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Future GO Virginia Meetings and Events

December 7, 2020: GO Virginia State Board Meeting, 1 PM to 3 PM. [Click here for connection information.](#)

December 16, 2020: GO Virginia Region 2 Applications Webinar, 1 PM to 2:30 PM

Connection Information:

<https://virginiatech.zoom.us/j/86109812732>

Dial(for higher quality, dial a number based on your current location): +1 929 436 2866

Webinar ID: 861 0981 2732

January 21, 2021: GO Virginia Region 2 Executive Committee Meeting, 1 PM to 3 PM

February 2, 2021: GO Virginia Region 2 Full Committee Meeting, 1 PM to 3 PM

Meet a Council Member: Don Halliwill, Executive Vice President and Chief Financial Officer for the Carilion Clinic



1. What is your career history?

I attended Virginia Tech and graduated in 1990. Soon after that, I started a career in healthcare, initially in accounting and finance. I just celebrated my 23rd year of employment with Carilion and have been chief financial officer for Carilion Clinic since 2013.

2. What made you interested in a career in finance?

I began my journey at Virginia Tech expecting I might be an engineer in the Corps of Cadets and, at some point, fly jets in the Navy. That educational path took a turn for me early on as I began to gravitate toward the business courses. As I took more business courses, accounting was something that came naturally to me. I've been fortunate in my career to take that base of accounting and develop and evolve it into a much broader skillset.

3. What was the best advice you ever received?

You never know it all, and there are always new things to learn. My mother was an elementary school teacher for 35 years. And so part of that probably comes from my experience with her and her work. Secondly, it's important to appreciate those around you and treat others as equals, regardless of titles. Lastly, there's no substitute for hard work. The passion you have for your work shows in the time and energy you commit to it. Those are the guiding principles that really drive me in my professional career.

4. How has your role as chief financial officer changed due to COVID-19?

We are finding new and better ways to take care of our providers and patients in response to COVID-19. As our region's safety-net health system, we also have a deep, meaningful devotion to helping our communities outside our hospitals, physician offices, and other health and wellness locations. For example, we help our school systems protect students

and staff and assist employers in evaluating and understanding what they can do to keep their employees and customers safe. Our responsibilities in the short term may make our financial situation a little less favorable. However, as our region's community-owned safety-net health system, we are obligated to make these investments to help our community be better off in the long run. As the CFO, it's my role to ensure and reassure our employees, patients, and communities that we have the resources we need today and tomorrow; that it's okay if we have short-term challenges to ensure long-term health and wellness. Our care heroes are doing great, extraordinary, incredible things every day to keep our communities safe, including my family, and I'm so thankful to be part of the Carilion Clinic to support their work!

5. What made you want to become involved in the GO Virginia Council?

The GO Virginia program focuses on the longer term and what the region is going to look like years from now. A lot of folks have great ideas and there is a lot of opportunity in the region, but at the end of the day, it takes resources to bring those ideas to fruition. And that's the role that GO Virginia is playing. I want to have good opportunities for my three sons who also grew up here. I want there to be a safe environment, good infrastructure, and good healthcare. The work to ensure those things must start today, and it's the kind of work that GO Virginia is leading.

6. What have you learned from being on the GO Virginia Council?

Participating in the GO Virginia council has reemphasized for me the importance of collaboration and coordination across geographies and across industries. GO Virginia provides tools and a platform for bringing together the talent, experience, and knowledge we have across the region.

7. Are there any similarities between your job at the Carilion Clinic and your role as a GO Virginia council member?

Carilion Clinic's mission is to improve the health of the communities we serve, and the communities we serve are all across the GO Virginia region. Part of ensuring a healthy community involves not just physical and emotional health, but also financial health. We have partnerships with Radford University and Virginia Tech that meet the community's needs from a health and wellness perspective while also contributing to positive economic outcomes. My role as CFO for Carilion involves being mindful of the economic health of our region. With GO Virginia, I'm working with others to do just that.

8. Is there anything GO Virginia has planned for the future that you are looking forward to?

What is exciting is we're a couple of years into GO Virginia and only just beginning to see some of the significant impacts of the program. A lot of the investments we've made in GO Virginia take some time to produce results that can be seen broadly. We're in the timeframe to finally start to see some of those results, and it will be incredibly rewarding to see the work come to fruition.

9. What's a trip that you went on that changed you?

I pursued and received my MBA from Wake Forest through an executive MBA program. Part of the curriculum was a trip to visit different businesses around the world, learning about the differences that exist economically outside of the U.S. One of the places that we traveled was Latin America. I got to visit some communities where the simple things that

we take for granted - like electricity and running water - are not a guarantee.

Seeing children growing up in that environment had an impact on me. It helped me value the importance of economic development and the role that it plays in addressing those differences that exist.

10. What is your favorite movie?

One of my favorite movies of all time is Saving Private Ryan. As someone who did not grow up during the World War eras, seeing a glimpse, even a movie version, into the sacrifices that were made and some of the real-world realities experienced by individuals and their families, really makes you appreciative and makes you want to work hard to see that the freedoms we have continue.

Meet a Grantee: Catherine Amelink and Melanie McIntire, Virginia Tech's Destination for Talent Initiative

The GO Virginia project Developing a Destination for Talent seeks to retain talent in the region, providing Virginia Tech students with local internships and faculty members with networking opportunities. I spoke with Catherine Amelink, Associate Vice Provost for Learning Systems Innovation at Virginia Tech, and Melanie McIntire, the Project Manager, about their project.



Go Virginia interns participated in the 2020 NRV Experience hosted by Developing a Destination for Talent's close partners at Onward NRV.

1. What was the inspiration behind Developing a Destination for Talent?

CA: There have been a lot of recent discussions within Virginia Tech about how we can engage students in experiences prior to graduation that let them enter the workforce better

prepared. At the same time, we wanted to think creatively about how we keep talent here in the region. This project evolved from thinking about both of these goals. There's a lot of opportunities with local employers that would present opportunities for young talent to develop desirable workforce skills but our students tend to overlook these opportunities or lack awareness of them and go elsewhere. As a way to make the initiative and project activities part of the institutional culture, the Developing a Destination for Talent program also creates opportunities for faculty to connect with local employers.

2. Could you talk a little about the Virginia Tech Destination Area initiative and how that fits into your project?

CA: The Destination Areas are nine themed areas that all focus on creating communities of faculty and stakeholders interested in solving complex problems that are connected to these themes. The Destination Areas are also designed to create student experiences linked to these nine themes that would help develop complex problem-solving skills. In order to develop these complex problem-solving skills, students need real-world experience that involves project-based opportunities in a classroom as well as opportunities outside of the classroom like internships. This initiative provides both of these opportunities to students and puts local employers in direct contact with the students in both cases. This helps students develop skills, providing ready access to students at the Blacksburg campus with these opportunities. At the same time, employers can build their brand with students through project-based learning and internships, exposing students to what's here in the region for long-term career options.

3. Since you have started this project, has there been a specific moment or memory that stands out to you?

CA: One that stands out is a student intern who enjoyed the internship experience with Card Isle in Blacksburg so much he accepted a full-time position with them rather than taking an opportunity with a larger company in Northern Virginia. I think that was one of the early wins that we had and we're excited to see that being repeated.

Also, it has been exciting to see how project-based work is evolving. A company called Trova Commercial Vehicles partnered with Industrial Design at Virginia Tech, and this partnership has opened up new lines of thinking among the Industrial Design faculty. Faculty are looking at how they can provide students with more project-based work and allow them the opportunity to complete their projects with real-life clients here in the local area.

MM: I have enjoyed getting to see students grow in their understanding of the region and become stronger young professionals. You can see this program is helping them make progress in how they present themselves, and they've really come out of their shells.

4. How many employers are you currently working with?

MM: We have about 8 companies that currently have interns and 7-9 more that are planning to advertise and prep for an intern in the upcoming semester. They've verbally committed the funds and they're ready to go. As far as projects, I think we have about 7 classroom-based projects conducted by different faculty members.

CA: To date, our efforts have involved a lot of Blacksburg-based companies and NRW based companies, but we are starting to broaden to Pulaski and Roanoke and even beyond to Botetourt, so the initiative is growing.

5. What is your favorite part of working with employers in the region?

CA: Their willingness to engage and their enthusiasm. They are aware of the talent at VT but have not had an opportunity to engage with them, so it is great to see them get excited about the opportunities available. This is definitely opening up new points of access and opportunities for students and employers.

MM: I'll also say your network can never be too big. Making changes in the world starts in your community. Creating partnerships and helping exceed the program's expectations is really important for our community and network expansion.

6. What has been your favorite part about being a GO Virginia grantee?

CA: I really like the synergy of the GO Virginia network and the fact that our local employers are aware of GO Virginia. Another thing I have liked about being a GO Virginia awardee is the opportunity to take what GO Virginia is doing to new spaces in the university. We partnered with Career and Professional Development to support the student interns and advertise positions for local employers. CPD has been a cornerstone for career preparation of VT students but this unit had not had any previous exposure to GO Virginia before, so making new connections in that way has been exciting.

Also, organizations such as the Roanoke Regional Partnership and Onward NRV are key supporters of GO Virginia goals. Their willingness to engage with us and aid our efforts has been tremendous in allowing us to have a bigger impact.

7. What advice would you give to a recent college graduate?

MM: Networking is very important; meet everyone, do everything you can, volunteer, and put yourself out there. Take the opportunities that come to you. I had someone tell me, "If you work hard and put your nose in the dirt, opportunities will present themselves." That has been true in my case, so that would be my biggest piece of advice.

8. How has the project been affected by COVID-19 and how have you had to adjust?

CA: From a positive slant, we've been able to continue to get students placed into internship opportunities. A challenge we faced is shifting in-person events to a different format. We wanted to take the students on excursions to visit local employment organizations. We also had wanted to do larger networking events that would be fun for local employers, students, and faculty. We've had to move those events online but it has allowed us to grow our partners; we've been able to involve several local young professional networks in these online events which has been great, and there are fewer barriers in terms of time and travel for engagement

MM: We try to stick to about two virtual events a semester. Each one has a different theme. The next one we have coming up is a trivia game, where we will be hosting some tourism folks from around the region and having them ask students questions based on where they work. This will help expose the students to information they may not have known otherwise. While we can't take students to those places specifically and put them there physically, we want to teach them some fun facts relating to the area.

9. What skills have you developed as a result of managing this project?

CA: A skill I didn't have before was understanding workforce needs in the local region. We've had to spend a fair amount of time unpacking that aspect in each county or town

and also with the employers themselves.

MM: I would also say advertising and marketing. That is the best way to reach people, especially given the fact we can't have networking events. It's been a great skill that I've been working on and developing more.

10. What are your future plans for Destination for Talent?

CA: One of the things that we would like to see happen is the identification of other sources of funding that will help grow internship opportunities with local employers. That could come from agencies that have touchpoints to VT or GO Virginia. For instance, we are working with the Virginia Space Grant Consortium's Commonwealth STEM Industry Internship Program to leverage additional funding to continue to allow for synergy as it relates to talent development in the region. We are also thinking about how we can share what we have learned with Radford University, Hollins University, and other institutions in the area to replicate and grow talent development and pathway programs to local employers.

Visit the Developing a Destination for Talent Website Here.



Project Update: Re-tooling Virginia Manufacturers for Strategic Industries Program, GENEDGE



•The 2-year program was approved by the GO Virginia State Board and announced in August. The \$2,950,000 Grant covers all 9 GO Virginia Regions, with Region 1 serving as the lead applicant.

- Phase 1 will focus on PPE and medical devices/equipment.
- Phase 2 will engage with other emergent critical industry supply chain retooling and continue PPE capacity additions.
- The goal is to serve 50 companies, 25 per year, while creating or retaining 500 jobs with new or retained revenue of over \$100M over a five-year period.

•**The program is up and running for Phase 1. 10 companies have applied as of October 19.**

- 5 have completed a commercialization readiness assessment, and all were found to be suitable candidates – 3 focused on masks, 1 focused on sterilization, and 1 focused on raw materials/textiles.
- The advisory committee approved, offering the 5 companies entry into the program.
- 25 slots total are available in this phase.

•A market needs assessment from the Virginia Hospital & Healthcare Association (VHHA) is in progress. Delivery of the report, which will be used to guide program participants as well as committee members and staff, is expected in November.

•A market skills assessment from Virginia Manufacturers Association (VMA) is also in progress. This report will address industry workforce development requirements to support the emerging PPE industries around the Commonwealth.

•**Companies in the program receive assistance through the following steps.**

- Step 1: Construct a business case analysis for commercialization.
- Step 2: Utilize the information gathered in Step 1 to help the company prioritize the commercialization plan and address deficiencies that are bottlenecks/constraints to launch.
- Total funding per company is expected to be around \$75,000, including company cash match (20% of total).

•**Referrals from all regions are welcome. Key Contacts include:**

- **James Smith**, Genedge Regional Growth Manager based at Virginia Tech, jsmith@genedge.org or 540-315-5081
- **Cheryl Carrico**, Genedge Program Manager, ccarrico@genedge.org or 276-525-0088

Visit the **GENEDGE** website here.

**Project Update: Wood Haven Technology Park, Western VA
Regional Industrial Facilities Authority**



1. The following outcomes were achieved through the course of completing the water and sewer extension project:
 - a. Completion of Transportation Impact Analysis
 - b. Submission of the land use application
 - c. Public meetings with neighborhood
 - d. Zoning approval for all land in the Wood Haven Technology Park
 - e. Procurement of engineering services
 - f. Production of plans and construction documents
 - g. Procurement of construction services
 - h. Permitting and construction

The project resulted in the extension of water and sewer utilities at final grade to serve the site in a flexible configuration to suit a variety of users with a high available utility capacity. Water and sewer utilities have achieved substantial and final completion with the Western Virginia Water Authority.

By extending utilities to the site, the Authority has reduced the development timeline significantly. There is a demonstrable level of site readiness, and that has resulted in more lead activity for users requiring 50+ acres. Projects seeking 50+ acres have increased threefold for the Roanoke Regional Partnership in CY 2020. This is important because projects seeking 50+ acre greenfield sites are more impactful in terms of employment and investment. Achieving Tier 4 certification informs consultants, VEDP personnel, and other important project gatekeepers that projects can be accommodated in a reasonable timeframe as opposed to sites where costly and sometimes time-consuming projects are required to extend utilities.

As a result of the completion of the project, the Wood Haven Technology Park achieved a Tier 4 Virginia Business Ready Sites Certification and is now considered one of the Commonwealth's 'certified sites' meeting 100-acre minimum availability.

2. Since completion of project, it should also be known that full grading plans have been produced for the property's first phase which is capable of supporting a user of 1,000,000+ square feet. Paving has begun on the property's entrance road named 'Innovation Drive.' And the Western Virginia Regional Industrial Facility Authority has contracted with a construction firm to clear and rough grade a portion of the property. The site is on its way to achieving a Tier 5 certification within 12 months through additional investments made by the WVRIFA.

All procurement actions followed state and Authority procurement regulations including the advertisement of the opportunity to bid for both construction and engineering services and a competitive bidding framework. Engineering services were evaluated by a regional group representing all investor localities including review of qualifications and interviews. Construction services were advertised, and a pre-bid conference was held with interested offerors. All publicly facing procurement records are available for review at <http://www.wvrifa.org/rfq>.



The deadline to submit GOVA Region 2 Proposals is January 8, 2021.

GO Virginia Region 2 accepts full applications quarterly. For FY 2021, there are over \$1.6 million in collaborative grant funds available for Region 2 focused projects and up to \$10 million in statewide competitive funds for multi-regional projects. Match requirements will be relaxed through October.

[Learn More On Our Website](#)

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