



## Speaker Bios

### Keynote Speaker:

#### Jon Schallert

President | The Schallert Group Inc.



Jon Schallert is an internationally-recognized professional speaker and business consultant specializing in teaching businesses how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his proprietary 14-step “destination business” process. His methodology has been used extensively by towns, cities, villages, downtowns, seasonal tourist locations, shopping centers, retail chains, franchises and independent small business owners.

He developed his expertise by interviewing more than 10,000 independent business owners in their places of business throughout the last 18 years. Downtown programs throughout North America were the first ones who embraced his teachings, and he has spoken and consulted in more than 500 downtowns, which is more than any other consultant.

Prior to starting his own company, Schallert spent 10 years with greeting card giant Hallmark Cards, where his unique marketing strategies were publicized throughout the company as “the Schallert method.” Hallmark also tapped his expertise for their national rollout of “destination” Gold Crown stores. In 1996, he left his successful career at Hallmark Cards and started his consulting firm, the Schallert Group Inc.

In 2002, Schallert’s company launched Destination Business BootCamp®, where clients spend two and a half days with him learning how to reinvent their businesses and marketplaces using his proprietary destination strategy. His boot camps are now conducted three times a year in Longmont, Colorado.

Some of his corporate consulting clients include Kellogg’s, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, Kichler Lighting and Hunter Douglas. His insights are frequently seen in national publications such as The Wall Street Journal, the Washington Post, USA Today and Entrepreneur Magazine.

Schallert is a member of the National Speakers Association, the International Downtown Association, the National Main Street Network and Rotary International.

## **Session Speakers:**

### **Dr. John Accordino, FAICP**

Professor and Director | CURA @ VCU (Center for Urban and Regional Analysis)

Dr. John Accordino is the professor of urban and regional planning and the director of CURA @ VCU, the Center for Urban and Regional Analysis. CURA is VCU's community economic development outreach arm, housed in the L. Douglas Wilder School of Government and Public Affairs. Accordino's research and teaching focus on economic development policy and planning and commercial-district revitalization in the U.S. and Europe. He has conducted or supervised more than 50 commercial district revitalization plans, including Main Street enhancement studies and impact evaluations.

### **Jennifer Bell**

Downtown Manager | City of Winchester

Jennifer Bell has served as the downtown manager of the city of Winchester since January 2013, where she began a farmers market, opened a downtown welcome center and managed the development of 8 new major events, along with a \$120,000 fundraising campaign. She increased social media presence through a new app, mobile-friendly website and added 10,000 new followers to the city's Main Street Facebook page. She previously served more than five years as executive director of Salem Main Street in Salem, Massachusetts. She was selected as Civic Educator of the Year at the Close Up Foundation and received the Salem Chamber of Commerce Community Service Award for the creation of the Salem farmers market.

### **Kevin Byrd, AICP**

Executive Director | New River Valley Regional Commission

In his capacity as director, Kevin Byrd oversees a broad range of federal, state and local planning programs which include housing, transportation, environmental, economic development, land-use planning and GIS mapping services. Mr. Byrd began working for the commission in 2005 as a regional planner and was appointed as the executive director in October 2009. He has more than 10 years of community development experience in the public sector at the town, county and regional levels of government, along with private sector consulting experience.

### **Hal Craddock**

Initial Evaluator, Design Coordinator and Vision Management | Creative Boutique Hotels

Hal Craddock was the owner and a principal of Craddock Cunningham Architectural Partners PC, a Lynchburg-based planning, architecture and interior design firm for more than 30 years, and he still works with the firm as a consultant. During the past 35 years, he and his firm have designed more than \$100 million in renovations, adaptive use and new construction projects in the city's downtown, and he and partners have developed and owned several key buildings in the revitalization area. Craddock also serves as the initial evaluator, vision management and design coordinator for Creative Boutique Hotels.

### **Kathy Frazier, AIA**

Principal | Frazier Associates

Kathy Frazier is a founding member of Frazier Associates and is the principal-in-charge of architectural projects. She has extensive experience in historic preservation and community redevelopment projects including adaptive reuse, facade rehabilitation, streetscape and corridor design, as well as community-wide signage and way finding programs. She currently oversees the design services for the Virginia Main Street program.

### **Ann Glave**

Executive Director | Fredericksburg Main Street

Ann Glave is the first executive director for the Fredericksburg Main Street Inc., a nonprofit organization recognized as a designated Virginia Main Street Community in June 2013. Glave's career path has taken her into many directions. She held her broker's license in Massachusetts, where she worked more than 10 years as a residential realtor. Her love for retail brought her to Fredericksburg in 2000, where she ran a successful handcrafted jewelry and craft store for more than five years. Most recently, her involvement was with an arts and cultural nonprofit organization located Montpelier as their executive director.

### **Hilary Greenberg**

President | Greenberg Development Services

Hilary Greenberg is the president of Greenberg Development Services, a Charlotte-based planning and economic development consulting firm. Greenberg is nationally recognized as a downtown development expert experience with retail leasing and business development training programs for community volunteers. Her specific fields of consultation include market analyses, downtown plans, retail leasing strategies and development plans for downtown and neighborhood commercial districts.

### **Kathy LaPlante**

Senior Program Officer and Director of Coordinating Program Services | National Main Street Center (NMSC)

Kathy LaPlante is a senior program officer and director of coordinating program services at the National Main Street Center with expertise in building organizational capacity and developing promotional programming. She has worked in the Main Street field for more than 25 years. She joined the staff of the National Trust for Historic Preservation's National Main Street Center in May 2007. She works throughout the U.S. providing training for cities of all sizes using the Main Street Approach® to downtown revitalization.

### **John David McCormack**

President | Waukeshaw Development Inc.

John David McCormack, president of Waukeshaw Development Inc., is leading revitalization and rehabilitation efforts in Southern Virginia. To date, McCormack has overseen or has underway adaptive reuse and historic tax credit developments comprising more than 750,000 square feet, reflecting a total investment of more than \$80 Million. McCormack also works with municipalities across the state and has expertise developing complex projects in small and unproven markets including Bedford, Blackstone, Martinsville and Cape Charles.

### **Todd Morgan**

President | MB Contractors LLC

Todd Morgan has more than 20 years of experience in the construction industry, and he is recognized for his expertise in organizational management and project delivery. He has a proven ability to successfully oversee the operations of multimillion dollar construction agencies along with construction projects. His past experience as a mechanical project manager allows him to provide useful support in the design and preconstruction phase of a project. Morgan joined MB Contractors in 2001 as a project manager and assistant director of operations. Since July 2006, he has led the company as its president and chief operating officer.

**Stephen Versen**

AFID Fund Coordinator | *Virginia Department of Agriculture and Consumer Services (VDACS)*

Stephen Versen is VDACS' primary contact for economic development projects and serves as the point person for the Governor's Agriculture and Forestry Industries Development (AFID) fund. In this role, he provides business development assistance to new and expanding agriculture- and forestry-based businesses in concert with economic development allies and industry partners. Versen's work experiences include the city of Staunton's Department of Economic Development and the Virginia Main Street program, where he assisted communities with their downtown revitalization efforts.

**Dr. Martha A. Walker**

Community Viability Specialist | Virginia Cooperative Extension (VCE)

Dr. Martha A. Walker serves as one of five community viability specialists with the Virginia Cooperative Extension (VCE). In her role with extension, Walker works with counties and cities throughout Virginia as well as multiple state agencies. Since joining Extension, she has provided support in assessing community needs, facilitating community-based action plans and identifying resources from Virginia Tech, Virginia State University and other state and federal agencies. Her work is directly linked to and supported by extension agents and university faculty.

**Dr. Matt Wagner**

Vice President of Revitalization Programs | National Main Street Center (NMSC)

Matt Wagner has more than 20 years of nonprofit management experience in downtown development, entrepreneurship and tech-based economic development. At NMSC, Wagner is leading the launch of the renewed and re-imagined Four Point Approach®, as well as helping the center reach new communities with this refreshed framework. Overseeing the field services team, he also leads the center's efforts to expand technical service offerings and offer preservation-based economic revitalization services directly to communities.