



Central Appalachian Network

CAN PRESENTS

**2ND ANNUAL
REGIONAL PEER-TO-PEER
CONVENING**

**NOVEMBER 19TH - 21ST
TAMARACK
BECKLEY, WV**

ABOUT THIS EVENT

This is the second annual Regional Peer-to-Peer Convening hosted by CAN. In 2018, we convened over 115 individuals from 40+ organizations of all types and sizes for two days of learning and relationship-building. Back by popular demand, this year's convening aims to:

- 📌 **INFORM AND ADVANCE** collaborative regional strategies in the sectors of clean energy, creative placemaking, and food and agriculture systems.
- 📌 **CULTIVATE** peer-to-peer sharing and learning based on the work on the ground in these sectors and beyond.
- 📌 **ENCOURAGE** attendees to engage with cross-cutting issues impacting community economic development and economic transition work.
- 📌 **EXPAND** connections, relationships, trust, and partnerships across the broader Appalachian transition movement.

DIVERSITY & INCLUSION STATEMENT

We believe in a diverse and inclusive Appalachia, and in making spaces that are open to all who share that vision. This event welcomes folks across all backgrounds and experiences - race, gender, age, religion, education, identity, and geography. We have worked to remove any financial barriers to attendance, so that all who want to be here are able to. We celebrate the unique perspectives brought to this Convening and value the differences among attendees. We ask for your help in making room for everyone's voice, acknowledging that exchange and collaboration between a variety of perspectives is what makes Appalachia strong.

THANK YOU TO OUR 2019 PLANNING TEAM WHO HELPED MAKE THIS EVENT POSSIBLE!

- Autumn Long, Solar United Neighbors
- Beth Flowers, AIR Institute
- Betsy Whaley, MACED
- Dana Hantel, Coalfield Development Corporation
- Hannah Vargason, Natural Capital Investment Fund
- Madelyn Brewer, ACEnet
- Martin Richards, Community Farm Alliance
- Myrisa Christy, KCARD
- Renee Margocee, Tamarack Foundation for the Arts

WHAT IS CAN?

The Central Appalachian Network (CAN)'s mission is to develop and deploy economic strategies that build wealth in local communities, conserve natural and cultural resources, and empower marginalized communities. We work to build peer relationships, enhance organizational capacity, and align regional strategies around key sectors and issues. Learn more at cannetwork.org, or join the breakout session on CAN's Membership and Structure to help shape the network's continued evolution. Find more information at cannetwork.org.

CAN'S WORKING GROUPS

FOOD & AGRICULTURE SYSTEMS WORKING GROUP

Over the past 5 years, CAN has partnered with the Appalachia Funders Network to host a Food & Ag Systems Working Group. This working group has facilitated collaborative research, events, fundraising, and multi-stakeholder projects. The FASWG's current focus is to leverage existing regional momentum, analysis, and expertise to solidify Appalachia's food & ag system as an economic driver in the region, focusing on these three areas:

- 📌 Agricultural Production and Forest Farming
- 📌 Processing, Aggregation, and Distribution (PAD)
- 📌 Healthy Food Access

CLEAN ENERGY WORKING GROUP

For the region's clean energy opportunities to be captured, they must first be fully understood and approached with optimal coordination and strategic alignment among actors working in that space. For the past 2 years, CAN has supported a group of 10+ regional clean energy practitioners that is working to plug gaps in our collective knowledge, analysis, and tools. The Clean Energy Working Group has 3 committees:

- 📌 Policy & Advocacy
- 📌 Communications and Marketing
- 📌 Investment

CREATIVE PLACEMAKING WORKING GROUP

Creative placemaking is a cross-cutting approach to community economic development that is rooted in place and culture. CAN has pulled together a regional peer learning network of creative placemaking practitioners, including a broad variety of actors who have been doing this work for years. This group comes together to share strategies, tools, lessons learned, and opportunities for collaboration in the movement to advance creative placemaking in Appalachia and beyond.

THE CENTRAL APPALACHIAN NETWORK IS SUPPORTED BY

The Mary Reynolds Babcock Foundation, the Charles M. and Mary D. Grant Foundation, the New York Community Trust, the Appalachian Regional Commission, and USDA Rural Development.

CAN's network coordination is provided by a team at Rural Support Partners.

AGENDA

The 4 concurrent tracks for this year's Convening are: Clean Energy, Food & Agriculture, Creative Placemaking & Cross-Sector Topics.

The sessions are color-coded by track:

CLEAN ENERGY

FOOD & AG SYSTEMS

CREATIVE PLACEMAKING

CROSS-SECTOR TOPICS

TUESDAY, NOVEMBER 19TH

5:00pm **Registration Opens**

5:30pm **Opening Reception - Pre-Function Area**
Enjoy a cash bar and networking with regional peers.

6:30pm **Farm-to-Table Dinner & Introduction to the Central Appalachian Network (CAN) - Grand Ballroom**
A brief overview of CAN, Working Groups, and opportunities for cross-sector collaboration
Attendees select a table topic that interests them or intersects with their work to discuss your table topic with peers during dinner.

WEDNESDAY, NOVEMBER 20TH

8:00am **Registration Opens - Pre-Function Area**

8:00 - 9:00am **Breakfast - Grand Ballroom**
Enjoy a breakfast buffet and time to network with peers.

9:00 - 10:15 am **Keynote: Equity, Inclusion, and Access in the Daily Work of Community Economic Development - Grand Ballroom**
Plenary & Discussion
Panelists: Martin Richards, Community Farm Alliance; Dural Miller, Keep Your Faith Corporation; Bradley Wilson, West Virginia Food Justice Lab; Cheryl Laws, Cafe Appalachia; Eric Howard, Gunter & Howard LLC ; Jennifer Wells, WV Healthy Kids & Families Coalition
Thank you to the Just Transition Fund for sponsoring the keynote session!

Concurrent Sessions

Thank you to Cleveland Federal Reserve and ArtPlace America for sponsoring the Creative Placemaking track!
Thank you to West Virginia Office of Energy for sponsoring the Clean Energy track!

CLEAN ENERGY

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10:30 - 11:20am	<p>Flash Talks: Clean Energy Policy Advocacy Projects in 2019</p> <p>Carrie Ray, MACED - Policy Advocacy Committee Chair</p> <p>Hear about the results, lessons learned, and current priorities from six advocacy and policy change efforts to support clean energy at the state level in 2019. Projects in TN, OH, VA, KY, and WV were funded through the CAN Clean Energy Working Group's Policy Advocacy Committee.</p>	<p>Community Food Security Pt. 1 - Project Sharing</p> <p>Martin Richards, Community Farm Alliance</p> <p>Help launch a project that aims to expand and replicate promising community-based food security strategies! This session will focus on peer sharing - bring your examples of projects that advance healthy food access.</p>	<p>Creative Placemaking Project Sharing Open Space</p> <p>Join us for an opportunity to share about your Creative Placemaking project and to hear about other projects in the region.</p> <p>This session will include an opening presentation by Bonnie Blankenship at the Cleveland Federal Reserve to roll out their Creative Placemaking case studies.</p>	<p>Finding Your Why and Your How for Doing Equity Work</p> <p>Eric Howard, MSW, EdD & Veronika Gunter, Gunter & Howard</p> <p>Show up, share, and leave with a plan (optional). Eric and Veronika will work through your why with you, and also plan for your how, in a group setting so we learn from each other. Suitable for anyone within an organization at any stage of their equity work.</p>
11:30 - 12:20pm	<p>Public Relations and Marketing for Clean Energy - Campaign Update</p> <p>Emily Arrowood, Piper Communications</p> <p>Hear an update on a regional media campaign to promote clean energy stories and work on the ground, and explore what's next.</p> <p>Increasing Investment in Clean Energy</p> <p>Hannah Vargason, Natural Capital Investment Fund</p> <p>Weigh in on current and future efforts to grow investment- ready clean energy projects.</p>	<p>Healthy Food Access - Measuring for Success</p> <p>Martin Richards, Community Farm Alliance</p> <p>It is universally accepted that Appalachia faces significant challenges with food security and healthy food access. There have been some amazing responses across the region, but how do we measure success? This session will explore the development of common measurable outcomes that can be used to leverage increase investment for Appalachian food access.</p>	<p>Scan of Creative Placemaking in Central Appalachia: Key Takeaways</p> <p>Thomas Watson & Kathryn Coulter, Rural Support Partners</p> <p>Earlier this year CAN released a report on the state of Creative Placemaking in Central Appalachia. The report assessed the strength of Creative Placemaking in the region and gave specific recommendations to advance the field regionally. Join us as we discuss the needs, opportunities, and framework that emerged from the scan.</p>	<p>Rebuilding Appalachia Through Reuse and Revitalization</p> <p>Jacob Israel Hannah & Brandon Dennison, Coalfield Development Corporation</p> <p>Coalfield Development is collaboratively shaping an emerging market for creating green collar jobs through diverting and converting landfill-destined materials along the WV, OH, KY border.</p>
12:20 - 1:20pm	<p>Networking Lunch</p> <p>Please use lunch voucher to eat at Tamarack Restaurant</p>			

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1:30 -
2:45pm

Wealth, Environmental Sustainability, and Regional Economic Development in the Central Appalachians

Dana Baxley, The Nature Conservancy KY; Josh Bills, MACED; Judy Dunscomb, The Nature Conservancy VA; William Norman, Clemson University; Beth Wheatley, The Nature Conservancy WV; Marilyn Wrenn, Coalfield Development

The Appalachian region supports millions of acres of intact forest lands that are resilient to climate change and contribute significantly to the connectedness of habitats across the eastern United States; at the same time, Appalachian communities are seeking new economic development opportunities to restore and sustain community vitality. The SNAPP Appalachian Coalfields Working Group is researching the characteristics that can make a place competitive for nature-based tourism, forestry, and solar energy development. We need feedback from you - people who know the region - to help make sure our results reflect your lived experiences, and that we communicate these results in ways that support your local community development efforts. Please come!

Building Momentum for Regional Food Distribution and Processing

Leslie Schaller, ACEnet; Kathlyn Terry, Appalachian Sustainable Development

The session will convene implementers and stakeholders to share success stories and strategies in the region to scale the distribution logistics and processing infrastructure to meet the growing demand for local food throughout Central Appalachia.

Creative Placemaking and Shifting Appalachia's Narrative

Emily Wilson-Hauger, Woodlands Development Group; Brittany Jarvis, Generation WV

Creative Placemaking is an approach for communities to weave their own identity, arts, and cultural tradition into community economic development strategies. West Virginia is home to some of the most exciting examples of community revitalization - hear about how they're doing it, and share your own stories.

There will be a room available for an open space session at this time

2:45 - 3:00pm **Break**

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3:00 -
3:50pm**Getting to Scale:
Planning for Regional
Collaboration on Solar**
Adam Wells, Kate Boyle
& Chelsea Barnes,
Appalachian Voices

How do we effectively aggregate or coordinate demand for commercial and large-scale solar across state lines to maximize local jobs and other economic impacts while attracting investment to our communities? Appalachian Voices recently received an ARC Power technical Assistance grant to adapt their successful Southwest Virginia-based model with other efforts across Central Appalachia, using the CAN energy subcommittee as the platform for collaboration. This workshop session will set the stage for work in the coming months to plan out how to achieve that goal, culminating in a multi-state 2020 ARC Power Implementation request.

**Overcoming Barriers
on Small Farms**

Kathlyn Terry,
Appalachian
Sustainable
Development; Fritz
Boettner, Sprouting
Farms; Adam Hudson,
Refresh Appalachia;
Myrisa Christy,
Kentucky Center for
Agriculture and Rural
Development

By looking at viable examples of small and medium sized Appalachian farms, the session will discuss the challenges of farm viability. Specific examples of barriers, and how farmers and resource partners are working together to overcome those barriers will be provided.

**What's Developing in
Downtown West Virginia?**

Ray Moeller, Northern WV
Brownfields Assistance
Center & Claud Karr,
Coalfield Development
Corporation

Challenges and Opportunities! An overview of Coalfield Development wins, the Downtown Appalachia Redevelopment Initiative, and the WV Abandoned Property Coalition. Group discussion of further opportunities, examples from the room, and what else can/should we be considering on Main Street. Let's talk creative redevelopment!

**A Conversation about
Climate Resilience**

Debbie Phillips, Rural
Action

As practitioners in community economic development, it can be challenging to figure out our role in addressing climate change. Yet, changing weather conditions, and the prospect of significant migration from coastal cities and internationally have the potential to, and in many ways already are affecting our work. Join me for an open conversation about ideas and feelings about what our role could be with respect to resilience, mitigation, preparing our communities for more people living in our region, and economic diversification.

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4:00- 5:00pm	<p>A New Horizon: Innovative Mine Reclamation for a Just Transition Joey James, Downstream Strategies; Jacob Hannah, Coalfield Development Corporation; Adam Wells, Appalachian Voices This session will share stories from the field and best practices from experts from the Reclaiming Appalachia Coalition. Speakers include people who have spearheaded successful mine reclamation project development and implementation efforts- leveraging millions in federal funding for innovative mine reclamation and next generation economic development projects across Appalachian coal country.</p>	<p>Forest Farming Updates Katie Commender, Appalachian Sustainable Development; John Munsell, Virginia Tech; Erica Marks; Tanner Filyaw, Rural Action A multi-state collaborative of partners will provide an overview of forest farming - the cultivation or management of high-value crops in the forest understory - as an emerging opportunity for forest owners in Appalachia. Topics of discussion will include the history of forest farming, opportunities and challenges, developing markets, existing resources, and next steps moving forward.</p>	<p>Communities Telling Their Own Stories Emma Pepper; WV Hub; Maggie Smith, Community Farm Alliance; Caitlin Tan, Inside Appalachia; Jessica Lilly, Inside Appalachia; Renee Margocee, Tamarack Foundation What does it mean for communities to take control of their own narratives? This session will focus on ways to build community voice, share stories from the ground up, and shift the ways we talk about our region's challenges and opportunities.</p>	<p>Discussion: Ideas for CAN Network Structure and Membership Members of CAN Steering Committee Over the past several years, CAN has shifted from a collection of anchor organizations towards a broader and more participatory network structure. This has raised questions about how the network is structured, how decisions are made, and what it means to be a part of the CAN network. Help us explore ideas for how to evolve CAN's membership structure to better meet the region's needs.</p>
5:00-6:00pm	<p>Happy Hour Reception - Pre-Function Area Join us for appetizers, a cash bar, and time to connect with peers. 1 drink ticket provided to each attendee.</p>			
6:00pm	<p>Networking Dine Arounds - Dinner on your own at a local Beckley restaurant Form a group to continue exciting conversations or deepen partnerships.</p>			

- CLEAN ENERGY
- FOOD & AG SYSTEMS
- CREATIVE PLACEMAKING
- CROSS-SECTOR

THURSDAY, NOVEMBER 21ST

8:00-9:00am **Breakfast** - *Tamarack Restaurant*
Please use breakfast vouchers to eat in Tamarack restaurant

9:00 - 9:30am **Welcome & Reflection** - *Grand Ballroom*

9:30-10:30 am **Concurrent Sessions**

Q&A/Ask Me Anything - Clean Energy for Dummies

Members of the CAN Clean Energy Working Group
What do we mean by “clean energy”? What are the advantages of different energy sources like solar, wind, geothermal? How can clean energy benefit farms, businesses, and households? There is no dumb question about energy! Ask our regional “experts” anything you want to know about this sector.

Community Food Security Pt. 2 - Identify Models to Replicate

Martin Richards, Community Farm Alliance
Picking up from the day 1 project-sharing, help us identify projects that could work in other places and narrow down a list of “community food security models” that can be replicated across the region.

Invest Appalachia

Stephanie Randolph, Invest Appalachia
Invest Appalachia is a regional impact investing platform that is designed to be accountable to the region’s communities, organizations, and networks. Learn about opportunities to inform Invest Appalachia’s work, and help shape our Community Advisory Council structure.

There will be a room available for a Creative Placemaking open space session during this time

10:45-12:00pm **Working Group Business Meetings**
Working Group Members Clarify New Opportunities, Make Decisions about Shared Work, and Set Next Steps. For those attendees who are not part of a CAN Working Group, please sit in on the Working Group meeting that interests you most or most aligns with your work.

- Clean Energy
- Food & Ag Systems
- Creative Placemaking
- Equity Committee

12:15-2:00pm **Buffet Lunch: Participant Takeaways & Closing Remarks** - *Grand Ballroom*
Working Groups share next steps; Participants share connections and commitments

2:00pm **Adjourn: Space Available for Additional Conversations**

**THANK YOU TO OUR
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**Supporting your work to build
Central Appalachia's new economy.**



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