

AGENDA

Summit Day: THURSDAY, OCTOBER 15

7:00 – 7:50 AM | Registration

8:00 – 8:30 AM | Welcome Breakfast

Connect over breakfast as we set the stage for a day focused on Central Alabama's economic future and regional collaboration.

8:30 – 9:15 AM | Case Study: Greenville's Blueprint for Growth

Hear how Greenville's strategic leadership helped transform the city into a thriving destination for investment, talent, and global opportunity.

KEYNOTE SPEAKER: Mayor Knox White

9:20 – 10:10 AM | What *Really* Makes Regions Globally Competitive

What do companies really look for when choosing where to invest? Hear directly from site selection experts about the factors that win projects, the issues that can kill a deal, and what Central Alabama must do to compete for major investment.

SPEAKERS: Ron Starnier, Executive Vice President, Site Selection Magazine
Jay Garner, Principal & Founder, Garner Economics

MODERATOR: Greg Canfield, Managing Director of Economic Development, Burr Forman

10:10 – 10:30 AM | Networking Break & Transition to Breakout Rooms

THE **THREE** BREAKOUT SESSION THEMES



THEME A

Site & Competitive Readiness



THEME B

Talent & Quality of Place



THEME C

Growth & Attraction



10:30 – 11:15 AM | BREAKOUT SESSION I



AI Infrastructure, Data Centers & the Next Wave of Site Selection

PRESENTED BY
The Bradley Law Firm

A practical conversation on data center development in Central Alabama, exploring site selection, infrastructure and workforce needs, responsible development, community considerations and what's next for the region.

SPEAKERS:

Matthew Hinshaw, Partner, Bradley Law Firm

Zach Silber, Editor-in-Chief, Standard & Works

MODERATOR:

Caroline Mungenast, Economic Development Director, Birmingham Business Alliance



Telling the Talent Story: How Alabama Competes for Talent

A look at how Alabama presents its workforce to companies, modernizes talent development through technology, and connects education, employers, and workforce partners to build a stronger talent pipeline.

SPEAKERS:

Jacquie Allen, Chief Communications & Government Relations Officer, AIDT

Franklin Johnson, Chief Workforce Officer, Alabama Department of Workforce

Keith Phillips, Vice Chancellor of Workforce and Economic Development, Alabama Community College System

MODERATOR:

Tom McNeal, Workforce Engagement Manager, Alabama Power



From Reactive to Proactive: Rethinking Lead Generation

A practical look at moving from reactive economic development to proactive lead generation, using data, business intelligence, and regional partnerships to identify prospects earlier and turn leads into projects.

SPEAKERS:

Dr. Irina Pritchett, Senior Director of Business Intelligence, Birmingham Business Alliance

Lauren Hyde, Economic Development Partnership of Alabama (EDPA) Executive Vice President and Alabama Business Intelligence Center Executive Director

Blair King, Business Development Director, Alabama Power

MODERATOR:

Carrie Cole, Senior Vice President, Lightcast

11:15 – 11:20 AM | Transition to Lunch

Lunch Keynote

INTRODUCTION: Nick Willis, PNC Bank Regional President and Birmingham Business Alliance Chairman of the Board

11:20 AM – 12:55 PM | Everyone Has a Role to Play & You Can't Win Alone

A conversation on Alabama's economic development strategy, the role of the Alabama Department of Commerce and how strong state, local, regional and business partnerships can drive competitive investment and successful projects.

SPEAKER: Ellen McNair, Alabama Department of Commerce Secretary

12:55 – 1:05 PM | Transition to Breakout Rooms



1:05 – 1:50 PM | BREAKOUT SESSION II



Winning Projects with the Right Incentives

PRESENTED BY
The Bradley Law Firm

A practical look at how incentive packages come together, what companies and communities each bring to the table, and common pitfalls to avoid.

SPEAKERS:

Trey Hill, Partner,
Bradley Law Firm

Don Smith, Executive Director
St. Clair County Economic
Development

MODERATOR:

Shane Alexander, Economic
Development Director, Birmingham
Business Alliance



The AI Workforce Shift: Rethinking the Future of Talent, Skills and Place

A look at how AI is creating and reshaping jobs, and what skills employers will need next, and why Central Alabama must move now to keep its workforce pipelines ahead of the change.

SPEAKERS:

Kelsey Bickett, Workforce Strategy
& Partnership Director, QuantHub

Jarrod Stisher, Marketing Manager,
Tech Birmingham

Kristen Cooper, Director
Solution Architect, SHL

MODERATOR:

Zach Silber, Editor-in-Chief,
Standard & Works



Tourism as an Economic Development Engine: Where Visitor Experience Meets Economic Development

PRESENTED BY
BJCC

A look at how tourism, major events, entertainment, and visitor spending drive economic development, and why collaboration across tourism, government, chambers, and business matters.

SPEAKERS:

Tad Snider, Executive
Director & CEO, BJCC

Robert Simon, President,
Corporate Realty Associates

Martina Winston, Chief Business
& Member Services Officer,
Birmingham Business Alliance

MODERATOR:

Othell Phillips, Executive Director,
Jefferson County EIDA

1:50 – 2:05 PM | Networking Break

Light refreshments. Transition between breakout rooms.



2:05 – 2:50 PM | BREAKOUT SESSION III



Infrastructure for Investment – What Makes or Breaks Deals

PRESENTED BY

Goodwyn Mills & Cawood
and Burr & Forman

A practical look at navigating state and federal funding, preparing projects to be grant-ready, and layering resources effectively. Hear from industry leaders on what communities need in place to compete for and move projects forward.

SPEAKERS:

Darren Hamrick, Civil Engineering Practice Leader, Goodwyn Mills & Cawood Birmingham

Shane Kearney, Development Director, Alabama Department of Workforce Division

Denzel Okinedo, Attorney, Burr Forman

MODERATOR:

Jonathan Schniper, Economic Development Manager, Spire



How Perception Shapes Where People Want to Live, Work & Play

A look at how place branding shapes decisions about where people live, businesses locate, and investors put capital, and what happens when a community's image doesn't match the experience on the ground.

SPEAKERS:

Julie Clark McKinney, Vice President of People and Places, REV Birmingham

Kelsey Rush, President & CEO, Visit Tuscaloosa

Blair Goodgame, Director of Tourism, St. Clair County

MODERATOR:

April Mason, President, Violet PR



You're Recruiting the Wrong Customer!

A look at what retail developers actually look for before investing, and whether or not it matches what the market really needs.

SPEAKERS:

Bryan Holt, Principal, Southpace Properties

Buff Teage, Principal, Council Real Estate

Shane Davis, P.E., Breland Companies

2:50 – 3:00 PM | Transition to Closing Session



3:00 – 3:20 PM | CLOSING SESSION

In Closing, What Does this Mean for Central Alabama?

A closing conversation connecting the day's key economic development trends, regional collaboration opportunities and practical considerations for communities, municipalities, developers and employers.

SPEAKERS:

Steve Ammons, *President & CEO*, Birmingham Business Alliance
Kyle South, *President & CEO*, Chamber of Commerce of West Alabama
Terry Smiley, *Board Chairman*, One East

MODERATOR:

Keya Kraft, *Director*,
Regional Planning Commission of Greater
Birmingham Economic Development

3:20 – 4:00 PM | Reception

4:30 PM Adjourn & Farewell

