

# 2022



**Virginia Rural Leadership Institute**  
PRESENTED BY THE VIRGINIA RURAL CENTER

**SESSION 1 PROGRAM  
DANVILLE, VA  
MAY 12TH -14TH**



# Virginia Rural Leadership Institute

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## Thursday, May 12th

<b>HOTEL CHECK-IN STARTS</b>	<b>2 PM</b>
The Bee Hotel 420 Patton St, Danville, VA 24541	
<b>VRLI START &amp; OBJECTIVES – (Lower Lobby)</b>	<b>2:30 TO 3:00 PM</b>
The Bee Hotel Entrance on Patton Street	
Kristie Proctor – Executive Director, <i>Virginia Rural Center</i> Chris Atkins – Program Director, <i>VRLI</i>	
<b>BREAK</b>	<b>3:00 TO 3:15 PM</b>
<b>WALK/DRIVE TO BALLAD BREWING – (Meet in Main Lobby)</b>	<b>3:15 TO 3:30 PM</b>
Ballad Brewing 600 Craghead St, Danville, VA 24541 (10-minute <b>WALK</b> or 3-minute <b>DRIVE</b> from The Bee Hotel)	
<b>WALKING TOUR – “How to Bring Balanced Development to a Rural Community”</b>	<b>3:30 TO 5:30 PM</b>
Garrett Shifflet – Principal, <i>AOSS Ventures</i> Rick Barker – President, <i>Supply Resources &amp; Rick Barker Properties</i>	
<b>BREAK</b>	<b>5:30 TO 6:30 PM</b>
<b>DINNER @ Golden Leaf Bistro</b>	<b>6:30 TO 8:00 PM</b>
215 Craghead St, Danville, VA 24541 – Room: Private Room In Back (4-minute <b>WALK</b> or 2-minute <b>DRIVE</b> from The Bee Hotel)	
Keynote Speakers: The Honorable Frank M. Ruff, Jr., Virginia Senate, <i>District 15</i> The Honorable Danny Marshall, Virginia House of Delegates, <i>District 14</i>	



# Virginia Rural Leadership Institute

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## Friday, May 13<sup>th</sup>

<b>BREAKFAST @ Institute for Advanced Learning and Research (IALR)</b> 150 Slayton Ave, Danville, VA 24540 – Room: Salon 101 E (9-minute <b>DRIVE</b> from the Bee Hotel) <b>Keynote Speaker: The Honorable Leslie (Les) Adams</b> , Virginia House of Delegates, District 16	<b>8:00 TO 9:00 AM</b>
<b>WELCOME &amp; AGENDA OVERVIEW</b> – (Barkhouser Auditorium) Dr. Betty Jo Foster – Interim President, IALR Chris Atkins – Program Director, VRLI	<b>9:00 TO 9:15 AM</b>
<b>VRLI LEADERSHIP ASSESSMENT</b> Megan Seibel – Director, <i>Virginia Agriculture Leaders Obtaining Results (VALOR)</i>	<b>9:15 TO 11:45 AM</b>
<b>BREAK</b>	<b>11:45 TO 12:00 PM</b>
<b>LUNCH</b> – (Salon 101 E) <b>Keynote Speaker: The Honorable Gary Miller</b> , Vice Mayor, Danville <b>Presentation on Berry Hill Megasite</b> Linda Green – Executive Director, <i>Southern Virginia Regional Alliance</i>	<b>12:00 TO 1:00 PM</b>
<b>BREAK</b>	<b>1:00 TO 1:15 PM</b>
<b>HISTORY &amp; OVERVIEW OF ECONOMIC &amp; COMMUNITY DEVELOPMENT IN RURAL VA</b> – (Barkhouser Auditorium) Christy Morton – Vice President of External Affairs, <i>Virginia Economic Development Partnership</i>	<b>1:15 TO 2:00 PM</b>
<b>BREAK</b>	<b>2:00 TO 2:15 PM</b>
<b>NAVIGATING POWER STRUCTURES</b> Jim Beamer – Chief Lobbyist & Senior Policy Advisor for Legislative Outreach, <i>Dominion Energy</i> James Beazley – Regional Policy Director for Central and Western Virginia, <i>Dominion Energy</i>	<b>2:15 TO 3:00 PM</b>
<b>BREAK</b>	<b>3:00 TO 3:15 PM</b>
<b>BUILDING A TEAM</b> Dale Moore – Owner, <i>Virginia Wagyu &amp; Campbell County Board of Supervisors</i>	<b>3:15 TO 4:00 PM</b>
<b>WALK TO IALR ATRIUM</b>	<b>4:00 TO 4:15 PM</b>
<b>IALR TOUR</b> – “ <i>Serving as a Regional Catalyst to Drive Economic Transformation: IALR in Action</i> ”	<b>4:15 TO 5:15 PM</b>
<b>BREAK</b>	<b>5:15 TO 6:30 PM</b>
<b>DINNER @ The Bee Hotel</b> 420 Patton St, Danville, VA 24541 – Room: Rooftop Veranda (9-minute <b>DRIVE</b> from IALR) <b>Keynote Speaker: Ed Walker</b> , Owner of The Bee Hotel <b>The Honorable William (Bill) Stanley</b> , Virginia Senate, District 20	<b>6:30 TO 8:00 PM</b>



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## Saturday, May 15th

### **BREAKFAST @ Danville Science Center**

**8:30 TO 9:30 AM**

677 Craghead St, Danville, VA 24541 – Room: Downstairs Multipurpose Room  
(11-minute **WALK** or 2-minute **DRIVE** from The Bee Hotel)

**Keynote Speaker: The Honorable Robert (Bob) Good**, House of Representatives, *Virginia's 5th District*

### **RURAL ENTREPRENEURSHIP**

**9:30 TO 10:15 AM**

**Lauren Mathena** - Director of Economic Development & Community Engagement, *Mid-Atlantic-Broadband Communities Corporation (MBC)/SOVA Innovation Hub & RISE Collaborative*

### **BREAK**

**10:15 TO 10:30 AM**

### **REGIONAL COLLABORATION**

**10:30 TO 11:15AM**

**Bryan David** - Program Director, *UVA Weldon Cooper Center for Public Service/Growth & Opportunity Virginia Region 3 Council*

### **BREAK**

**11:15 TO 11:30 AM**

### **COMMUNITY IMPACT PROJECT**

**11:30 TO 12 Noon**

**Chris Atkins** - Program Director, *VRLI*

### **END OF PROGRAMMING**

**12 Noon**

### **DUTCH LUNCH @ Cotton & Riverside Mill - Not Required to Attend**

**12:20 PM**

109 Bridge St #600, Danville, VA 24541

Reservation under "VRLI"

(9-minute **WALK** or 2-minute **DRIVE** from Danville Science Center)



# Virginia Rural Leadership Institute

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## Thursday, July 14th

### CHECK-IN STARTS

**St. Margaret's School (Main Entrance of McCuan House)**

**12 Noon**

444 S Water Ln, Tappahannock, VA 22560

**Holiday Inn Express Tappahannock**

**1:00 PM**

1648 Tappahannock Blvd ~ Tappahannock, VA 22560

### VRLI START & OBJECTIVES

**2:00 TO 2:30 PM**

**St. Margaret's School - Room: Reading Room**

**Kristie Proctor** – Executive Director, *Virginia Rural Center*

**Chris Atkins** – Program Director, *VRLI*

### TRAVEL TO SITE VISIT LOCATION

**2:30 TO 2:45 PM**

**Group A: June Parker Marina (Chris Atkins)**

**Group B: St. Margaret's School Flag Poll (Kristie Proctor)**

**June Parker Marina**

531 N Church Ln Tappahannock, VA 22560

(4 Minute **DRIVE**)

**St. Margaret's School Flag Poll**

444 S Water Ln, Tappahannock, VA 22560

(In front of St. Margaret's Hall)

### HERITAGE WATER TOUR & TAPPAHANNOCK DOWNTOWN WALKING TOUR

**2:45 TO 4:00 PM**

**Tappahannock Walking Tour**

**Beth Sharpe** - Executive Director, *Tappahannock Main Street Program*

**Heritage Water Tour**

**Chris Moore** – Senior Regional Ecosystem Scientist, *Chesapeake Bay Foundation*

**Richard Moncure** – Captain, *Rappahannock Roundstern*

### COHORT MEMBERS TRAVEL TO OTHER LOCATION FOR 2<sup>ND</sup> TOUR

**4:00 TO 4:15 PM**

### 2<sup>ND</sup> ROUND OF TOURS

**4:15 TO 5:30 PM**

### BREAK

**5:30 TO 6:30 PM**

### DINNER @ WIND VINEYARDS AT LAUREL GROVE

**6:45 TO 8:15 PM**

5178 Richmond-Tappahannock Hwy, Tappahannock, VA 22560

(15 Minute **DRIVE** from St. Margaret's School)

**Remarks: The Honorable Roy Gladding**, Mayor, *Town of Tappahannock*

**Tyler Wind**, Owner, *Wind Farms & Winery*



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## Friday, July 15<sup>th</sup>

<b>BREAKFAST @ St. Margaret's School</b> 444 S Water Ln, Tappahannock, VA 22560 Room: Reading Room Welcome: St. Margaret's School Agenda Overview: Chris Atkins – Program Director, VRLI Remarks: The Honorable Keith Hodges, Virginia House of Delegates, District 98	<b>8:00 TO 8:45 AM</b>
<b>BREAK</b>	<b>8:45 TO 9:00 AM</b>
<b>GROWING YOUR NETWORK</b> Liz Povar - Principal, <i>The RiverLink Group</i>	<b>9:00 TO 9:45 AM</b>
<b>BREAK</b>	<b>9:45 TO 10:00 AM</b>
<b>GAINING CAPITAL</b> Leah Fremouw - CEO, <i>Bridging Virginia</i>	<b>10:00 TO 10:45 AM</b>
<b>BREAK</b>	<b>10:45 TO 11:00 AM</b>
<b>RURAL HEALTH PARTNERSHIPS &amp; OPPORTUNITIES</b> Dr. Shannon Kennedy - President, <i>Rappahannock Community College</i> Liz Martin – CEO, <i>VCU Tappahannock</i>	<b>11:00 TO 11:45 AM</b>
<b>CATERED LUNCH</b> NN Burger	<b>11:45 AM TO 1:00 PM</b>
<b>ENGAGING WITH ELECTED OFFICIALS &amp; GOVT</b> Dean Lynch – Executive Director, <i>Virginia Association of Counties</i>	<b>1:00 TO 1:45 PM</b>
<b>BREAK</b>	<b>1:45 TO 2:00 PM</b>
<b>RURAL TOURISM</b> Staci Martin – Partnership Marketing Grants Manager, <i>Virginia Tourism Corporation</i>	<b>2:00 TO 2:45 PM</b>
<b>BREAK</b>	<b>2:45 TO 3:00 PM</b>
<b>DIFFICULT CONVERSATIONS</b> Katie Frazier – Chief Marketing & External Affairs Officer, <i>Farm Credit of the Virginias</i>	<b>3:00 TO 3:45 PM</b>
<b>BREAK</b>	<b>3:45 TO 5:10 PM</b>
<b>Depart for Warsaw 5:10</b> <b>WARSAW REVITALIZATION TOUR</b> Joseph Quesenberry – Town Manager, <i>Warsaw, VA</i> <b>Warsaw Town Office</b> - 78 Belle Ville Ln, Warsaw, VA 22572 (10 Minute <b>DRIVE</b> from St. Margaret's School) Parking Options: Any Side Street Parking on Belle Ville Lane <b>Warsaw Town Park</b> - 171 Main St, Warsaw VA 22572 (500 Foot <b>Walk</b> ) <b>Oyster Shoals Music Hall</b> - Warsaw VA 22572 (600 Foot <b>Walk</b> )	<b>5:30 TO 6:45 PM</b>
<b>DINNER @ RELISH RESTAURANT &amp; WINE BAR</b> 115 Main St, Warsaw, VA 22572 (Private Room)	<b>6:45 TO 8:00 PM</b>



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## Saturday, July 16th

<b>BREAKFAST @ St. Margaret's School</b> 444 S Water Ln, Tappahannock, VA 22560 Room: Reading Room <b>Speaker: Chris Atkins</b> – Community Impact Projects	<b>8:00 TO 9:00 AM</b>
<b>DRIVE TO SHARON INDIAN SCHOOL</b> Sharon Indian School 13383 King William Rd, King William, VA 23086 (28 Minute <i>DRIVE</i> from St. Margaret's School)	<b>9:00 TO 9:30 AM</b>
<b>BUILDING A TRIBAL GOVERNMENT</b> Frank Adams - Chief, <i>Upper Mattaponi Indian Tribe</i>	<b>9:30 TO 10:15 AM</b>
<b>BREAK</b>	<b>10:15 TO 10:30 AM</b>
<b>COMMUNICATION &amp; LISTENING</b> Stephanie Heinatz - Managing Partner, <i>Consociate Media</i>	<b>10:30 TO 11:15 AM</b>
<b>TRAVEL TO TRIBAL ADMINISTRATION OFFICE</b> Tribal Administration Office 13476 King William Rd, King William, VA 23086 (Across the street from the School)	<b>11:15 TO 11:30 AM</b>
<b>UPPER MATTAPONI CULTURAL EXPERIENCE/TOUR</b>	<b>11:30 TO 12 NOON</b>
<b>END OF PROGRAMMING</b>	<b>12 NOON</b>



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## Thursday, September 15th

<b>OPTIONAL DUTCH LUNCH</b> Please see attached document for local lunch locations	<b>12 NOON</b>
<b>CHECK-IN STARTS</b> Jackson Park Inn 68 1st Street, Pulaski, VA 24301	<b>1 PM</b>
<b>VRLI START &amp; OBJECTIVES</b> Jackson Park Inn <b>ROOM: Lounge</b>  Kristie Proctor – Executive Director, <i>Virginia Rural Center</i> Chris Atkins – Program Director, <i>VRLI</i>	<b>2:00 TO 2:30 PM</b>
<b>PULASKI DOWNTOWN WALKING TOUR</b> Begins: Jackson Park Inn Parking Lot  Group A: The Honorable Shannon Collins – Mayor, <i>Town of Pulaski</i> Group B: Dr. John B. White – Educator, Former College President, Economic Developer, & Community Resource Specialist	<b>2:30 TO 3:30 PM</b>
<b>THE CHANGING MEDIA LANDSCAPE &amp; WHAT IT MEANS FOR RURAL VIRGINIA</b> Pulaski Theater 14 W Main St, Pulaski, VA 24301  Dwayne Yancey – Editor, <i>Cardinal News</i>	<b>3:30 TO 4:15 PM</b>
<b>PULASKI DOWNTOWN WALKING TOUR (Continued)</b> Group A: Dr. John B. White Group B: The Honorable Shannon Collins	<b>4:15 TO 5:15 PM</b>
<b>BREAK</b>	<b>5:15 TO 6:20 PM</b>
<b>TROLLEY RIDE</b> Load Trolley - Jackson Park Inn Parking Lot  Unload Trolley – Calfee Baseball Park 700 S Washington Ave, Pulaski, VA 24301	<b>6:20 TO 6:30 PM</b>
<b>DINNER @ CALFEE BASEBALL PARK</b> Welcome: Bill Cunningham – President, <i>Pulaski County Chamber of Commerce</i>	<b>6:30 TO 8:00 PM</b>



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## Friday, September 16<sup>th</sup>

### BREAKFAST @ PULASKI TRAIN DEPOT

20 S Washington Ave, Pulaski, VA 24301  
(3 Minute **WALK** from the Jackson Park Inn)

**Speaker: Chris Atkins** – Community Impact Projects

8:00 TO 9:00 AM

### YOUTH IN RURAL COMMUNITIES

**Dr. Ed Jones** – Director, *Virginia Cooperative Extension*

9:00 TO 9:45 AM

### BREAK

9:45 TO 10:00 AM

### RURAL HOUSING

**Chris Thompson** – Director of Strategic Housing, *Virginia Housing*

10:00 TO 10:45 AM

### BREAK

10:45 TO 11:00 AM

### FOOD ISSUES

**Martha Moore** – Senior Vice President of Governmental Relations, *Virginia Farm Bureau Federation*

11:00 TO 11:45 AM

### TRAVEL TO DRAPER MERCANTILE

3054 Greenbriar Rd, Draper, VA 24324  
(11 Minute **DRIVE** from the Pulaski Train Depot)

11:45 TO 12 NOON

### “GRAB & GO” LUNCH @ DRAPER MERCANTILE

Lunch will be provided with the option to sit down and eat while you enjoy the venue or you can “Grab & Go” to have more time in St. Paul

12 NOON TO 12:45 PM

### TRAVEL TO ST. PAUL

**The Western Front Hotel** (Check-In Starts at 2 PM)  
3025 4th Ave, St Paul, VA 24283  
(1 Hour & 43 Minute **DRIVE** from the Draper Mercantile)

12:45 TO 3:30 PM

### ST. PAUL WALKING TOUR & SPEARHEAD TRAILS ATV TOUR

**Spearhead Trails ATV Tour** – **Melissa Rose** – Executive Director, *Southwest Regional Recreational Authority*  
**James Marcum** – Marketing & Events Manager, *Southwest Regional Recreational Authority*

4:00 TO 5:30 PM

Meet in the **BACKYARD** of the Western Front Hotel

**St. Paul Walking Tour** – **Kathy Stewart** – Main Street Manager, *St. Paul Tomorrow, Inc.*  
Meet in the **LOBBY** of the Western Front Hotel

### BREAK

5:30 TO 6:30 PM

### DINNER @ Sugar Hill Brewing Company

16622 Broad St, St Paul, VA 24283  
(2 Minute **WALK** from The Western Front Hotel)

6:30 TO 8:00 PM



# Virginia Rural Leadership Institute

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## Saturday, September 17th

<b>BREAKFAST @ Fourth Street Sweets</b> 3024 4th Ave, St Paul, VA 24283 (1 Minute <b>WALK</b> from The Western Front Hotel)	<b>8:30 TO 9:30 AM</b>
<b>TRAVEL TO UVA WISE – OXBOW CENTER</b> 16620 E Riverside Dr, St Paul, VA 24283 <b>ROOM: Co-Working Space</b> (1 Minute <b>DRIVE</b> or 5 Minute <b>WALK</b> from The Western Front Hotel)	<b>9:30 TO 9:45 AM</b>
<b>COMMUNITY STORYTELLING</b> Shannon Blevins – Vice Chancellor for Administration, Government Relations and Strategic Initiatives, <i>UVA-Wise</i>	<b>10:00 TO 10:45 AM</b>
<b>BREAK</b>	<b>10:45 TO 11:00 AM</b>
<b>ORGANIZATION &amp; FUNDING</b> Travis Staton – President and CEO, <i>United Way of Southwest Virginia</i>	<b>11:00 TO 11:45 AM</b>
<b>END OF PROGRAMMING</b>	<b>11:45 AM</b>
<b>OPTIONAL DUTCH LUNCH</b> Please see attached document for local lunch locations	<b>12 NOON</b>



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## Thursday, November 17th

### **VRLI START & OBJECTIVES**

**3:00 TO 3:15 PM**

**Woodrow Wilson Presidential Library** – Parlor Room  
20 N Coalter St, Staunton, VA 24401

**Kristie Proctor** – Executive Director, *Virginia Rural Center*  
**Chris Atkins** – Program Director, *VRLI*

### **BREAK**

**3:15 TO 3:30 PM**

### **FAITH IN RURAL COMMUNITIES**

**3:30 TO 4:15 PM**

**Dr. Sarah Bixler** – Associate Dean of Seminary, *Eastern Mennonite University*

### **BREAK**

**4:15 TO 4:30 PM**

### **DIFFICULT CONVERSATIONS**

**4:30 TO 5:15 PM**

**Katie Frazier** – Chief Marketing & External Affairs Officer, *Farm Credit of the Virginias*

### **CHECK-IN STARTS**

**5:15 PM**

**The Blackburn Inn & Conference Center**  
301 Greenville Ave, Staunton, VA 24401

### **BREAK**

**5:15 TO 6:30 PM**

### **DINNER @ Blu Point Seafood Co.**

**6:30 TO 8:00 PM**

123 West Beverley Street, Staunton, VA 24401  
(3 Minute **WALK** from the Woodrow Wilson Presidential Library)



# Virginia Rural Leadership Institute

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## Friday, November 18<sup>th</sup>

### BREAKFAST

8:00 TO 9:00 AM

The Blackburn Inn Conference Center **ROOM: Gallery 1828**

**Speaker: Chris Atkins** – Community Impact Project Discussion

### DOWNTOWN STAUNTON WALKING TOUR

9:00 TO 10:45 AM

**Starts At:** R.R. Smith Center for History & Art

20 S New St, Staunton, VA 24401

(3 Minute **DRIVE** from the Blackburn Inn)

**Bill & Kathy Frazier** – Co-Founders, *Frazier Associates*

**Sheryl Wagner** – Director of Tourism, *City of Staunton*

### RETURN TO THE BLACKBURN INN

10:45 TO 11:00 PM

301 Greenville Ave, Staunton, VA 24401

(3 Minute **DRIVE** from the R.R. Smith Center for History & Art)

### CIVIC ENGAGEMENT & ADVOCACY

11:00 TO 11:45 PM

**Larry Roberts** – Executive Director, *Sorensen Institute*

### LUNCH

11:45 AM TO 12:45 PM

### UNDERSTANDING DATA

12:45 TO 1:30 PM

**Hamilton Lombard** – Estimates Program Manager, *UVA Weldon Cooper Center for Public Service*

### BREAK

1:30 TO 1:45 PM

### Rural Broadband

1:45 TO 2:30 PM

**Evan Feinman** – Director of Broadband Equity, Access, & Deployment, *National Telecommunications and Information Administration*

### DRIVE TO VALLEY PIKE FARM

2:30 TO 3:30 PM

205 Lohrs Farm Lane, Broadway, VA 22815

(39 Minute **DRIVE** from the Blackburn Inn)

### ROUNDTABLE DISCUSSION AT VALLEY PIKE FARM

3:30 TO 5:00 PM

**The Honorable Matthew Lohr** – Secretary of Agriculture & Forestry, *Commonwealth of Virginia*

### DRIVE TO THE GRANARY AT VALLEY PIKE

5:00 TO 5:30 PM

3494 Lee Highway, Weyers Cave, VA 24486

(25 Minute **DRIVE** from Valley Pike Farm)

### DINNER

6:00 TO 7:30 PM



# Virginia Rural Leadership Institute

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## Saturday, November 19th

### **BREAKFAST**

**8:30 TO 9:00 AM**

The Blackburn Inn Conference Center **ROOM: Gallery 1828**

### **COMMUNITY IMPACT PROJECT DISCUSSION**

**9:00 TO 10:00 AM**

### **GROUP PHOTOS**

**10:10 TO 10:20 AM**

Blackburn Inn Conference Center – **In front of the Great Hall**

### **GRADUATION**

**10:30 TO 12:00 NOON**

The Blackburn Inn Conference Center – **Great Hall**

**The Honorable Frank M. Ruff, Jr.** – Member, *Senate of Virginia*

**The Honorable Matthew Lohr** – Secretary of Agriculture & Forestry, *Commonwealth of Virginia*

### **VRLI RECEPTION/LUNCH**

**12:00 TO 1:30 PM**

### **END OF PROGRAMMING**

**1:30 PM**