



## **SPEAKER BIOS**

### **W. Taylor Reveley IV President, Longwood University**

W. Taylor Reveley IV began his term as Longwood University's 26th president in 2013, with deep ties to the University. Over the past century, members of his family have been leaders on the faculty and Board of Visitors as well as devoted students and alumni. As president, Reveley's principal areas of focus have included championing the value of the liberal arts and sciences, including Longwood's distinctive new core curriculum – Civitae – focused on citizen leadership; fostering the University's partnership begun in 2015 with the Moton Museum, the national historic landmark that neighbors Longwood's campus and honors Barbara Johns and the student Civil Rights movement in Prince Edward County; maintaining college affordability; enhancing the University's culture of philanthropy; and building joint momentum with Farmville, the nation's first two-college town.

A Richmond native, Reveley graduated with honors from Princeton University, where he majored in classics and was a member of the football team. He received a master's degree from Union Presbyterian Seminary and a J.D. from the University of Virginia. He began his career as an attorney with the law firm of Hunton & Williams, before serving as managing director of the University of Virginia's Miller Center, a nonpartisan institute focused on the U.S. presidency, policy and political history. President Reveley's wife, Marlo, is a technology entrepreneur, and they have two children, May and Quint.

## **The Honorable Governor Ralph Northam**

Before he was inaugurated as the 73rd Governor of the Commonwealth of Virginia, Ralph Northam served as an Army doctor, pediatric neurologist, business owner, state Senator and Lieutenant Governor.

A native of Virginia's Eastern Shore, Governor Northam was educated at the Virginia Military Institute (VMI), where he graduated with distinction.

After graduation, Governor Northam was commissioned as a second lieutenant in the United States Army. He served eight years of active duty and rose to the rank of major.

He attended Eastern Virginia Medical School and then traveled to San Antonio for a pediatric residency, where he met his wife Pamela, a pediatric occupational therapist at the same hospital. Governor Northam did his residencies at the Walter Reed Army Medical Center and served as chief neurological resident at Johns Hopkins Hospital. As an Army doctor, he served in Germany, treating soldiers wounded in Operation Desert Storm.

When Governor Northam and Pamela returned home, they chose to build their life in Hampton Roads. He began practicing pediatric neurology at Children's Hospital of the King's Daughters in Norfolk. He established Children's Specialty Group, his current medical practice, to provide expert pediatric care for patients. Governor Northam also served as assistant professor of neurology at Eastern Virginia Medical School, where he taught medicine and ethics.

Governor Northam volunteered as medical director for the Edmarc Hospice for Children in Portsmouth, where he spent 18 years caring for terminally ill children.

Governor Northam approaches public service with the same passion he brought to his military and medical service. He is committed to working with leaders from both parties to build a Virginia that works better for every family, no matter who they are or where they live.

Governor Northam is the first native of the Eastern Shore to serve as Governor since Governor Henry A. Wise took office 1856. He is also the first VMI Keydet to serve as Governor since Governor Westmoreland Davis took office in 1918.

Governor Northam and First Lady Pamela Northam have two adult children.

## **Cassidy Rasnick**

### **Virginia Deputy Secretary of Commerce and Trade**

Cassidy Rasnick serves as Deputy Secretary of Commerce and Trade for Rural Economic Development. Prior to her appointment, Rasnick managed the state's economic development efforts for two of the Commonwealth's largest industries – agriculture and forestry – while serving as manager of the office of business development at the Virginia Department of Agriculture and Consumer Services, and previously, as Deputy Secretary of Agriculture and Forestry for Governor McAuliffe. Before joining the McAuliffe administration, she worked for the Virginia Manufacturers Association and the Virginia Craft Brewers Guild. Rasnick also spent more than five years working for United State Senator Mark Warner.

A native of Botetourt County, Rasnick is a graduate of James Madison University and the Sorensen Institute for Political Leadership.

## **Evan Feinman**

### **Governor Northam's Chief Broadband Advisor**

Evan Feinman is both the Executive Director of the Tobacco Region Revitalization Commission and Governor Northam's Chief Broadband Advisor. He was previously Deputy Secretary of Natural Resources, Deputy Policy Director for the Governor McAuliffe's transition team, and the McAuliffe campaign's policy director. Evan has worked on multiple campaigns at the state and federal level, and at the Commonwealth Institute, a budget and fiscal policy think tank in Richmond.

He received his bachelor's degree from the University of Virginia, spent two years on a fellowship focused on energy and transportation policy, and then received his law degree from Washington and Lee University School of Law. A Lynchburg native, Evan currently resides in Richmond with his wife, Annalisa Feinman, an attorney with the Richmond Public Defender's office.

## **Regional Entrepreneurship & Vibrant Communities Panel**

### **The Honorable Monty Mason (panel introduction) Senate of Virginia, District 1**

Senator Monty Mason proudly represents the Virginia Peninsula's 1<sup>st</sup> State Senate district, including the City of Williamsburg and parts of Newport News, James City County, Hampton, York County and Suffolk. Monty was twice elected to the House of Delegates in the 93<sup>rd</sup> District in 2013 and 2015 before winning his race for State Senate in a special election in November of 2016.

Monty's career in business spans more than 25 years and includes working in real estate with Land America Financial Group and the financial sector with more than a decade at VISA Inc. in fraud and risk management.

Monty is a 1989 graduate of William and Mary where he earned a BA in government. He lives in Williamsburg with his wife, Pamela, who works at the College of William and Mary. They have two daughters, Taylor Anne and Hawley.

### **Jeremy Satterfield (moderator) Manager, Microsoft's TechSpark Program**

Jeremy Satterfield serves as the Microsoft TechSpark Manager for Southern Virginia. He is a lifelong resident of Southern Virginia, having completed K-12 education in Halifax County and earning a bachelor's degree at Longwood College. The opportunities he has had in education, healthcare, and telecommunications helped him forge his commitment to bridge the gap to rural communities. As a father of three, he has a vested interest in bringing opportunities and experiences into rural Virginia. Kylie, 17, Kameron, 14, and Layne, 12, are all enrolled in Halifax County Public Schools where his wife, Kristy, is a fifth-grade teacher. Life as a father of three keeps him busy, but he's found time to serve on various boards throughout the region, chambers of commerce, IDA's, and educational foundations.

### **Sheri McGuire, Associate VP for Community and Economic Development, Longwood University Office of Community and Economic Development**

Sheri McGuire is the Associate Vice President of Community and Economic Development at Longwood University where she is the lead coordinator of research and services supporting economic development for the Southern Virginia region. She is also the Executive Director of the Small Business Development Center for Longwood University, serving the small business communities in 26 localities in Southern Virginia. Sheri has been the President of the Farmville Downtown

Partnership (2017) and is an alumni of Lead Virginia (2016).

She received her Undergraduate Degree in Business and Finance from Longwood University (1991) and her MBA from Virginia Tech (2002). Sheri enjoys being a connector of people, projects and resources to make a lasting positive impact on her community and region.

**Dr. Andrew King**, Director, Flemming Center for Entrepreneurship and Innovation, Hampden-Sydney College

Dr. Andrew King is the Director of the Flemming Center for Entrepreneurship and Innovation at Hampden-Sydney College where he teaches students the art of finding opportunities and creating new ventures. Prior to this appointment, he worked at Darden School of Business where he developed teaching materials on entrepreneurial methods and co-authored the book Solving Problems with Design Thinking. He developed a passion for new ventures while he studied and worked in the UK and Germany. In his spare time, he enjoys living on a hobby farm and practicing the art of falconry.

**Carl Bassfield**  
**Small Business Owner**  
**In-depth Productions, Blackstone, VA**

Carl Bassfield is a native of Blackstone, Va and 2005 graduate of Nottoway High School. He volunteered, for a number of years, for Nottoway County Rescue Squad and Blackstone Vol. Fire Department. His love for medical work drove him to work in the Cardiac ICU at MCV hospital, where he taught himself how to read electrocardiogram rhythms. From there he moved back South, to Blackstone, and accepted a job with Community Memorial Hospital as a Cardiac Monitor Technician. In search of a federal job, to give this single father a better opportunity, Carl started managing Fort Lee Bowling center and completed the government's business management course. During this time Carl used his love for photography on the job and further developed his skills. In-depth productions started as an unapologetic dream.

Before there were professional cameras, any real knowledge of the composition of a shot, or the exposure triangle, was vision. This vision, for the business, was to bring collectives together, under one roof, specializing in photography, cinematography, and music production, all while providing only the highest level of quality, customer service, and delivered product. It was spoken over this company that we will be the next Fortune 100 company, next to or just before Disney. The keys to said cognitive release weren't presented until the start of the SBDC Co-Starters program. It was there that what was needed to bring vision to fruition, was gained. In-depth Productions went from a backyard studio and a potential RVA location to a hometown, we've made it to Main St (Literally) business. In-depth never has, and never will call themselves a small business, rather a growing company.

**Rebecca Rowe**  
**Associate Director**  
**Community Revitalization Office, Virginia Department of Housing and Community Development**

Rebecca Rowe traded the espresso and cannoli of upstate New York for the bourbon and banana pudding of Virginia, with a stop in Texas for the margaritas and barbecue. Rebecca has more than 20 years of experience in community revitalization, working with state and local governments and nonprofits and has degrees from SUNY Geneseo and Texas A&M University. Rebecca is an avid agritourist and loves a good road trip, especially one that ends with ice cream. She lives on the Northside of Richmond, in the Bellevue neighborhood, with her husband Foster and dogs Finnegan, Otis, and Hank.

**Evening Reception**  
**Thursday November 4, 6-8pm**  
**Radcliff Hall/Longwood Admissions Building**

**The Honorable David Whitus**  
**Mayor of Farmville**

David Whitus was first appointed to Farmville Town Council in July 1998; his first term as mayor began in July 2014. Whitus graduated from Longwood College in 1983 with a B.S. degree in Business Administration with concentrations in Management and Finance.

Chief among the mayor's duties is serving as CEO of the town. Mayor Whitus is a member of the Farmville Chamber of Commerce and an honorary member of the Farmville Lions Club and the Farmville Rotary Club.

During his tenure as mayor, Whitus has been instrumental in building relationships/bridges with other community stakeholders, chief among them being Longwood University, which he regards as "the engine that drives our town."

Whitus is the first Longwood graduate to serve as mayor of Farmville. Whitus currently serves as Director of Marketing and Development for The Woodland, a health care/retirement community.

He enjoys reading and travel in his spare time and resides in Farmville with his wife Wanda.

**The Honorable Mark Peake**  
**Senate of Virginia**  
**District 22**

Mark resides in Lynchburg with his wife of twenty-two years, Lila, and their five children. A graduate of Virginia Tech and Washington & Lee Law School, Mark has practiced law in Lynchburg for nearly thirty years. Though this is his first time serving in elected office, Mark has consistently been involved in his local community, serving with numerous organizations including: Commonwealth Transportation Board, Lynchburg Regional Chamber of Commerce, Lynchburg Bar Association, Board of Directors of Lynchburg Youth & Prevention Services, and Lynchburg Republican Committee. Mark was elected in January 2017.

**The Honorable Bettina Ring**  
**Virginia's Secretary of Agriculture & Forestry**

Governor Ralph S. Northam appointed Bettina Ring in 2018 to serve as the fourth Secretary of Agriculture and Forestry for the Commonwealth of Virginia. In this capacity, she supports the Governor's mission of building a strong Virginia economy in agriculture and forestry, two of Virginia's largest private industries, while also protecting the environment.

Prior to her appointment as Secretary, Ring was appointed by former Governor Terry McAuliffe to serve as the seventh State Forester of the Virginia Department of Forestry (VDOF). During her term leading the agency, Ring secured \$27 million in funding for emergency response equipment used to fight forest fires and to assist localities and other state agencies. A Virginia native, Ring began her career with VDOF and held a number of leadership positions, including deputy state forester, during her 18 years with the agency.

Prior to VDOF, Bettina was the senior vice president of family forests at the American Forest Foundation, a position responsible for overseeing the American Tree Farm System – the largest and oldest sustainable woodland program in America. She served on the federal Forest Resource Coordinating Committee, which provides direction within the U.S. Department of Agriculture and with the private sector to effectively address national priorities for private forest management. She holds a B.S. Degree in Forestry and Wildlife from Virginia Tech and a Masters of Business Administration from James Madison University.

**Friday November 5**  
**Day 2- Governor's Summit on Rural Prosperity**

**Hamilton Lombard**, Demographer, Demographics Research Group, Weldon Cooper Center for Public Service

Hamilton Lombard is a demographer at the University of Virginia's Weldon Cooper Center for Public Service. Hamilton was born and raised near Williamsville, on the border of Bath and Highland County. He has worked in local and regional planning in Virginia and the United Kingdom. For the past decade, Hamilton has helped produce the Commonwealth's official county and city population estimates and projections, which are used for funding allocations and planning. At the Weldon Cooper Center, Hamilton works with state and local government agencies to assist them in interpreting demographic trends. During much of 2019 and 2020, Hamilton helped the Census Bureau prepare for and conduct the 2020 Census Count.

**“Successful Broadband Partnerships Panel”**

**Tamarah Holmes, Ph.D (moderator)**  
**Director of Broadband, Virginia Department of Housing & Community Development**

Tamarah Holmes, Ph.D, is the director for the Office of Broadband at the Virginia Department of Housing and Community Development (DHCD). She has spent 20 years in the public sector in the field of community and economic development in New York, New Jersey, Chesterfield, Virginia and now working state-wide in Virginia. Dr. Holmes has played an instrumental role in the creation of the Virginia Telecommunication Initiative (VATI) having served as the lead in the development of the program that has grown from a \$1 million to a \$750 million appropriation since 2017. In addition to serving as director, she serves as the Virginia Appalachian Regional Commission (ARC) program manager, overseeing ARC's economic and community development programming in 25 counties and 8 independent cities in the Appalachian region of Virginia.

**Rich Schollmann**  
**Executive Director, VA Telecommunication Industry Association**

Rich Schollmann has been the Executive Director of the Virginia Telecommunication Industry Association for the past year. The VTIA represents most of the small and mid-sized traditional telecom providers in Virginia. Rich previously served 20 years as a government affairs director for a number of telecom, cable and electric power companies.

Before government affairs, he worked as an attorney, first with the US Department of Justice and later as a regulatory attorney for a major telecom company. Rich is also a retired Marine Corps officer, where he served as a combat arms officer and then as a military attorney.

### **The Honorable Jennifer Boysko**

#### **State Senator & Chair of the Virginia Broadband Advisory Council**

Senator Jennifer Boysko represents the 33rd District (parts of Loudoun County and Fairfax County). She focuses her efforts on creating an economy that works for all by improving schools and workforce training programs, fighting for equal pay and paid family and medical leave, supporting businesses to create new jobs, advocating for our diverse population and for residents who often don't have a seat at the table. She served in the House of Delegates from 2016-2019 and in the Senate from 2019 thru present.

She currently serves on five Senate committees, General Laws and Technology, Judiciary, Privileges and Elections, Rehabilitation and Social Services, and Transportation. Senator Boysko is Chair of the Broadband Advisory Council, Vice Chair of the Commission on Civics Education, and the Senate representative for the Northern VA Transportation Authority. Senator Boysko graduated from Hollins University.

### **Melissa Rollins**

#### **County Administrator, Surry County**

As Surry County Administrator, Melissa Rollins is responsible for carrying out the policies of the Surry County Board of Supervisors. A certified ICMA Credential Manager, Melissa manages the daily operation of county government, which includes more than 120 employees and an annual operating and capital improvement budget of \$56.0 million.

Melissa began her career with Surry County in 1995 as the County's first Director of Finance and was promoted to the Director of Finance & Information Technology in 2001. She remained in that role until 2016. Melissa's experience in financial management and Information Technology was a prelude to her career advancement as the Director of Finance for the City of Franklin. She served in that capacity for six years before returning to Surry County in 2017 as the Assistant County Administrator with primary responsibilities in Economic Development.

Melissa collaborates with representatives of other jurisdictions, local leaders, regional, civic and community organizations on issues of interest pertaining to county business. Fiduciary responsibilities, bridging and developing collaborative relationships, developing strong teams and supporting the mission of the Board of Supervisors remain on the top of her agenda.

Melissa holds a master's degree in Public Administration from Old Dominion University. Melissa is a proud graduate of Surry County High School and resides in Suffolk, VA with her husband Ted. They have two daughters ages 16 and 29. A cheerleader at heart, Melissa is passionate about public and community service and achieving wins that benefit the elected leaders, employees, and citizens of Surry County.

**Ken McFadyen**, Director of Economic Development, Botetourt County

Ken McFadyen joined Botetourt County, Virginia in July 2016 as director of economic development, following seven years as executive director of the Blue Ridge Crossroads Economic Development Authority in southwestern Virginia. Ken's organizations and their accomplishments have been recognized by the Center for Rural Virginia, Virginia Association of Counties, and Southern Economic Development Council.

Ken served on the Virginia Economic Developers Association (VEDA) Board of Directors, as president in 2018, and chaired the Legislative Day committee. In 2017, then-Governor-Elect Ralph Northam's Transition Team asked Ken to participate in the Policy Council on Commerce and Trade. He also currently serves with Virginia Economic Development Partnership's strategic planning and Virginia Business Ready Sites Program committees.

Ken earned an undergraduate degree in history and a master degree in public administration from Appalachian State University, where he also taught as an adjunct instructor in political science. And, for the fun of it, he earned a master degree in American history from Emory & Henry College. He is also an Eagle Scout.

Ken and his wife, Melanie, have two children, Sara and Conor, and they live in Fincastle.

## **Breakout Sessions: “Introduction of the 2022-2026 Virginia Rural Health Plan and Data Commons”**

**Aaron Schroeder PhD**

**Research Associate Professor, Social & Decision Analytics Division, UVA**

Dr. Schroeder's overarching research focus is the enablement of Evidence-Based Policy-Making and Program Evaluation through the Secure Liberation, Integration and Analysis of Administrative Data. Dr. Schroeder has extensive experience in the technologies and related policies of information/data integration and systems analysis, policy and program development and implementation, quantitative and qualitative methodologies of evaluation, and the general application of data and web technologies to the enhancement of public and private sector services.

A particular focus of Dr. Schroeder's research has been on the integration and analysis of education, health, social service and non-profit administrative data streams for the purpose of conducting policy analyses and program evaluations impacting a wide range of constituents, including: pre-K child social and health service recipients; child care service operators; primary, secondary, post-secondary and adult education service recipients; state workforce training service recipients; and, U.S. veteran health and social service recipients.

**Sallie Ann Keller PhD**, Division Director, Biocomplexity Institute, UVA

Dr. Sallie Ann Keller is an endowed Distinguished Professor in Biocomplexity, Director of the Social and Decision Analytics Division within the Biocomplexity Institute and Initiative at University of Virginia and Professor of Public Health Sciences. Her areas of expertise are social and decision informatics, statistical underpinnings of data science, and data access and confidentiality. Dr. Keller is a leading voice in creating the science of all data and advancing this research across disciplines to benefit society. Dr. Keller is an Elected Member of the National Academy of Engineering. She has served as a member of the National Academy of Sciences Board on Mathematical Sciences and Their Applications, the Committee on National Statistics, and has chaired the Committee on Applied and Theoretical Statistics. She is fellow of the American Association for the Advancement of Science, elected member of the International Statistics Institute, fellow and past president of the American Statistical Association, and member of the JASON advisory group

**Clarissa Noble**  
**Rural Health Manager**  
**VA State Office of Rural Health**

Ms. Clarissa Noble has been with the Virginia State Office of Rural Health since May 2018, and serves as the Rural Health Manager within the Virginia Department of Health (VDH), Office of Health Equity (OHE). In this role, she is responsible for managing the day to day administrative, budgeting, contracting, scheduling and reporting programmatic activities for SHIP and FLEX grants targeting Virginia's rural hospitals and critical access hospitals. Ms. Noble provides consultation, technical assistance, training (emerging health models, evidence-based best practices) activities focused on rural healthcare to local health departments, rural health clinics, community health centers, rural health providers and stakeholders.

**Sarah O'Connor, Rural Health Program Coordinator, VA State Office of Rural Health**

Ms. Sarah O'Connor has been with the Virginia State Office of Rural Health since March 2020, and serves as the Human Services Program Coordinator (SORH Coordinator) within the Virginia Department of Health (VDH), Office of Health Equity (OHE). In this role, she is responsible for managing the day to day administrative, budgeting, contracting, scheduling and reporting programmatic activities of the State Office of Rural Health grant program. Ms. O'Connor also provides consultation, technical assistance, training (evidence-based best practices) activities focused on rural healthcare to local health departments, community health centers, rural health providers and stakeholders.

**Lunchtime Speaker**  
**Friday, November 5**

**Dr. Stephen Moret**  
**CEO & President**  
**Virginia Economic Development Partnership**

Stephen Moret is President and CEO of the Virginia Economic Development Partnership. At VEDP, he has collaborated with state, regional, and local partners to craft an ambitious vision focused on transformational goals, including accelerating employment growth; enabling every region to grow; and moving Virginia back to the top of national business climate rankings.

At VEDP, he led Virginia's successful state-and-local team bid for Amazon's HQ2; designed Virginia's \$1.1-billion Tech Talent Investment Program; and has launched a world-class, custom workforce initiative, the Virginia Talent Accelerator Program. Previously he served as Louisiana Secretary of Economic Development, CEO of the LSU Foundation, and as a consultant with McKinsey & Company.

Moret earned an MBA from Harvard Business School as well as a doctorate in higher education management from the University of Pennsylvania, where his research focused on linkages between higher education and the labor market.