economic potential.



Meeting Agenda

August 17, 2021

Working Together to Solve Regional Issues

Welcome

President Jon Alger, James Madison University

Nicholas Swartz, Ph.D., Associate Dean & RERS Planning Committee Chair
JMU School of Professional & Continuing Education

Macro Panel - Setting the Stage for Our Work

**Moderated by Melissa M. Lubin, Ph.D.,
Dean & Chief Economic Engagement Officer**
JMU School of Professional & Continuing Education

Jason El Koubi, Executive Vice President
Virginia Economic Development Partnership

Renee Haltom, Vice President and Regional Executive
Federal Reserve Bank of Richmond

Kathryn Crosby, Office of the Chief of Staff, DEI & Health Equity Officer
*Office of Equity & Inclusion, Department of Medical Assistance Services, and
Representing One Virginia*

Lunch

Micro Panel - Review of Region

Moderated by Jay Langston, Ph.D.
Shenandoah Valley Partnership

Debbie Melvin, Assistant Vice President
Talent Solutions, Virginia Economic Development Partnership

Laura Toni-Holsinger, Executive Director
United Way of Harrisonburg-Rockingham County

Chris Kyle, Vice President of Industry Relations & Regularity
Shentel, SVP/GO Virginia, Executive Committee Virginia Chamber of Commerce

Joyce Krech, Executive Director
Shenandoah Valley Small Business Development Center

Interactive Working Session

Closing

****Atlantic Union Bank Center tours available immediately following event.***

Macro Panel: Setting the Stage for Our Work



**Melissa M. Lubin,
Moderator**



Melissa Lubin is Dean of the School of Professional & Continuing Education at JMU where she oversees a continuum of learning including bachelor degree completion and certificate programs for working professionals, youth enrichment programs, and the Lifelong Learning Institute. Melissa also serves as the university's Chief Economic Engagement Officer where she navigates the university's fusion of economic development and community engagement.

Previously, Melissa was Virginia Tech's Director of the Commonwealth Campus Centers in Richmond, Newport News, and Virginia Beach. She is an ICF credentialed coach, a master practitioner of the MBTI and certified in the EQi assessment. Melissa also held leadership roles in the private sector, including the Apollo Group, Circuit City Inc., and This End Up Furniture.

Melissa earned a Ph.D. in Adult Learning and Human Resource Development from Virginia Tech, an MBA from Georgia Southern University, and a bachelor degree from Armstrong State College.



Jason El Koubi



Kathryn Crosby



Renee Haltom

Jason El Koubi serves as VEDP's Executive Vice President, leading the organization's strategy and operations in collaboration with the President and CEO and directly overseeing activities related to economic competitiveness, international trade, incentives, research, and operations. Before joining VEDP in July 2017, El Koubi was President and CEO of One Acadiana, a regional economic development organization based in Lafayette, Louisiana. Under his leadership, the organization developed and launched one of the most successful capital campaigns of its kind in the nation to deliver a new economic development program for the nine-parish region. El Koubi also served as Assistant Secretary of Louisiana Economic Development, where he led initiatives that helped secure projects creating more than 63,000 new jobs along with more than \$28 billion in new capital investment, while dramatically improving Louisiana's position in virtually every state business climate ranking.

Jason has a B.S. in Biological Engineering from Louisiana State University and a M.S. in Public Policy from the London School of Economics.

Kathryn Crosby is the DEI and Health Equity Officer at the Virginia Department of Medical Assistance Services (DMAS) where she works to intentionally destigmatize Medicaid and promote health equity for the 1.9 million Virginians that are part of the Medicaid community. Additionally, she operationalizes diversity, equity, and inclusion within the agency by using organizational effectiveness paradigms to create inclusive workplace climate and culture. Prior to DMAS, Kathryn worked at a marketing-technology agency in Richmond where she led organizational DEI initiatives. She believes that diversity, equity, and inclusion have the ability to move our society forward towards something greater.

Kathryn received both her bachelor's and MBA from Averett University in Danville, Virginia. She earned her graduate certificate in Industrial & Organizational Psychology from Grand Canyon University and completed Cornell University's Diversity & Inclusion certificate program. Kathryn is currently pursuing her Masters in Human Relations with a concentration in Diversity, Equity, and Social Justice from the University of Oklahoma. Upon completion, she plans to continue using her knowledge and understanding of DEI to advance diversity, equity, and inclusion within organizations.

Renee Haltom is a Vice President and Regional Executive at the Federal Reserve Bank of Richmond. Her work involves engaging business, banking, and community leaders on national, regional, and local economic conditions to inform the monetary policymaking process, as well as sharing information about the Federal Reserve System. Haltom is based at the Richmond office and has responsibility for public outreach and engagement in Virginia, as well as for the Richmond Fed's Community Depository Institutions Advisory Council.

Haltom joined the Reserve in 2009 as an economic writer in the Research department, often with a focus on monetary policy, economic theory, and the Federal Reserve.

She most recently served as editorial content manager for the Research Publications team, and was editor of Econ Focus magazine from 2015 to 2018. She previously worked in the Research and Public Information departments of the Federal Reserve Bank of San Francisco, providing education on monetary policy and the Federal Reserve to a variety of audiences.

Haltom has a bachelor's degree in economics from Michigan State University and a master's degree in economics from the University of San Francisco.

Micro Panel: Review of our Region



**Jay Langston, Ph.D.,
Moderator**



Jay A. Langston, Ph.D., has over 35 years of extensive experience in economic and business development, strengthening community engagement, and developing entrepreneurial initiatives. Jay joined the Shenandoah Valley Partnership in December 2018 where he is the CEO and leading efforts to expand and relocate business to the Shenandoah Valley region.

Prior to SVP, he served as the Managing Director of Business Retention and Expansion at the Virginia Economic Development Partnership (VEDP). Jay also served as Senior Business Manager/Senior Advisor in Competitive Initiatives and Senior Research Manager. Prior to working at VEDP, Jay was the Executive Director of Virginia's Gateway Region, a regional economic development organization. He also has local and peer-state economic development experience.

Jay received a Bachelor of Science in Industrial Management from Georgia Institute of Technology and Masters in Public Administration and Ph.D. in Public Policy and Administration from Virginia Commonwealth University. He also received accreditation from the Virginia Executive Institute and National Center for Economic Gardening and received the 2010 Virginia Economic Developers Association's Cardinal Award, the highest award for economic development leadership, career accomplishment and service.



Debbie Melvin



Joyce Krech



Chris Kyle



**Laura
Toni-Holsinger**

Joyce Krech has worked in various capacities at the Shenandoah Valley Small Business Development Center (SBDC) for 20 years, the past 10 as Director. At the SBDC, Joyce and her team of Business Advisors have been key contributors to more successful small businesses in the Shenandoah Valley than is possible to count. Joyce directs the activities of the Shenandoah Valley SBDC within a diverse and geographically dispersed client base of small businesses and resource partners in six counties and five cities.

She facilitates planning, delegation of duties, and execution of business seminars, classes, and workshops for entrepreneurs, business owners, and managers. She also manages the services and resources of the SV SBDC and Virginia SBDC Network. The goal of all SBDCs in the national network is to support and promote the overall health and well-being of small businesses. Joyce holds a BA in English from Bridgewater College and earned her MA in Technical & Scientific Communication from JMU. She is certified as a Virginia SBDC Business Advisor and a Growth Wheel Advisor.

Chris Kyle serves as Vice President Industry Affairs and Regulatory for Shenandoah Telecommunications Company (Shentel). He leads the new market development activities and is the primary contact with local, state, and federal legislators and regulators. He joined the company in 2003 and has led projects in acquisitions, business development, long-range planning, and Shentel Cable marketing and sales. Mr. Kyle began his career in 1994 and has experience in telecommunications, consumer products, and investment banking.

He earned a bachelor's degree from Randolph-Macon College and a master's degree from the Darden School of Business at the University of Virginia. He has held positions at Cable & Wireless, Broadslate, and Craigie, Inc. (BB&T). He serves on the Boards of the Shenandoah Valley Partnership, GoVirginia (Region 8), and the Virginia Chamber of Commerce.

Debbie Melvin is the Assistant Vice President, Talent Solutions, at Virginia Economic Development Partnership. As Assistant Vice President of the Talent Solutions division, Debbie helps lead VEDP's efforts to define and establish workforce initiatives and partnerships that strengthen Virginia's talent pipeline and VEDP's workforce development offerings. She also works directly with newly locating and expanding Virginia businesses, helping with their recruitment and training activities.

Debbie has been involved in numerous workforce initiatives regionally and statewide. She currently serves on the Virginia Board of Workforce Development as the designee of Secretary of Commerce and Trade Brian Ball. Debbie is a past president and former board member of the Virginia Economic Developers Association (VEDA). In 2019, she was honored to receive the VEDA Cardinal Award, which recognizes leadership in the field of economic development, outstanding professional accomplishments, and exceptional service to the organization. She received a bachelor's in Foreign Affairs from UVA and a Master of Urban and Regional Planning from VCU. She resides in Staunton with her husband and two children. Her daughter is a rising sophomore at JMU.

Laura Toni-Holsinger is a nonprofit leadership professional with eighteen years of experience building community and lifting up the leaders around her. She is a strategic bridge-builder, always looking for opportunities to bring together community leaders for the greater good. She calls this the power of 1+1=3. Laura currently serves as Executive Director of United Way of Harrisonburg and Rockingham County. In addition to her work at United Way, she served for seven years on the Friendly City Food Co-op Board of Directors and is currently a member of the Advisory Board for UVA Children's Hospital. She has also served in leadership roles for Valley Business Keynote, the Harrisonburg Rockingham Chamber of Commerce BOLD (Building Optimal Leaders by Design) program, and the Harrisonburg Rotary Club.

Laura holds a bachelor's degree in Communication Studies from Virginia Tech and a Master of Public Administration from Suffolk University. Laura has been recognized for her leadership as a Shenandoah Valley Business Journal Top 10 Business Leaders Under 40 and with the Comcast NBC Universal Leadership Award for outstanding City Year alumni. Most important of all, she enjoys spending time with her husband Brent, a fellow community change-agent, and their children Lucy and Myles.

Regional Economic Recovery Series Planning Committee



Nick Swartz, Ph.D.
*Associate Dean, School of
Professional & Continuing Education,
RERS Chair*

Dr. Nicholas (Nick) Swartz is the Associate Dean of the School of Professional & Continuing Education at JMU where he oversees a number of university-wide economic and community development related initiatives and projects. He is also a faculty member in the Department of Political Science where he teaches in the Master of Public Administration program. While at JMU, Nick has enjoyed serving in various leadership positions including Director of the nationally accredited Master of Public Administration Program, Founder and Director of the Madison Center for Community Development, and Associate Vice Provost for Research and Scholarship.

Prior to joining JMU in 2008, he worked in private sector commercial development and local government for a number of years which served as the foundation for his passion for engagement work. Nick earned a Ph.D. in Public Policy with a concentration in urban and regional economic development from UNC Charlotte as well as a Master of Public Administration and a bachelor's in Political Science from UNC Wilmington.

Mary Ann Alger, *Community Volunteer*

Justin Bullman, *Project Coordinator, School of Professional & Continuing Education*

Regan Byrne, *Executive Director, Forbes Center for Performing Arts*

Carol Fleming, *Assistant Dean, School of Professional & Continuing Education*

Kim Foreman, *Associate Dean, College of Business*

Laura Hickerson, *Associate Director, Career & Academic Planning*

Keith Holland, Ph.D., *Associate Vice Provost, Research and Scholarship*

John Meck, *Director, Corporate Relations*

Kristina Oates, *Engagement Initiatives Assistant, School of Professional & Continuing Education*

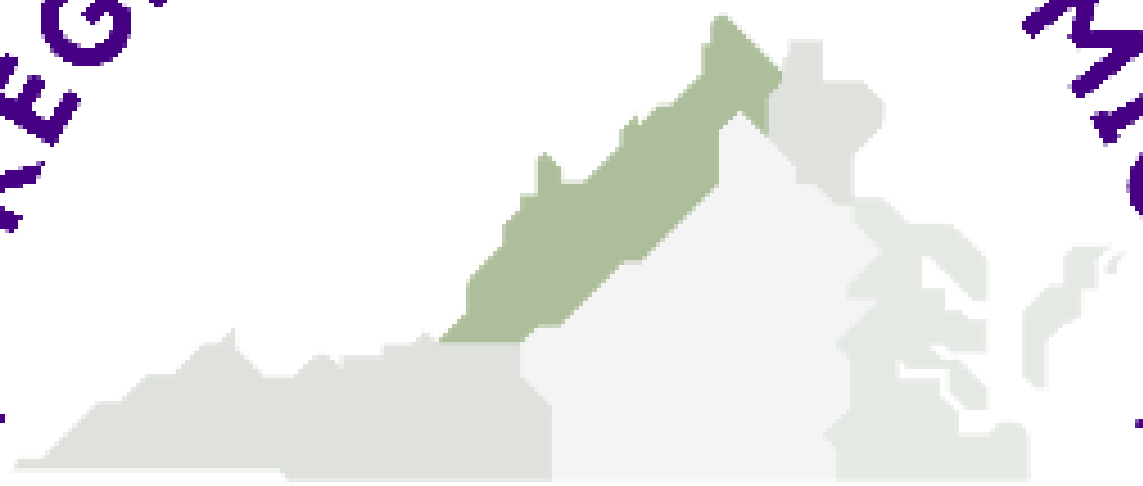
Katie Overfield-Zook, *Assistant Director, Gilliam Center for Entrepreneurship*

Shonta Sellers, *Director of Marketing & Communications / Director of Diversity, Equity, and Inclusion Initiatives,
School of Professional & Continuing Education*

Eric Schmucker, *Program Director, Institute for Innovation in Health & Human Services*

Tammy Steele, *Administrative Assistant, JMU Honors College*

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RECOVERY SERIES



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