

# Business Leadership | Team Summary

Business Leaders' Insights Requested

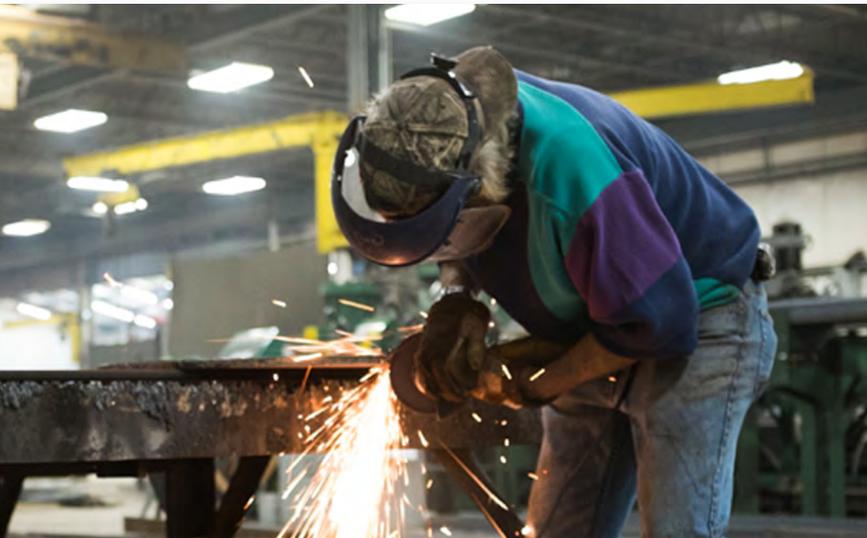


Appalachian Partnership Inc., (API) and the Appalachian Partnership for Economic Growth (APEG) are seeking a group of regional business leaders to help guide an important regional economic development planning process.

## THE PROSPERITY PLAN

APEG and API are spearheading a regional "Economic Prosperity Plan" for Appalachian Ohio. The purpose of the planning process is to develop an ambitious, yet achievable strategic plan to foster greater economic prosperity in the 25-county APEG service region by improving the private sector business economy. While a major objective of the plan is to help guide the work of APEG and API, the planning process will not limit itself to strategies that fall within their current missions, and multiple partner organizations will be supporting the effort.

The planning process will be highly participatory with dozens of opportunities for business leaders and other stakeholders to engage. Business leaders' input is critical to ensuring the plan reflects prioritized needs of regional businesses and industries, as well as the most appropriate strategies to mitigate the region's challenges and act on opportunities for economic growth. The planning process will strive to develop a shared regional vision.



**"Where There  
Is No Vision,  
the People Perish"**

Proverbs 29:18



# THE NEED FOR AN ECONOMIC PROSPERITY PLAN

The most competitive regions methodically develop and execute economic development plans. The Columbus Region, under the leadership of 70 business leaders comprising the Columbus Partnership recently exceeded their 150,000 job creation goal. Southeastern Ohio has not had a regional development plan since the 1980s and 1990s when the Southeastern Ohio Regional Council, a group of visionary business and government leaders, recognized our economy would never be strong unless we had a competitive highway network to support commerce and link the region to broader markets.

United behind the plan, the Southeastern Ohio Regional Council, developed a plan to build out the region's highway system, and relentlessly lobbied state and federal leaders to get it done. As a result of those efforts, State Route 32, U.S. Route 33, and U.S. Route 35 were expanded and improved. Building from this example, API and APEG are committed to bringing the business and community leaders of our region together to develop and implement a vision and plan to advance prosperity.

## PROSPERITY PLAN ASPIRATIONS

- 1 Realize the region's potential to improve business driven economic growth**
- 2 Assess basic goals, objectives and strategies derived through the planning process**
- 3 Prioritize strategic and operational roles for APEG and API**
- 4 Develop realistic strategies, tactics, and milestones related to the roles and missions of API and APEG**
- 5 Define recommendations concerning roles of external partners in economic development-related and broader regional strategies, including ownership and operational execution**



## THE NEED FOR BUSINESS LEADERSHIP IN THE PLANNING PROCESS

APEG and API recognize that for any plan to be effective and to improve the prosperity of the economy, it must be based upon the needs and opportunities perceived by the region's businesses. While the boards of directors of both organizations are business-led, they are too small to fully represent the diversity and breadth of the business community across a 13,000 square mile region. In order to succeed in developing a prosperity plan that truly works for the entire region, we must have more business leadership involved.

**Furthermore, we recognize that the region cannot successfully implement an economic prosperity plan unless business leaders support and champion it. To gain that support and commitment, the region's business leaders must be in at the ground floor and their viewpoints must drive the goals, strategies and action steps developed.**



# THE ROLE AND COMMITMENT OF THE BUSINESS LEADERSHIP TEAM

API and APEG are asking prospective members to the Business Leadership Team to commit to the following:

1. **To endorse** the need for leaders to come together and develop a vision and plan to advance the region's economic prosperity.
2. **To participate**, as able, in the portions of the planning process (described below) designed to gather input and direction from business leaders. Participation opportunities will be held at multiple times and locations to make it easier to participate.
3. **To identify** other business leaders to participate in the planning process and encourage their participation.
4. **To champion** the elements of the completed plan they feel will be most valuable to their business and the region.



## PARTICIPATION OPPORTUNITIES FOR THE PLANNING PROCESS

- **Employer Focus Groups** – 1.5-hour meetings occurring late January through mid February. Meetings will be repeated in 9 locations to reach the maximum number of business leaders. These meetings are the most important way for business leaders to provide input into the needs of the region and the Prosperity Plan.
- **Stakeholder Input Meetings** – 1.5 hour meetings in March. Meetings will be repeated in 9 locations to allow maximum input for stakeholders (businesses, local economic development professionals, local development districts, higher education, chambers of commerce, etc.) These are the second most important opportunities for input.
- **Strategic Initiative Work Session** – this will be a two-hour meeting held at a central location in March or April. It will be an opportunity to evaluate and prioritize goals and actions based upon input received from previous focus groups and input meetings. Participation is requested but not mandatory.
- **Final Plan Roll Out Meeting** – This will be a meeting at the conclusion of the plan to share the results of the process. Participation is encouraged but optional.



**Economic Development in Eastern and Southern Ohio**

### Appalachian Partnership for Economic Growth (APEG)

APEG, a subsidiary of API, contracts with JobsOhio to provide economic development incentives, talent development services, site selection and site readiness services across 25 counties in southern and eastern Ohio. Since 2011, APEG and JobsOhio have awarded over \$70 million in economic development grants, tax credits, and loans for 154 company expansions and new locations. Those companies have committed to create over 7,100 jobs in the region.

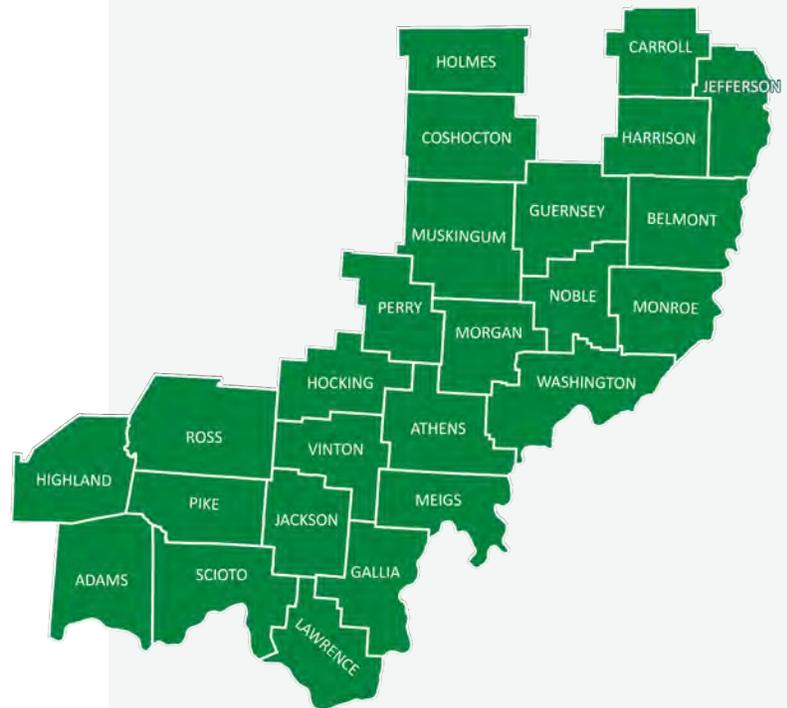


### Appalachian Partnership Inc. (API)

API is a non-profit organization that provides a business voice for Appalachian Ohio and attracts resources to help businesses prosper. Since 2012, it has provided more than \$12 million in free and low-cost business services, such as consulting services to the hardwood industry and grant funds that supported advanced training for 800+ manufacturing workers. API is currently launching a lending subsidiary to address credit gaps for area businesses.

### API AND APEG BOARD MEMBERS

- Chairman Mark James**, AEP
- Vice Chair Stan Sagun**, NiSource
- Secretary Matt Elli**, Axion Structural Innovations
- Greg Adams**, TDPI Ventures
- Mike Archer**, Pioneer Pipe
- Adam Conway**, Superior Hardwoods
- Tom Crawford**, McWane Ductile
- Matt Cybulski**, JobsOhio
- Jay Goodman**, Harvey Goodman Realty
- MarJean Kennedy**, Holzer Health System
- Kevin King**, Ohio University
- David LeDonne**, MarkWest Energy
- Gordon Litt**, Baker Hostetler
- Sara Marrs-Maxfield**, Athens EDC



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