It has been said that something as small as the flutter of a butterfly’s wing can ultimately cause a typhoon halfway around the world…

- Chaos Theory
CASE network

On November 30th and December 1st, a steering committee of local and regional leaders convened national and regional experts, community stakeholder groups as well as state agencies to develop a strategy for “Applied Sustainability” in central Appalachia built upon existing local, state and national networks. The purpose of developing the CASE network is to strategically enhance existing networks of innovative initiatives working on economic diversification in several pilot counties within West Virginia and Kentucky. This project’s goal is to transform the Central Appalachian economy through enriching existing networks, by building a “nested policy strategy” informed by the following:

1. **CASE project(s):** Initiating connections to complete replicable, on-the-ground projects and identifying those presently being developed throughout the region as well as the country. Over time, the CASE project will grow to encompass more counties. The CASE network will be defined by these emerging projects.

2. **CASE study(s):** In relation to the above project-centered aspect of CASE, the research portion will expand upon past and present regional successes, and will share what is being learned on the Center for Economic Option’s Green Jobs Accelerator. The research component will also actively identify “smart approaches” for expanding CASE projects as well as assessing the growth of “Applied Sustainability” in the region (e.g., STAR community index, Human Sustainability Index, etc.).

3. **CASE convening(s):** Over 2012, the CASE team will convene two annual strategy meetings in the City of Wayne and Williamson in order to expand and enrich the CASE network into several pilot counties and form a cohesive regional strategy to create conditions for a re-generative network to emerge and sustain the region’s economy and overall wellbeing. These meetings will bring together sustainability experts and community representatives; highlight concrete innovative projects in our focus counties; and set the stage for future strategic gatherings that will solidify Central Appalachia as what the U.S. Economic Development Administration calls a Regional Innovation Cluster; that is, an area that fosters new ideas because of existing innovation linkages and low transactions costs, much like Silicon Valley in California.

4. **Collaborative governance initiative:** Along with our national partner, Policy Consensus Initiative (PCI), the CASE Team will develop and initiate a regional governance process where participants (parties, agencies, stakeholders) representing different interests will collectively make policy decisions or recommendations to the CASE network as a whole, which will not substantially change consensus recommendations from the group participants.

5. **Smart Clusters program:** Building upon EDA’s Regional Innovation Clusters program, a confirmed method for creating jobs and growing regional economies, the Smart Clusters program (presently being developed by the CASE Team) expands the scope of EDA’s RIC program by emphasizing “Applied Sustainability,” as well as ensuring that the urban centers where these clusters typically emerge also expand their scope by creating knowledge linkages that benefit their rural counterparts. More importantly, this project provides insight into applying “open” or “distributed” innovation approaches within the RE sector, as well as enriching the region’s institutional capacity within the R&D sector using Charleston, West Virginia as a nodal point for the surrounding distressed and at-risk counties of Central Appalachia.

The CASE team sees a need for creative collaboration across county and state lines, in order to develop a regional policy for inclusive economic growth and development that advances community health and
well-being. A replicable strategy will be built around the successful projects that are presently being developed by many local, regional and national organizations working with the city of Williamson’s nationally acclaimed project, Sustainable Williamson. The CASE projects are broken down into the following (mechanism independent) components of the emergent whole, that is, the CASE network:

- Distributed Energy Generation
- Community Health
- Food Systems
- Integrative Education
- Sustainable Tourism
- Sustainable Building

**Synthesis of Nested Policy Strategy**
The CASE steering committee identified grassroots organizations in four counties to expand the established networks among community development innovators. They invited successful community-based groups that are empowering low wealth communities through job training in environmentally sustainable business fields as well as organizations with concrete, successful and innovative projects to participate in the CASE convening.

In addition, the steering committee identified novel approaches to participation that will ensure that the attendees will walk away with added value for their organizations and their home counties. One way to accomplish this is by utilizing a collaborative approach called a “swarm convening.” This approach was developed with the intention of optimizing spillover effects during group and individual discussions between government officials, technologists, journalists and advocates to share their knowledge about how best to develop the CASE network. It is our hope that this model will assist participants in maintaining openness, active participation, and most importantly, a creative/collaborative atmosphere for developing the new face of central Appalachia.

Results from Convening

- Learned more about the CASE network and opportunities to engage;
- Identified existing projects and initiatives in the region;
- Shared what’s working and made new connections;
- Identified missing partners and developed enrichment plan for network;
- Generated viable strategies that result in real-world projects on the ground;
- Prioritized immediate strategies for 2012;
- Committed, as interested, to participate and remain engaged in the work of CASE throughout 2012;
- Developed a strategy for staying connected to one another;
- Identified CASE network structure and scope of work that will be performed over 2012;
- Began the development of a collaborative assessment roadmap, developed in collaboration with elected officials (“sponsors”) and Policy Consensus Initiative;
- Initiated a targeted strategic plan for:
  - developing an interagency “Smart-Cluster” Taskforce for both state and federal agencies, based on existing initiatives (e.g., Appalachian Regional Development Initiative);
  - the development of a briefing and white paper fully capturing the scope of CASE as it is initiated over 2012;
  - developing both quarterly briefings and project-specific white papers informing both state and federal elected officials and agencies;
- Identified next steps for continued work.

Participants
Patrick Angel, OSM Appalachian Regional Reforestation Initiative
Doug Arbogast, iTravelGreen
Claire Austin, The JOBS Project
C. Donovan Beckett, M.D., Williamson Redevelopment Authority
Zachary Beckett, Williamson Redevelopment Authority
Allison Carey, Williamson Redevelopment Authority
John Connor, Almost Heaven Habitat for Humanity
Michelle Connor, Almost Heaven Habitat for Humanity
Catherine Crabb, The JOBS Project
Jeff Deal, Appalachian Institute for Renewable Energy
Brandon Dennison, Coalfield Development Corporation
Daryn Dodson, Calvert Investment Fund
Kelly Jo Drey, Bridgemont Sustainability Institute
Michael Durante, Compass Partners
Paul Fenn, Local Power, Inc.
Ian Golding, Threshold Foundation
Samuel Golding, Local Power, Inc.
Nathan Hall, East Kentucky Biodiesel
Vicki Hatfield, Mingo County Diabetes Coalition
Jenny Hudson, Williamson Redevelopment Authority
Rachel Lester, WV Division of Energy, Office of Coalfield Development
Kate Long, WV Public Radio
Savanna Lyons, WV Food & Farm Coalition
Maritza Martinez, Green For All
Eric Mathis, The JOBS Project
Darrin McCormick, Mayor of Williamson
Charley McCoy, Tug Valley Chamber of Commerce member
Tim McNamee, Mingo County Diabetes Coalition
Sandra Mikush, Mary Reynolds Babcock Foundation
Travis Mollohan, Governor Manchin staff
Spencer Moss, Appalachian Coal Country Team
Fern Nafziger, HOMES, Inc.
Monica Niess, The Write Choice Network
Brandi O’Dell, WV Division of Energy
Steve Owen, Appalachian Institute for Renewable Energy
Scott Pack, Southern WV Community and Technical College
Sr. Janet Peterworth, STOP Coalition
Murphy Poindexter, Es3
George Poole, Hatfield & McCoy Trails Board of Directors
Rebecca Prokity, Bridgemont CTC
Bill Richardson, WVU Extension
Tracey Rowan, WV USDA
Terry Sammons, Mingo County Redevelopment Authority
Selim Sandoval, The Write Choice Network
Pauline Sturgill, Appalachian Leadership Academy
Rio Tazewell, Appalachian Institute for Renewable Energy
Joseph Wiedman, Interstate Renewable Energy Council
Wendy Willis, Policy Consensus Initiative
Thom Worlledge, U.S. Green Building Council, WV Chapter
Marilyn Wrenn, Center for Economic Options
Dana Wright, WVU Extension
Community stakeholders, Listening sessions

Facilitator
Leslie Stone, Stone Strategies, LLC

Day 1: 10:00 A.M. – 5:00 P.M.
Welcome: Mayor of Williamson, Darrin McCormick welcomed participants and talked about “What is Sustainable Williamson”. Mayor McCormick highlighted the work that the City of Williamson, The JOBS-Project and many other partners have been engaged in over the last several months that are leading to a Sustainable Williamson.

What are Collaborative Networks? Eric Mathis, The JOBS Project and Brandon Dennison, Coalfield Development Corporation gave a brief presentation outlining the work that they have done together with other partners as an example of how collaborative networks function. Collaborative networks are informal and intentional. Partners seek opportunities to work together to share resources and expertise to accomplish goals for and with one another.

What is a SWARM Conference? Facilitator, Leslie Stone outlined the background of the SWARM Conference concept. It is rooted in the work of Harrison Owen, originator of Open Space Technology as a means to elicit creative ideas and solutions to current challenges in the business realm. The purpose of the CASE SWARM is to provide an open forum to identify connections for forming a network focused on developing Central Appalachian Sustainable Economies (CASE). Leslie also described the role of the facilitator. To facilitate means to make the work of participants easier throughout the next two days.

Who’s here and what are their skills? The group participated in an Asset Development Exercise designed to assist the group in getting to know one another and some of the skills available through the CASE network. Participants completed individual index cards that identified their name and a list of the strengths, abilities, knowledge, skills and talents that they bring to Central Appalachian Sustainable Economies. Participants engaged in a speed networking exercise to meet as many participants as possible.

Review of Ground Rules, Agenda and Consensus Decision-Making: Participants reviewed the agenda and consensus decision-making. Participants agreed, by consensus, to use the ‘thumbs’ method for making decisions as a group. Participants accepted the following ground rules to guide the two day meeting and the work of CASE over time. The following a list of the approved ground rules:

1. Speak genuinely.
2. Listen carefully.
3. Challenge one another’s ideas with respect.
4. Focus on positive solutions.
5. Have fun!!

What’s Goin’ On? Participants engaged in an exercise designed to identify existing projects and initiatives that are underway and could enhance the work of the CASE network. Categories were chosen because they are among the known elements of a sustainable economy. Participants added the name of the project, contact person and contact information in the following categories:

- Distributed Energy Generation
- Community Health
- Food Systems
- Integrative Education
- Sustainable Tourism
- Sustainable Building
Working Lunch: The following presentations were delivered highlighting successes in the Coalfields as a foundation for the formation of the CASE network.

- Center for Economic Options – Building Networks
- Bridgemont Sustainability Institute – Sustainable Communities Program
- Interstate Renewable Energy Council – Distributed Energy Generation
- The Write Choice Network – Community Health
- Williamson Farmers’ Market – Food Systems
- The JOBS Project – Integrative Education
- Williamson Redevelopment Authority – Sustainable Tourism
- WV Chapter US Green Building Council – Sustainable Building

Networking: Following lunch, participants had the opportunity for open networking among SWARM participants. This time provided participants the chance to: talk with others about what they’d heard; speak with presenters to learn in more detail about their work; and meet new people.

Breakout Sessions: Participants were given a handout describing the Swarm Rules and Law. Participants then gathered in groups of their choosing related to specific elements of a sustainable economy they were interested in. Facilitators and Note-takers were provided to assist each group in identifying a project that could be completed by network participants in the following areas. Participants were reminded to use the ground rules and consensus decision making in the work of their groups. Group participants and their decisions are listed below.

**Distributed Energy Generation**

This project will focus on developing open-source markets based on Renewable Energy, Energy Efficiency and Smart-Grid implementation, essentially developing a Generative Energy Optimization or GEO Eco-System. This session will explore policy and workforce development, community based energy and much more.

- Facilitators: Paul Fenn, Samuel Golding, Joseph Wiedman, Steve Owen, and Murphy Poindexter
- Note taker: Claire Austin

**Participants:**

- **Kelly Jo Drey** – Bridgemont Sustainability Institute
- **Rio Tazewell** – Appalachian Institute for Renewable Energy
- **Thom Worledge** – U.S. Green Building Council, WV Chapter
- **Nathan Hall** – East Kentucky Biodiesel
- **Doug Arbogast** – iTravelGreen
- **Ian Golding** – Threshold Foundation
- **Rebecca Prokity** – Bridgemont Sustainability Institute
- **Sandra Mikush** – Mary Reynolds Babcock Foundation
- **Michelle Connor** – Almost Heaven Habitat for Humanity
- **Marilyn Wrenn** – Center for Economic Options
Decisions:
1. Use the Wayne County Water Plant as one of our first pilot project
2. Develop creative financing (affordable funds to make this energy deal work)
3. Make sure local government are protected and represented in the deal-making process
4. Involve Mike Webb, Region 2 Planning and Development Council

Planning Steps:
1. Establish a timetable
2. Develop collaborative relationships with water treatment representatives
3. Secure technical representation
4. Develop a communication plan
5. Identify matching funds for facility upgrades
6. Bring in expertise to renegotiate contract
7. Identify skills and/or profession is necessary
8. Follow up with IREC
9. Identify funding

Notes:
- Using anaerobic digestion in water and sewage treatment is a new and fresh concept
- Piloting this project could eventually lead to the development of a whole new system for distributed energy generation and could provide us with the knowledge of how to move our system forward using combined cycle technology.
- A whole new infrastructure could be developed using things such as: waste slurry as biochar; transforming waste into anaerobic waste water, etc.
- USDA may be interested in a project such as this.
- Use infrastructure funding to add ‘renewables’ to the project.
- Determining who will represent the city in negotiations is the most important decision when undertaking a project such as this. The person must be knowledgeable of the energy issues, funding streams, government practice and the law.
- We have an expert in the room that has developed Community Development Block Grants
- Assess the possible use of municipal bonds to generate funds for the project
Current Related Distributed Energy Initiatives and Contacts:

- Innovative renewable energy financing - Mountain Association for Community and Economic Development - Berea, KY - MACED.org
- Biodiesel from coalfield cooking oil - East Kentucky Biodiesel, LLC – Nathan Hall - nathandavidhall@gmail.com
- Research related to distributed energy - Downstream Strategies
- High tech research and development - MATRIC – Charleston, WV
- Sunbank solar thermal systems – WV owned company
- Instruction to individuals on building solar panels - Vision Renewable Energy - Phillip, WV - www.newvisionrenewableenergy.org/contact_us
- Appalachian Institute for Renewable Energy (AIRE)
- Appalachian Regional Reforestation Initiative (ARRI) & Green Forests Work – pangel@osmre.gov

Community Health

This project will focus on synthesizing prevention and treatment into a comprehensive/holistic approach to increase the health and overall wellbeing of a community. This session will explore policy, walkable communities, measuring community health, regional/national/international networks, and much more.

- Facilitator: Monica Neiss, Selim Sandoval, Janet Peterworth and Dino Beckett
- Note taker: Allison Carey

Participants:

Monica Niess – The Write Choice Network
Selim Sandoval – The Write Choice Network
C. Donovan Beckett – M.D., Williamson Redevelopment Authority
Darrin McCormick – Mayor of Williamson
Spencer Moss – Appalachian Coal Country Team

Decisions:

Decisions that were made mainly focused on how the work for the FQHC planning grant needed to be organized and conducted.

Goal:

ID a project that everyone is involved within the community health topic and come up with a plan and discuss Williamson Health and Wellness Center, community health model and replication

Notes:

- Implement federally funded program in Williamson.
- Largest federal funding stream 11.5 billion into the program.
- Monica and Selim helping with a planning grant.
- FQHC fill gaps: uninsured, Medicaid, patients private practice can’t see, people who have to travel long distance for care.
- $650,000 dollars a year to create, then expansion money available after.
Nutritional education is cost effective way to provide health care.

Build partnerships and clinic, employee people in clinic, market, walkable communities, etc.

The clinic is more than a clinic; it is an incubator for “Applied Sustainability.” For every $ invested in renewable energy in health care, there’s a 20% Saving on health care.

Addresses high obesity, smoking, and diabetes. nutritional ideas and exercise can be implemented into a prevention and treatment plan.

Green jobs and community health go hand in hand.

Provide fresh healthy food voucher as an alternative to prescriptions.

Local restaurants provide healthy option on menu and food will be provided by Williamson farmers market.

VISTAs provide capacity building around community health.

Strategically, community health allows us to maintain inclusive approach where everyone wants/deserves to be healthy.

WRA obtained funding to implement planning process to implement the clinic for the next yr.

Develop a community surveys to access some of the following: access to healthy food?, access to doctor nearby?, chosen not to take a child to doctor due to what challenges?, jobs students are looking into?, What would keep people in this community?

Put together a community health needs assessment report: look for linkages with farmers market, walkable communities, etc.

Other studies on water quality and health and ties into people staying, jobs, etc. More jobs to keep people healthy then to let them be unhealthy ---- Wayne Co is doing studies on water quality –Complete other studies with various aspects and community health

Healthcare is a platform here to drive economic growth.

People in Williamson now starting to get into these new programs (walkable communities)

Coalfield communities are typically food deserts.

Health clinic and water funded together in some places, also growing gardens behind it.

Needs to be sustainable over the long term (not funded through grants forever.

Current Related Community Health Initiatives and Contacts:

- Little Daisy Clinic – Perry County, KY - Beverlyannmay@gmail.com
- Mingo County Diabetes Coalition – Vicki Hatfield 304-235-2930
- MIHOW (Maternal Infant Health Outreach Workers) Home Visiting Program – ABLE Families Works with pregnant women & mothers with babies up to 3 years – Sister Pat Murray - pmurray@ablefamilies.org
- West Virginia University Extension Service – Dana Wright -Dana.Wright@mail.wvu.edu
- “Wellness Committee,” WV Department of Education – Office of Child Nutrition, Bebbi Leigh
- Food addiction camp at Heritage Farm - Wayne County, WV- Brandon Dennison- dennison.brandon@yahoo.com

Food Systems

This project will explore developing a regional food systems network which utilize active and inactive mine sites as assets for community and economic development. This session will explore forest gardens, community gardens, food to school programs, successful market models, and much more.

Facilitators: Bill Richardson, Savanna Lyons, and Jenny Hudson

Note taker: Zach Beckett
Participants:
Savannah Lyons – WV Food & Farm Coalition
Bill Richardson – WVU Extension
Zach Beckett – Williamson Redevelopment Authority
Brandon Dennison – Coalfield Development Corporation
Wendy Willis – Policy Consensus Initiative
Fern Nafziger – HOMES, Inc.
Michael Durante – Compass Partners
John Connor – Almost Heaven Habitat for Humanity
Travis Mollohan – Outreach for Senator Manchin
Nathan Hall – East Kentucky Biodiesel
Jenny Hudson – Williamson Redevelopment Authority

Project Ideas:
1. Farmers’ mentorship program – capturing history and the knowledge of culture, agriculture, and crafts
2. Farm apprenticeships program – get kids on farms
3. Establish an inner city / rural exchange and collaboration – canning workshops, food processing, niche products (ginseng, paw paw, mushrooms, etc.)

Notes:
• Youth & the next generation of farmers: Vocational-Technical programs
  Assets from group:
  o Fern: model organic farm in KY
  o Brandon: construction mentor program expand to agriculture using Heritage Farm land in Wayne County?
  o Mike: entrepreneurship training (especially at the high school & college levels in D.C.
  o Travis: funding access
• Supporting Farmer Viability & Profitability – Farmer education
  Assets from group:
  o Travis: mother owns restaurant, buys locally
• Improving access to healthy food using Farmers Market, Reclaimed Mine Orchard, Micro-gardens, High Tunnels
  Assets from group:
  o Wendy: link to programs in Detroit
• School & institutional food and buying and Food to schools
  Assets from group:
  o Wendy: backhauling program farm to school experience

Current Related Food System Initiatives and Contacts:
Appalachian Sustainable Development- Abingdon, Virginia – organic growing, local selling & schools program – E.D. Kathryn Terry

Center for Economic Options- focus on farm to school and market development-Pam Curry, (304)345-1298 - www.TheGreenAccelerator.com

Share Our Strength, Washington, D.C. – funding source

RAFI – USA - Pittsboro, NC (specialty crop insurance & farm finance expertise)

Ohio Cooperative Development Center (OCDC) – Tom Snyder

List of resources for Central Appalachia small farmers / food systems workers - Appalfoods.org

Appalachian Regional Reforestation Initiative (ARRI) & Green Forests Work (GFW)– pangel@osmre.gov

Central Appalachian Network- Katy Allen, katy@ruralsupportpartners.org

Heritage Farm- Wayne County, WV - local producer project- Brandon Dennison-dennison.brandon@yahoo.com

21 Food Systems- WV Small Farm Center – Tom McConnell

WV Department of Education – Office of Child Nutrition - Molly Wood and Office of Career & Technical Education - Jason Hughes

WV Farmers’ Market Association– Larry Lower

Kanawha Community Garden Association – Kelly Straight (see Savanna Lyons, WV Food and Farm Coalition for contact info)

Supper-in-a-sack – cooking healthy with USDA commodities given to food partners, ABLE Families, Sister Pat Murray - pmurray@ablefamilies.org

WV Food & Farm Coalition – Savanna Lyons, s.lyons@wvhub.org, lots of links to additional orgs on www.wvhub.org/foodandfarmcoalition

Integrative Education

This project seeks to develop a coalfield based hybrid educational institute which will be linked to local and national universities through internships, fellowships, service learning, workforce development and volunteer programs. This session explored the basic philosophy of this institute, which is, developing “Applied Sustainability” curriculum around bridging the gap between theory and practice through service learning and workforce development.

Facilitator: Joseph Wiedman, Kelly Jo Drey, and Eric Mathis

Note taker: Claire Austin

Participants:

Joseph Wiedman – Interstate Renewable Energy Council
Rebecca Prokity – Bridgemont Sustainability Institute
Marilyn Wrenn – Center for Economic Options
Selim Sandoval – The Write Choice Network
Michael Durante – Compass Partners
Eric Mathis – The JOBS Project
Monica Niess – The Write Choice Network
Kelly Jo Drey – BBridgemont Sustainability Institute
Spencer Moss – Appalachian Coal Country Team
Rio Tazewell – Appalachian Institute for Renewable Energy
Decisions:
Group agreed to move forward with exploring any and all opportunities for integrating service learning into internship programs into CASE projects.

Notes:
- Establish Habitat Summer Internships program in each community to bring college students “home” for the summer. Use current Vocational Technical system in WV to focus on green building and energy efficient trades. Partner with WV Division of Energy and Habitat.
- WV Colleges and Universities entering a house plan concept for the solar decathlon – WVU (maybe?)
- Smart office online or explore virtual curriculum

Planning Feedback:
- Build a collaborative strategy around funding
- Reduce duplication of programs in workforce development
- Getting schools together to assess potential corporation (formal meeting)
- Identify physical space so that entrepreneurs can share costs
- Is a SMART office enough? Consider adding workshops, office space, meeting and networking opportunities
- Need a place to talk and have a glass of wine; places to sleep; so that entrepreneurs will be more invested in the community
- People from Appalachia are the entrepreneurs and should be the people making the transformation of the economy: fellowship to pay salary and to work on projects
- Develop a strategy to keep local leadership going. Identify assets.
- Integrative education needs to include K-12 in addition to programs for adults
- More discussion about whether a bricks and mortar institute is needed. Virtual / collaboration is a place to start.
- Create an action plan that outlines connections and interests expressed in the concept
- Not fresh (but refreshing...): Realization that this will take time.
- Also, this is community to university directed vs. university to community
- Creating the opportunities for summer internships ... a summer “job” for every college student to encourage them to come home
- Southern WV Community and Technical College – what role will they play?
- Local buy in is key
- Schools bring in brain power
- Who in the community will carry it through long-term?
- Long-term planning is essential
- Set specific goal for service learning in Williamson – Create a plan for resale of deconstruction properties
- Prevent competition among schools in the region / encourage collaborative planning among schools

Current Related Integrative Education Initiatives and Contacts:
Sustainable Tourism

This project intends to expand existing sustainable tourism initiatives into the coalfields by creating a “sustainable tourism corridor” linking traditional regional assets with newly developing tourism assets within the coalfields. This session will explore identifying coalfield assets, creating dynamic livable communities to reduce “brain drain”, and much more.

Facilitators: Doug Arbogast, Bill Richardson, George Poole

Note taker: Zach Beckett

Participants:
Patrick Angel – OOSM Appalachian Regional Reforestation Initiative
John Connor – Almost Heaven Habitat for Humanity
Jenny Hudson – The JOBS Project
George Poole – Hatfield & McCoy Trails Board of Directors
Wendy Willis – Policy Consensus Initiative
Doug Arbogast – iTravelGreen
Sandra Mikush – Mary Reynolds Babcock Foundation
Zach Beckett – Williamson Redevelopment Authority
Bill Richardson – WVU Extension

Notes:
- Heritage: Hatfield McCoy, Mine Wars / Labor, Railroad, Civil War, Eco-tourism, Energy – yesterday, today, tomorrow, Wild horses.
- Recreation: Mountain biking, Motorcycle, Hunting, Camping, Use the river between West Virginia and Kentucky – civil war potential?
- Adventure: ATV, Climbing, Whitewater, Competition with great rock climbing destination, Back in time.
- Other: Arts and Crafts, Music, Experiential, Food, Scouts and scouting badges, Tree planters, Civic engagement as tourism

**Current Related Sustainable Tourism Initiatives and Contacts:**

- Information related to degraded mine land associated with recreational areas- Appalachian Regional Reforestation Initiative (ARRI) & Green Forests Work (GFW) – pangel@osmre.gov
- Beech Fork State Park lodge development- Wayne County, WV- Wayne County HubCAP Team - Brandon Dennison, dennison.brandon@yahoo.com
- Clinch River Recreation Area – Wise, VA
- Red River Gorgeous – “sustainable” cabin retreats in Wolfe County, KY- Nick
- ITravelGreen West Virginia – Greg Adolfson, WV Department of Environmental Protection - Gregory.c.adolfson@wv.gov
- GeoTourism for West Virginia- Doug Arbogast – dougarbogast@gmail.com- 304-373-3669
- Eastern Kentucky FEAT – Foothills Eco/Agri-Tourism (5 county collaboration) - Gayle Clevenger and Gwenda Adkins
- Researcher at East Carolina University formerly with Handmade in America (expertise in heritage tourism planning)

**Sustainable Building**

This project will explore particular synergies around institutional, architectural and community design that stimulate the emergence of sustainable practices and the cultural changes required to increase a communities over all wellbeing. This session will explore interdisciplinary approaches to sustainable design, community wellbeing, and workforce development.

- Facilitators: Thom Worlledge, Brandon Dennison and Michelle Conner
- Note taker: Allison Carey

**Participants:**

Brandon Dennison – Coalfield Development Corporation
Thom Worlledge – U.S. Green Building Council, WV Chapter
Michelle Conner – Almost Heaven Habitat for Humanity
Nathan Hall – East Kentucky Biodiesel
Fern Nafziger – HOMES, Inc.
**Decisions:**

1. Focus on deconstruction instead of building new
2. Get code enforcement re-assessed
3. Invite state agencies to be at the table
4. Identify what to target – (Funds for Smart Office?)

**Notes:**

- Housing stock in WV is deplorable because lack of codes and knowledge
- Existing houses weren’t built well because they weren’t to be long term (poorly built) buildings are rotting
- Need to do deconstruction and use those sources locally
- Pick a building and find a person that is good with that stuff in the state, don’t need to have an expert and a Powerpoint presentation
- Problems: Transport to Distribution system
- Opportunities: Neighbors, Deconstruction and reuse
- Brick not cost effective to reuse, but can be used when crushed for gravel (access to crushing machine needed) can use crushed concrete
- Materials is #1 issue, need to figure out how to use them over and over or letting them go back to original state (rotting)
- Learn from older buildings: use rain water, sun, etc. to benefit
- Lack of education among builders, schools don’t teach these building ideas because of lack of money and/or supplies
- Goal to get builders involved in training students to learn these skills by having them work on actual projects
- Building code inspectors need education about the newer innovations in building
- Codes (insurance?) allow for no innovation or else requires a variance
- Is there political will to deconstruct?
- “Beautification goes a long way.”
- Develop improved facades as part of the process (“Main Street” programs) – Contact Monica Miller – Main Street 304-558-2234 Monica.D.Miller@wv.gov
- Natural Building Materials
- Develop demonstration projects w/ such materials as compressed soil blocks – no energy input
- Use local trees and sawmills for lumber
- Address: barriers to municipal governments, government regulation

**Planning Feedback:**
Focus on deconstruction
  o Extra cost – asbestos
  o Resale of materials, location
  o Resale of property – code restrictions
  o How is it scalable? Economics of scale (i.e. sell 10 houses)
  o Note: it’s possible to sell before deconstruction
  o Doing nothing has a cost to society

Reusing loan fund

IDEA...all new churches built from born-again materials

The greenest way to build is to reuse

Vo-techs & community colleges to train in deconstruction

Apprentice model for deconstruction

Train in-state expertise for lead-based paint and asbestos remediation

Paradigm shift “deconstruction” versus “demolish” – Decon not Demo

Current Related Sustainable Building Initiatives and Contacts:

  Old Urlings General Store Project – design charrette-Wayne, WV – Brandon Dennison-dennison.brandon@yahoo.com
  Various Affordable Energy Efficient Homes – South East Kentucky, , Fern Nafziger-nafzigfm@gmail.com
  Clean Cities Program, WV Division of Energy – (304)558-2234 main line- Casey Randolph (304)957-2010 -Casey.E.Randolph@wv.gov and Kelly Bragg (304)957-2004 Kelly.A.Bragg@wv.gov
  Smart office – Williamson, WV - Thom Worlledge- tworlledge@mckinneyassoc.com
  Sustainable schools – Thom Worlledge- tworlledge@mckinneyassoc.com
  LEED office -Leadership in Energy and Environmental Design (known as LEED is a rating system; US Green Building Council) –Logan, WV – Thom Worlledge

Open Forum - Concurrent Sessions

Listening sessions were held while the CASE Convening was underway. Local citizens, elected officials and community organization representatives were invited to come in, ask questions, and provide feedback. The JOBS Project and Williamson Redevelopment Authority staff conducted these one-on-one sessions.

Wrap up: Participants were invited to dinner and networking time at the Mountaineer Hotel. A music and local art show was part of the evening’s entertainment.

Check-Out: Participants were asked to share what went well with the day’s meeting and what they recommended changing in order to improve future meetings. Participants used individual index cards to share their thoughts. Following are the group’s collective responses. This information can be used to guide participants in helping to shape the direction and tone of their meetings and work together in the future. (See appendix A for Evaluation Notes)

Day 2: 10:00 A.M. – 2:00 P.M.
Welcome: Eric Mathis and Mayor Darrin McCormick welcomed everyone to Day 2 of the CASE Conference and thanked everyone for their participation.

The Importance of Collaboration: Presentation by Terry Sammons, Esquire. Mr. Sammons was introduced by Eric Mathis. Mr. Sammons used a power point presentation to guide his conversation with the group related to planning ahead and working with what you have to work with for obtaining a higher quality of life for the area’s citizen. One of the main points to walk away with from his talk is the importance of collaboration and completing the construction of I73. (Note: King Coal HWY is an important asset in many ways including connecting Wayne and Mingo Counties)

Collaborative Governance: Wendy Willis of the Policy Consensus Initiative was introduced by Eric Mathis. Ms. Willis talked about how the Policy Consensus Initiative in Oregon was born – out of the desires of elected officials (governors) a Republican and a Democrat to find a better way to make decisions that positively impact communities and their people. Policy Consensus Initiative staff now help communities across the US. Darrin McCormick, Mayor of Williamson talked briefly about Williamson’s work with the Policy Consensus Initiative to work together as the city grows.

Idea Village: Daryn Dotson from the Idea Village shared their model for community and economic development.

What did you hear? Following the morning’s presentations, participants met in random small groups to discuss what had jumped out at them and what they heard that might be useful as they move forward together as part of the CASE network. Each small group shared a few highlights from their discussions with the large group.

Synthesis of breakout sessions from Day 1: The spokesperson selected at the end of each breakout session was invited to make a presentation summarizing the work of each group. Presentations were heard from the following:

- Sustainable Building
- Integrative Education
- Distributed Energy Generation

Participants met in random small groups following each presentation and recorded their thoughts for each project team to consider as they moved forward with their identified shared project.

Open Forum - Concurrent Sessions: Listening sessions were held while the CASE Convening was underway. Local citizens, elected officials and community organization representatives were invited to come in, ask questions, and provide feedback. JOBS Project and Williamson Redevelopment Authority staff conducted these one-on-one sessions.

CASE Scope of Work for 2012: Participants met in a large group to determine the scope of work for 2012. 2012 outcomes were identified for CASE. It was decided that the work plan would be laid out with tasks identified for each quarter of the year 2012.
CASE Desired Outcomes for 2012

CASE is supporting a network to help each other make things happen in communities

- There is money for projects – early wins / Earth Day
- There are meaningful projects completed – at least one with a blueprint for replication
- Models for replication have been identified
- FQHC assessment is presently being completed.
- Other assessments are being completed related to the CASE network’s chosen projects such as: Brownfields, “Blight”, etc.
- Partners are identified and active (funding partners and project partner related to chosen topics/projects. There are strong relationships.
- Ongoing network of leaders across the region to support innovation

CASE Work Plan

First Quarter (January – March 2012)

- Identify all interested partners
- Identify all sources of possible funding (Flex E Grant, etc.)
- Develop:
  - CASE Vision
  - Mission
  - Processes for communication and decision-making, accountability and timelines (consider use of Green Accelerator CASE Group)
  - Define roles
  - Make a connection to Green Accelerator for communication about CASE work
  - Develop and distribute a document that explains the concept of CASE as a network
- A timeline chart as part of the CASE work plan
- Identify, block off, and distribute dates for 2012 convenings
- Develop a coordinated plan for needed assessments (use a single tool to gather needed information for all 2012 projects)
- Conduct outreach to legislators and other elected officials
- Conduct outreach to potential funders

Second Quarter (April- June 2012)

- Plan a CASE convening – use this convening to implement the assessment
- Hold CASE convening in conjunction with an existing event (tourism, farmers market, etc.)

Third Quarter (July- September 2012)

- Engage SWVCTC students in any efforts , organizations needing support to carry out projects/work related to CASE
- Test and incorporate any decisions made and information gathered from assessment results and the convening

Fourth Quarter (October- December 2012)
Celebrate!

- Plan second annual CASE convening
- Hold second annual convening in early December
- Assess progress to date
- Plan for next steps

Next Steps:
Existing Steering Team will take the leadership role to:

- Develop 1\textsuperscript{st} quarter infrastructure
- Conduct CASE Conference follow-up:
  - Work with the facilitator to complete and distribute conference notes
  - Make a connection to Green Accelerator for communication about CASE work
  - Develop and distribute a document that explains the concept of CASE as a network
- Include a timeline chart as part of the CASE work plan
- Block off dates for 2012 convenings now

Check Out: Participants were asked to share what went well with the day’s meeting and what they recommended changing in order to improve future meetings. Participants used individual index cards to share their thoughts. Following are the group’s collective responses. This information can be used to guide participants in helping to shape the direction and tone of their meetings and work together in the future. (See appendix B for Evaluation Notes)

Appendix A

Day One Evaluation Results: November 30, 2011

<table>
<thead>
<tr>
<th>+</th>
<th>What went well?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Δ</td>
<td>What would you change?</td>
</tr>
</tbody>
</table>
Appendix B

Day Two Evaluation Results: December 1, 2011

<table>
<thead>
<tr>
<th>+ What went well?</th>
<th>Δ What would you change?</th>
</tr>
</thead>
<tbody>
<tr>
<td>People are sharing great information!</td>
<td>It may be important to consider 1:1 follow-up sessions with the experts in the room.</td>
</tr>
<tr>
<td>Good opportunity for interaction</td>
<td>Distributed generation – no mention of Solar Williamson</td>
</tr>
<tr>
<td>Excellent use of assets in the room</td>
<td>Maybe more specific process for goal setting</td>
</tr>
<tr>
<td>Excellent, excellent facilitation!</td>
<td>Small group breakouts were good, but design of getting to actionable project was unrealistic</td>
</tr>
<tr>
<td>Good design, facilitation and explanation of open space</td>
<td>Lots of questions about scope of CASE (is it Mingo? 2-3 counties? WV/KY? Central Appalachia?)</td>
</tr>
<tr>
<td>Intros/meeting 6 others</td>
<td>Room was too cold in the afternoon</td>
</tr>
<tr>
<td>Local food providers with intentionality about recycling</td>
<td>Commitments need to be before lunch</td>
</tr>
<tr>
<td>Good mix of participants</td>
<td>People are still unclear on what CASE is trying to do, exactly</td>
</tr>
<tr>
<td>Love swarm idea and approach</td>
<td>We need to be leery of “outsiders” lecturing “locals”</td>
</tr>
<tr>
<td>Leslie is GREAT!</td>
<td>Need more locals</td>
</tr>
<tr>
<td>Networking and intermingling of diverse peoples/professions/etc.</td>
<td>Hard to hear conversations in groups</td>
</tr>
<tr>
<td>Good food</td>
<td>More mini-breaks</td>
</tr>
<tr>
<td>Overall good planning</td>
<td>List of attendees and organizations beforehand so folks can peruse with contact information</td>
</tr>
<tr>
<td>Motivating, good group of people</td>
<td>Higher screen for viewing in the back</td>
</tr>
<tr>
<td>Great informal networking</td>
<td>Too many facilitators in the breakouts</td>
</tr>
<tr>
<td>Lots of good “mini-presentations”</td>
<td>Warmer room would have been appreciated</td>
</tr>
<tr>
<td>Myriad opportunities for conversation leading to collaborations, new ideas, projects, etc.</td>
<td>More coffee!</td>
</tr>
<tr>
<td>Great networking, good people</td>
<td>Not enough time to do (planning for) two (projects) per session</td>
</tr>
<tr>
<td>Breakout sessions were fantastic – good number of people per group, good topic areas</td>
<td>Very institutional space (fluorescent lights, white tile floors, etc.) less conducive than more “natural” space (sunlight, etc.)</td>
</tr>
<tr>
<td>Networking possibilities</td>
<td>Too many presentations at lunch</td>
</tr>
<tr>
<td>Lots of ideas / brainstorming</td>
<td>Very cold in meeting room</td>
</tr>
<tr>
<td>Learning about models that exist already</td>
<td>Start the day with explanation of day’s objectives</td>
</tr>
<tr>
<td>Great overview of activities in Williamson</td>
<td>Facilitator should try/attempt to keep discussions on topic</td>
</tr>
<tr>
<td>Great opportunities for connecting the dots</td>
<td>More breaks</td>
</tr>
<tr>
<td>Local buy-in from Mayor and other key players</td>
<td>Temperature was chilly</td>
</tr>
<tr>
<td>The quick moving of it all was great!</td>
<td>Facilitation in small groups – some seem to be lectures more than discussions</td>
</tr>
<tr>
<td>Facilitator was great</td>
<td>The 80 min session was great, but went long</td>
</tr>
<tr>
<td>Excellent representation of diverse organizations</td>
<td>Just have 1 facilitator for each breakout, and ensure that they understand the role of a facilitator</td>
</tr>
<tr>
<td>Good job pulling lunch together!</td>
<td>Difficult to arrive at action items with mostly “idea” people and few “doers” or locals in breakout groups. I felt uncertain about what end goal we were working towards.</td>
</tr>
<tr>
<td>Great job bringing in a variety of expertise from outside WV</td>
<td>I noticed facilitators / local project organizers dominated the breakouts because others weren’t as informed – they felt like presentations</td>
</tr>
<tr>
<td>Discussions, collaboration, topics, expertise</td>
<td></td>
</tr>
<tr>
<td>Positive Comments</td>
<td>Negative Comments</td>
</tr>
<tr>
<td>-------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Facilitator was one of the best I’ve been involved with</td>
<td>Steering committee was not committed in final round</td>
</tr>
<tr>
<td>Fabulous crowd</td>
<td>The two day meeting was too long for a first meeting</td>
</tr>
<tr>
<td>People were stimulated by the activity and discussion at first</td>
<td>People are confused about the purpose of CASE as a network upon leaving</td>
</tr>
<tr>
<td>Great networking</td>
<td>Need more state and federal participation to overcome obstacles (I think they were invited but did not attend)</td>
</tr>
<tr>
<td>Great facilitation</td>
<td>Room is still cold (although I now understand that the heating system is still undergoing upgrades)</td>
</tr>
<tr>
<td>Fantastic and inspirational presentations at start of the day</td>
<td>More clear, cohesive structure and organization to the flow of presentations</td>
</tr>
<tr>
<td>Nice to have small group discussions about yesterday’s topical breakouts</td>
<td>Too few local people</td>
</tr>
<tr>
<td>Focusing in on the scope and specific projects to be pursued over next year</td>
<td>Notifications go out sooner, and thought given to who should have been invited</td>
</tr>
<tr>
<td>Love meeting was in Williamson</td>
<td>Less focus on specific details and more on support forces</td>
</tr>
<tr>
<td>Love diversity</td>
<td>Morning probably was too loose and long</td>
</tr>
<tr>
<td>Leslie did great job</td>
<td>CASE steering committee needed to be in the room during the next steps planning</td>
</tr>
<tr>
<td>More networking</td>
<td>More breaks needed</td>
</tr>
<tr>
<td>Good facilitating / guiding discussion</td>
<td>Steering committee not fully represented at end of conference – most important part</td>
</tr>
<tr>
<td>Speakers</td>
<td>Chilly</td>
</tr>
<tr>
<td>Flexibility to meet needs of those involved</td>
<td>Site visit to see some of the on-the-ground work</td>
</tr>
<tr>
<td>Very adaptable process</td>
<td>The end went too long for something so uncertain</td>
</tr>
<tr>
<td>More clear on expectations and plans</td>
<td>No time for questions or dialogue with those outside presenters</td>
</tr>
<tr>
<td>Timeline discussion</td>
<td>Too much for one day</td>
</tr>
<tr>
<td>Connecting to CEO Accelerator is great!</td>
<td>Folks left early</td>
</tr>
<tr>
<td>Lots of participation / brainstorming</td>
<td>More breaks</td>
</tr>
<tr>
<td>More breaks</td>
<td>As CASE is intended to be a network, breaks are important</td>
</tr>
<tr>
<td>Great experts to set the framework</td>
<td></td>
</tr>
<tr>
<td>Models of what is happening locally and in other areas</td>
<td></td>
</tr>
<tr>
<td>Great to interact with several different small groups</td>
<td></td>
</tr>
<tr>
<td>Glad we went over everything that was worked on yesterday</td>
<td></td>
</tr>
<tr>
<td>Good outside presenters</td>
<td></td>
</tr>
<tr>
<td>Again, I enjoyed the quick pace of the meeting.</td>
<td></td>
</tr>
<tr>
<td>The opportunity to network during dinner was incredible.</td>
<td></td>
</tr>
<tr>
<td>Great group of people.</td>
<td></td>
</tr>
</tbody>
</table>