



May 30, 2023

In This Issue:

1. Next Submission Deadline: June 23, 2023
2. Save the Date for Upcoming Council Meetings: July 24, 2023 and October 19, 2023
3. GOVA Region 2 Council Welcomes New Members
4. Meet a GOVA Region 2 Grantee: Ken McFadyen, Botetourt Technical Education Center
5. Meet a GOVA Region 2 Council Member: Amy Sebring, Virginia Tech

Next Submission Deadline: June 23, 2023 by 5 p.m.

As of April 28, 2023, we have \$727,997 in funding available for Region 2 grants and up to \$150,100 for Enhanced Capacity Building grants.

Learn more on our website: <https://cece.vt.edu/GOVAR2/RequestforProposals.html>

Save the Date for Upcoming Council Meetings

July 24, 2023: GO Virginia Region 2 Council Meeting, 2-4 PM, Roanoke, VA

October 19, 2023: GO Virginia Region 2 Council Meeting, 2-4 PM, Roanoke, VA

GOVA Region 2 Council Welcomes New Members



New additions to the GOVA Region 2 council include (from left) Richmond Vincent, president and CEO of Goodwill Industries of the Valleys; Whitney Czelusniak, manager of economic and business development for American Electric Power; Cathy Underwood, corporate development officer for Branch Builds; Greg Feldmann, president and co-founder of Skyline Capital Strategies; Jacob Wright, chairman of the Alleghany-Highlands School Board and owner and operator of Merry Go Round Farm, and (not pictured) Bif Johnson, president and CEO of Hurt & Proffitt.

Read more about our newest members here: <https://blogs.tlos.vt.edu/cece/2023/05/26/gova-region-2-council-welcomes-six-new-members/>

Meet a GOVA Region 2 Grantee: Ken McFadyen, Botetourt Technical Education Center



Ken McFadyen has worked in local government administration, economic development, and nonprofit management for 24 years. He went to Appalachian State University where he received a bachelor's degree in history and a master's in public administration. He has spent the last 14 years in Virginia and previously served as the executive director for the Blue Ridge Crossroads Economic Development Authority before becoming the director of economic development for Botetourt County. He also served as the 2018 president of the Virginia Economic Developers Association. 'Botetourt Technical Education Center - Expanding Welding Training Capacity & Jobs in the Roanoke Valley' is his first GOVA Region 2 project and is administered through the Botetourt County Economic Development Authority.

1. What led you to work in economic development?

Economic development is where local government professionals can be the most creative and the most responsive to business needs and opportunities in the region. It's the closest match to government actually functioning like business. We hear criticisms about the government being too slow and bureaucratic, and I think economic development remedies that.

2. Who is one of your greatest mentors?

When I moved to Virginia in 2009, I was hired as the executive director of the Blue Ridge Crossroads Economic Development Authority (BRCEDA), which serves Carroll County, Grayson County, and the City of Galax. The board chairman of BRCEDA was Mike Maynard. He was a county supervisor in Grayson County and was a retired Procter and Gamble corporate executive. He was very much no nonsense, to the point, and constantly focused on achieving goals and adding value to the community. He helped me to fully understand how economic development can serve government purposes while also supporting businesses. He passed away in 2013. He was a tremendous mentor and friend to me and an excellent public servant who came from the private sector.

3. What was the inspiration for your GO Virginia project?

With this project, we are responding to the Botetourt Technical Education Center's need for additional seats in its welding lab. We will add ten welding booths and increase the number of high school students in Botetourt and Craig counties that have access to welding instruction. Our goal is to train and graduate 45 new welders who would then move on to viable and well-paying career paths. Welders are very much in demand in this market as well as across Virginia and the nation, and this program can lead to a rewarding career in manufacturing.

4. What is the Botetourt Technical Education Center and what kinds of training does it offer?

The Botetourt Technical Education Center (BTEC) is a high school level program for vocational education and is part of Botetourt County Public Schools. 650 students attended BTEC classes for the 2022-23 school year. BTEC offers programs for aerospace technology, building trades, computer science, cosmetology, criminal justice, mechatronics, nursing, veterinary technology, welding, and more. Their welding program is one of the very few high school level programs in the United States that is certified and accredited by the American Welding Society. They produce hundreds of credentials annually for their students. BTEC also has a signing day for students who have completed a program at BTEC and have secured employment with a regional employer. That's always a fun event, and we have created commercials on our YouTube page promoting our signing days.

5. Can you tell me more about how the project plans to serve local businesses?

For the last several years, BTEC has had a welding advisory committee comprised of approximately 12 companies in the region. These companies support BTEC financially in terms of providing equipment and material for the welding lab. They also participate in training programs and welding competitions and provide on-site tours of their workplaces for the students. These businesses need a pipeline of trained and qualified welders to join their workforce, helping them to grow and meet customer demands. This project is one part of how we help our local businesses accomplish their goals.

6. Where do you like to spend time off?

I love New Mexico; we've been twice, and my favorite places there include Valles Caldera and Bandelier National Monument. I am also a national park supporter and about a year ago joined the Board of Trustees for the Blue Ridge Parkway Foundation. We are going to the Pacific Northwest this summer to visit with family and see Mount Rainier and Olympic National Park.

Meet a GOVA Region 2 Council Member: Amy Sebring, Virginia Tech



Amy Sebring has spent her career working in public policy and higher education. For the first twelve years of her career, she served in a variety of roles including research associate for the Education Commission of the States in Denver, Colorado, budget analyst for the Virginia Department of Planning and Budget, director of finance policy for the State Council on Higher Education, and legislative analyst for the Virginia Senate Finance Committee. In 2008, she transitioned to a role in higher education administration, ultimately serving as senior associate dean for finance and administration with Virginia Commonwealth University's medical school and as executive director of VCU's physician practice plan. After almost 10 years at VCU, she accepted a role with William & Mary, where she started as chief financial officer and was promoted to chief operating officer. In 2022, she moved to Blacksburg and began a new position at Virginia Tech as executive vice president and chief operating officer. She has a bachelor's degree in public policy studies from Duke University, a master's degree in public policy analysis from William & Mary, and a post-baccalaureate certificate in accounting from Virginia Commonwealth University.

1. What are some of your proudest accomplishments over the course of your career?

I've been the beneficiary of great mentors along the way who have invested in me and helped shape me as a professional. I have learned the importance of building strong teams, not only for the work they can accomplish in the short-term but for the long-term benefit they bring to the institution. I am happy I was able to build great teams at both VCU and William & Mary. At the national level, I also did a lot of work with the Association of American Medical Colleges while I was serving at VCU. AAMC has an extensive professional development program, and I was able to serve as chair of several of their committees focused on building capacity and expertise in medical school finance and administration across the country.

2. What projects are you currently working on at Virginia Tech?

I am 7 months into my new role, so I'm continuing to learn more about the culture. In March, I announced a realignment in my area, and my team is working to identify priorities for the upcoming year. Strategically, for the university, I'm focused on how we ensure that the infrastructure – people, programs, facilities, and funding – are sustainable as we seek to implement the university's strategic plan. I'm also focused on our expanding presence in the greater Washington, D.C., metro area and Roanoke.

Part of the reason I'm excited about the GO Virginia work is I'm also spending a lot of time in the region working to understand how Virginia Tech can help advantage the community more broadly. Virginia

Tech's success and the success of the region are inextricably tied together. The work of GO Virginia Region 2 is essential to that success.

3. What made you want to join the GOVA Region 2 council?

Some of the decisions we make in the next five years will foreshadow what this region looks like 20 years from now. The region's got some critical items ahead of it, and I'm excited about being part of the thought process to foster growth moving forward. This part of the state has typically not gotten as much attention as the Golden Crescent, where I have spent most of my career, so being able to elevate this portion of the state and think about how we make sure it's secure in its future is important to me.

4. How has your work with Virginia Tech tied into your work on the GOVA Region 2 council?

Virginia Tech is a major cultivator of workforce talent as well as a major employer. As with many of the other employers in the area, we have an important role to play, even indirectly, in terms of how we shape the region's future. Also, some of the research and scholarship that Virginia Tech is doing can help us have well-informed discussions as we track and think about where we need to be positioned 10, 15, or 20 years from now.

5. What activities and hobbies do you like to do in your spare time?

I'm an avid reader and have had great book clubs throughout most of my adult life. I love walking, and I work out every day. I also love cooking; it's very relaxing for me. My husband, Roy, and I will celebrate our 29th anniversary in a few weeks. We have 24-year-old twin sons and enjoy traveling together.

6. What is the most memorable place you've ever visited?

Iceland; it's so different from anywhere else I've ever been. I look forward to going back this summer!
