



Scoring for Your Community...  
Have a Game Plan!!!

WINTER CONFERENCE  
JANUARY 19-21, 2022

The Westin  
Birmingham, Alabama

WWW.ACCMA-ONLINE.ORG

*Conference Materials and Evaluations can be accessed at [www.aub.ie/accma2022winter](http://www.aub.ie/accma2022winter)*



**Alabama City/County Management Association  
Government and Economic Development Institute  
Education and Training  
22 Extension Hall  
Auburn AL 36849-5297**

Dear Members,

On behalf of the ACCMA Executive Officers and Board of Directors, welcome to the 2022 ACCMA Winter Conference. This marks our first year hosting the conference at The Westin Birmingham, and I sincerely hope that you each enjoy the amenities that this beautiful facility has to offer.

With the World Games being held in Birmingham this summer, this year's Winter Conference has a focus on the importance for local government managers, administrators, elected officials and other community leaders to be prepared with a "Game plan" for any development, economic prosperity, fiscal responsibility, state and federal issues, and emergencies. On Thursday afternoon, we hope you will join us for the tour of the new BJCC Protective Stadium. After the tour, dinner and entertainment will be held at Top Golf.

This conference would not be possible without the diligent work of our Executive Officers, a listing of which is below. Serving alongside them has been an absolute pleasure, and I am immensely thankful for their willingness to lend their talents, time, and effort, to the service of ACCMA.

I look forward to the opportunity to spend some time with each of you during the conference.

Sincerely,

  
Ken Grimes, City Administrator, City of Orange Beach  
President, ACCMA

**Executive Officers**

President - Ken Grimes, City Administrator, City of Orange Beach

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Brian Muenger, City Manager, City of Pell City

# Agenda

## *Scoring for Your Community... Have a Game Plan!!!*

### **Wednesday, January 19th**

12:00–2:00 PM	Exhibitor Booths Set-Up
2:00–3:00	Beverages
2:00–5:00	Registration Desk Open
2:00–5:00	Exhibitor Booths Open
<b>Presiding</b>	<b>Ken Grimes – President, ACCMA, City Administrator, Orange Beach</b>
3:00–3:15	<b>Welcome &amp; Pledge</b> with Jimmie Stephens – Commission President, Jefferson County
3:15–4:00	<b>Scoring for You and Your Community</b> with Maj. Gen. Dick Burleson – VP Neel Schaffer, Retired SEC Official, Professional Speaker/Author
4:00–4:15	Beverage Break
4:15–5:00	<b>ICMA Update</b> with Nate Pagan - VP ICMA, City Manager, Owensboro, Kentucky with Randall Reid – Southeast Regional Director, ICMA
5:00–6:30	<b>Opening Reception – Dinner on Your Own</b>

### **Thursday, January 20th**

7:00–8:00 a.m.	Breakfast
7:30–11:45 a.m.	Registration Desk Open
7:30–12:00 p.m.	Exhibitor Booths Open
8:00–5:00 p.m.	<u>General Session</u> presided by Ken Grimes - ACCMA President
8:30–9:00 a.m.	<b>Meet Our Sponsors</b>
9:00–10:00 a.m.	<b>Marketing Your Community to Your Community</b> with Aaron Gresham – Executive Creative Director, Big Communications
10:00–10:15 a.m.	Beverage Break
10:15–11:30 a.m.	<b>Panel – Communities Providing Recreation</b> <b>Moderator: Ken Grimes - ACCMA President</b> with Gretchen DiFante - City Manager, Pelham; with Joey Motley – City Administrator, Opelika; with Chad Scroggins – County Manager, Shelby County
11:30 a.m.–1:00 p.m.	<b>President's Luncheon</b> with Coach Bill Clark, UAB Blazers



## ***Scoring for Your Community... Have a Game Plan!!!***

### **Thursday, January 20th Afternoon**

1:15–2:30 p.m.

#### **World Games, Birmingham Alabama**

with Nick Sellers - CEO, The World Games 2022  
Birmingham Organizing Committee

2:30–2:45 p.m.

#### **BREAK**

2:45–3:00 p.m.

#### **Walk to Protective Stadium**

3:00 p.m.

#### **Tour Protective Stadium**

with Tad Snider – Executive Director & CEO,  
Birmingham Jefferson Civic Center Authority

6:00–9:00 p.m.

#### **Dinner and Entertainment at Top Golf**

### **Friday, January 21st**

7:00–8:00 a.m.

#### **Breakfast**

8:00–12:00 p.m.

#### **Exhibitor Booths Open**

8:00–12:00 p.m.

#### **Closing Session**

presided by Ken Grimes - ACCMA President

8:00 – 8:15 a.m.

#### **Morning Devotional**

with Pastor Mychal Smith – Church of the Highlands

8:15 – 8:45 a.m.

#### **Meet our Students**

8:45 – 9:45 a.m.

#### **Legislative Preview**

with Bryan Parker – Director of Gov't Affairs, ALM  
with Jackson Fuentes – Coordinator of Communications,  
ACCA

9:45 – 10:00 a.m.

#### **Beverage Break**

10:00 – 10:30 a.m.

#### **Sports Economy for Communities**

with David Galbaugh - VP of Sports, Greater Birmingham  
Convention & Visitors Bureau

with Jay Kasten – Chief Operating Officer, The World  
Games 2022 Birmingham Organizing Committee

10:30 - 12:00 p.m.

#### **ACCMA Business Meeting**

presided by Ken Grimes - ACCMA President

#### **Door Prizes/Grand Prize Drawing & Adjournment**

## **MARK YOUR CALENDARS!**

ACCMA 2022 Summer Conference

June 1-3, 2022

Perdido Beach Resort





**Aaron Gresham**  
**Executive Creative Director**  
**BIG Communications**  
**[ajgresham@gmail.com](mailto:ajgresham@gmail.com)**

Aaron has over two decades of experience working with some of the world's most well-loved artists and brands. He is an award-winning creative director with a background in illustration, typography and design and a wealth of professional experience across branding, strategy, and production. He strives to create work that challenges convention and embraces the new; creating holistic, brand-driven visual solutions across all mediums. He takes a considered, systematic approach to his work, and has led design teams across the U.S., working with smart studios and smarter clients. He is currently available for freelance brand consulting and design.



**Coach Bill Clark**  
**UAB Blazers**

Bill Clark is a native of Anniston, Alabama. He graduated from Jacksonville State University in 1990 with a degree in physical education and began his football coaching career that year. His head coaching record at UAB is 40-22 and he is 51-26 as a Division I head coach. Clark has guided the Blazers to unprecedented success in five years as head coach, including winning the Conference USA Championship in 2018 and 2020, and claiming a C-USA record three straight C-USA West Divisional titles (2018-2020). The Conference USA Championships are the first two in program history.

Not only has Clark led the program to new heights, but it has all been crafted through the most unique situation in recent college football history. Following his first year at UAB in 2014, Clark stayed as head coach through the program's shutdown and two year hiatus. In 2015 and 2016, Clark reconstructed a team from scratch, and when UAB returned to FBS competition in 2017 after two years away, he guided the Blazers to an 8-5 overall record and the team's first bowl appearance since 2004. Clark was named the CBS Sports National Coach of the Year, as well as the Conference USA Coach of the Year. He was also presented the Thomas Brookshier Spirit Award by the Maxwell Football Club.

In Clark's first season as head coach of the Blazers in 2014, he turned around a program that was 2-10 the year before into a team that finished 6-6 and earned bowl eligibility for the first time since 2004. J.J. Nelson was named the school's first Walter Camp First Team All-American. Prior to UAB, Clark was the head coach at Jacksonville State in 2013 and led the Gamecocks to an 11-4 record, their most victories since the 1992. That number set an Ohio Valley Conference record and was also the most wins by a first-year head coach.



**Bryan Parker**  
**Director of Governmental Affairs**  
**Alabama League of Municipalities**  
**BParker@almonline.org**

Bryan joined the Alabama League of Municipalities' staff in June 2020 as Director of Governmental Affairs responsible for federal and state legislation. He came to the League from PowerSouth Energy where he was an Economic Development Representative responsible for recruitment and business development initiatives. In that role, he worked with marketing allies, development organizations and their member cooperatives to recruit prospective companies and new industry to Alabama. Prior to his service at PowerSouth, Bryan served for five years as a Field Representative for United States Congressman Jo Bonner. He holds a Masters of Economic and Workforce Development from the University of Southern Mississippi and a Bachelor of Science degree in Finance from Auburn University Montgomery. A native of Greenville, Alabama, Bryan and his wife, Katy, and daughter, Sybil, live in Pike Road, Alabama.



**Chad Scroggins**  
**County Manager**  
**Shelby County, Alabama**  
**cscroggins@shelbyal.com**

Chad Scroggins serves the residents of Shelby County and the Shelby County Commission as the County Manager. He is responsible for managing diverse departments and services: Juvenile Detention, Personnel Services, Finance & Accounting including Business Revenue, License Offices, Community Services, Facilities & General Services, Airport, Public Facilities, Water Services, Environmental Services, Development Services – Building Codes and Land/Development Regulations, IT Services, Proprietary (Water & Solid Waste Disposal/Landfill), Economic and Development, Tourism and Promotional, Work Readiness Projects and Initiatives, and the planning and construction of public facilities.

A graduate of Samford University with an undergraduate degree in Biology-Environmental Science, a Master of Science in Environmental Management, and a Master of Business Administration (MBA), he has the opportunity to apply this background in county operations. Chad serves on the Board of Directors for Leadership Shelby County, Shelby 911, Shelby County's economic development board- 58 INC., the Regional Planning Commission of Greater Birmingham, the Birmingham Business Alliance, Local Government Health Insurance Board, and the National Association of Counties Energy, Environment, and Land Use steering committee. Chad is married with two children. He enjoys many outdoor activities including endurance mountain bike racing, kayaking, fishing, and general outdoor travel.





## **David Galbaugh**

**Vice President of Sports Sales and Marketing –  
Greater Birmingham Convention and Visitors Bureau  
dgalbaugh@sportsbirmingham.com**

David Galbaugh is currently the Vice President of Sports Sales and Marketing for the Greater Birmingham Convention and Visitors Bureau. The GBCVB is a destination marketing organization that is supported by the transient room tax in Jefferson County, AL. The organization bring together the interests of city and county government and local hospitality suppliers (hotels, restaurants, attractions and transportation companies) in marketing the Greater Birmingham community as an event and visitor destination.

As a native of the Birmingham area, Galbaugh has enjoyed marketing his community as a sports and event destination and is very proud to have worked with major event organizers including the National Collegiate Athletic Association, the United States Tennis Association, the Professional Golfers Association, the Southeastern Conference, the United States Golf Association, Amateur Athletic Union, the National Senior Games, the World Police and Fire Games Federation and the International World Games Association.

Galbaugh started working for the GBCVB as a convention sales manager in 1996 and has been with the company for over 25 years. Additionally, Galbaugh created the Sports Sales and Marketing division in 2007 and leads the sports sales and marketing efforts for the Greater Birmingham CVB.

Galbaugh also serves on several community boards and committees including the Mercedes Marathon board, the World Games 2022 Operations Committee and the Advisory Board for the City of Hoover Hospitality and Tourism Department. Additionally, Galbaugh is a graduate of Leadership Hoover as well as the Birmingham Business Journal's Top 40 under Forty class. Galbaugh has been designated a Certified Sports Event Executive by the Sports Events and Tourism Association and has a Bachelor of Arts degree from Auburn University.



## **Maj. Gen. Dick Burleson** **VP Neel Schaffer**

Richard B. (Dick) Burleson is Vice President of Neel-Schaffer, one of the leading Engineering firms in the United States.

He is a native of Alabama and was inducted into the Alabama High School Sports Hall of Fame. Dick graduated from Georgia Tech with a Civil Engineering degree.

Besides his engineering career, Dick also rose to the Army Reserves highest rank, that of Major General. He graduated from the Army War College and was Commanding General of the largest Army Reserve Command in the World. His command covered eight states, 40,000 troops and included over 5,000 soldiers placed on active duty during Desert Storm. General Colin Powell personally decorated General Burleson's units.

One of his highest personal honors came, when General Burleson received the Spirit of America's – Audie Murphy Patriotism Award. He was only the 23rd American to receive this award.

In addition to his engineering and military careers, Dick Burleson has been a football official in the Southeastern Conference for 25 years and worked a full schedule of top SEC games every year as head referee. Dick has served

as Chief Referee and President of the SEC. He officiated fifteen major bowl games and the SEC Championship game.

His last game on the field was as the head referee for the National Championship Rose Bowl game.

His most recent position was as an SEC staff advisor on officiating, including evaluating officials performance each Saturday from the SEC Command Center. In 2019 he was inducted into the inaugural class of The Alabama Sports Officials Hall of Fame.

His book, "You Better Be Right", has reached the #1 Best Sellers list at Barnes & Nobles



## **Gretchen DiFante**

**City Manager**

**City of Pelham**

**[gdifante@pelhamalabama.gov](mailto:gdifante@pelhamalabama.gov)**

After 27 years in New York state, Gretchen DiFante returned to her home state of Alabama in August 2017 to become Pelham's first professional city manager and the state's only female city manager. She is responsible for all city operations and a \$65 million budget.

She has held senior executive roles in private, non-profit and local government organizations. Those roles include the director of customer service for the \$3 billion frozen food manufacturer, Rich Products in Buffalo, NY; executive vice president for P.W. Minor and Sons in Batavia, NY and executive director of Agape Counseling in Rochester, NY. In 2010, DiFante was hired as a consultant to the City of Batavia to help create the municipality's first data-driven strategic plan, which in 2014 received the International City/County Management Association's Strategic Leadership and Governance Program Excellence Award for its significant impact on the city's culture and strategic direction.

DiFante was chosen as Batavia's Assistant City Manager/Director of Administrative Services in 2014. In this role, she managed the city's FEMA Community Rating System program, which was awarded the highest rating in the state of New York, and she was recognized with an appointment to the New York State Stormwater and Floodplain Managers Association Board of Directors.

DiFante has been recognized for her leadership outside the community. After founding Alabama's Women Leading Government chapter, DiFante was recognized in 2019 by the League of Women in Government and the National Research Center as a Top 10 Finalist for the Premiere Leadership Trailblazer Award. Most recently, DiFante was named the Shelby County Chamber's 2020 Public Servant of the Year. DiFante also serves on the Alabama City-County Management Association Board of Directors.





## **Jackson Fuentes**

### **Communications Coordinator**

Jackson joined the Association of County Commissions of Alabama's staff in September 2021 as a communications coordinator and is responsible for drafting internal and external communications alongside ACCA's Director of Communication and Engagement. Additionally, Jackson works on ACCA's legislative team to ensure all 67 counties remain fully represented with one voice.

Jackson graduated from the University of Alabama with a Bachelor's in Communications in May of 2021 and has interned for the Alabama State Senate, Business Council of Alabama and former U.S. Senator David Perdue (R-GA). Jackson is an Atlanta native but is looking forward to working in Montgomery.



## **James A. Stephens**

### **Commission President**

### **Jefferson County District 3**

Jimmie Stephens serves as the Commission President and Chair for Administrative, Public Works and Infrastructure Committee. He is the Primary Liaison to Jefferson County Sheriff's Office, the Regional Planning Commission of Greater Birmingham and the Metropolitan Planning Commission.

Commissioner Stephens is a lifelong resident of District 3, a Mason (Flinthill #810 and Birmingham Scottish Rites) as well as a lifelong member of Canaan Baptist Church. He is married to Mona and they have three children and one grandson. Among his hobbies, he enjoys flying, hunting and Alabama Football. Commissioner Stephens grew up just South of Bessemer and attended Bessemer High School and Samford University, obtaining a Bachelor of Science in Business Administration in and a Masters of Business Administration in 1975. He is a member of Alpha Kappa Psi, Professional Business Fraternity, Pi Gamma Mu, Social Science Honor Society and Pi Kappa Phi, Social Fraternity. Commissioner Stephens business experience includes, Assistant Director of Meat Operations and Director of Retail Development, Associated Grocers of Alabama. Past President, Food Centers, Inc. Past Member Board of Directors, Associated Grocers of Alabama, Past owner of Jimmies Food Center and President, Stephens and Son Enterprises.

Commissioner Stephens is a former Bessemer City Councilor, Past Chairman of the Bessemer Board of Zoning Adjustments, Past Chairman of the Bessemer, Airport Authority, Past Chairman of the Bessemer Commercial Development Authority and Chairman of Exit 108 Commercial Development District and served on the Legacy YMCA Board of Directors. Commissioner Stephens serves on the Birmingham Jefferson Civic Center Authority Board of Directors, Jefferson County Department of Health Board, Birmingham Business Alliance Board and the Rotary Club of Birmingham.



## **Jay Kasten**

### **Chief Operating Officer**

#### **The World Games 2022 Birmingham Organizing Committee**

Jay Kasten serves as the Chief Operating Officer for The World Games 2022 and brings more than a decade of sporting event management experience to The World Games 2022. In this role, Kasten provides leadership over venue management, accommodations, transportation, ceremonies, broadcast operations, competition operations and partnership fulfillment. Prior to taking on this role, Jay served as Vice President at Bruno Event Team where he helped lead the Gameday Division. Clients included the University of Alabama, Auburn University, Alabama State University and UAB. Kasten worked to enhance the fan experience and execute their gameday operations at home football games. Kasten started his career with the St. Louis Cardinals selling season ticket packages before he moved to Birmingham in 2008 to work for Bruno Event Team. During Kasten's first 6 years with Bruno Event Team, he held leadership roles in golf, motorsports and gameday divisions. Kasten later served as Tuscaloosa Tourism & Sports Commission's Director of Sports, recruiting national and international sporting events. TTS saw tax revenues and economic impact increase each year of his involvement.

Kasten also serves on several community boards and efforts. Currently, he serves on the Lakeshore Foundation Jr. Board, Birmingham Education Foundation Jr. Board and United Way of Central Alabama's Young Philanthropists Society. In Tuscaloosa, Kasten served as a United Way of West Alabama board member and is a graduate of Leadership Tuscaloosa and the Alabama Leadership Initiative. Kasten has a degree in sport management from the University of Kansas and received his MBA from UAB.



## **Joey Motley**

### **City Administrator**

#### **City of Opelika**

**[jmotley@opelika-al.gov](mailto:jmotley@opelika-al.gov)**

As the City Administrator, Joey serves under the direction and control of the Mayor, and advises the Mayor on the administrative responsibilities of the City. Joey administers the daily operations of all departments of city government, which are under the Mayor's direction. He also provides administrative support for all Departments in the City of Opelika and supervises and evaluates Department Heads' performance. He is responsible for the preparation and administration of the annual departmental budget. At direction of the Mayor, Joey coordinates with Department and Division Heads and Council Members, the preparation of the annual municipal budget. He provides customer assistance, responds to citizen complaints, and promotes positive community relations. He also performs complex professional, technical, and administrative tasks relating to the administration of the City's Departments and Divisions and represents the City and provides information to the public, private organizations, and audiences.





**Ken Grimes, Jr.**  
**City Administrator**  
**City of Orange Beach**  
**[kgrimes@orangebeachal.gov](mailto:kgrimes@orangebeachal.gov)**

Ken Grimes is the City Administrator for the City of Orange Beach, Alabama and he has worked with the city since November of 2002. Ken was appointed City Administrator on June 10, 2008, where his duties are to manage the day-to-day operations of the city and a \$45 million annual budget that includes a \$30 million General Fund budget. Presently, Orange Beach has over 290 full-time employees and serves a unique population of just under 6,000 permanent residents but any given day a total population that ranges from 25,000 in the winter to over 100,000 people in the summer.

Prior to his employment with the City of Orange Beach, Ken was President and CEO of the Alabama Gulf Coast Area Chamber of Commerce (now Coastal Alabama Business Chamber) and the Bessemer Area Chamber of Commerce with over 13 years in the chamber business. Ken holds a Bachelor of Science degree in Marketing from Troy State University and a Master of Science in Economic Development from the University of Southern Mississippi. He and his wife Kelly live in Orange Beach with their two daughters.



**Mychal Smith**  
**Small Groups Pastor**  
**Grandview Campus Church of the Highlands**  
**[mychal@churchofthehighlands.com](mailto:mychal@churchofthehighlands.com)**

Mychal Smith is the Small Groups Pastor at the Grandview Campus of Church of the Highlands. He is a native of Birmingham, AL and a proud graduate of the University of Alabama at Birmingham and The Highlands College. After spending 11 years as a software and financial analyst, Mychal transition into vocational ministry in 2017. He and his wife, Terri, live in Alabaster, AL with their daughter Sarah.



**Nate Pagan**  
**City Manager**  
**City of Owensboro, Kentucky**  
**[nate.pagan@owensboro.org](mailto:nate.pagan@owensboro.org)**

As a founding principal of the CityBuilding Partnership LLC, Nathan provides communities, developers and places of worship planning services, customized workshops, site tours and advocacy support.

Previously, Nathan served as the CEO of the Lafayette Downtown Development Authority where he and his team spearheaded the development of the award-winning Downtown Action Plan and the Creativity Everywhere initiative; created the Development and Design Center; secured the adoption of a groundbreaking and graphically-intensive form-based code that won the 2019 Driehaus Award; established the CityBuilding Exchange educational conference for community leaders; and initiated a major road diet on one of the two main thoroughfares, as well as the development of the Return on Infrastructure Investment Analysis Tool.

Prior to running the DDA, Nathan was the co-founder and Director of Implementation Advisor for the international urban design firm PlaceMakers,

LLC. At PlaceMakers, Nathan worked with developers and municipalities to plan, entitle, develop and market neighborhoods, towns and cities.

During this time Nathan started the Magical Mystery Tour series of intensive site tours of leading projects and places that continues today as the CityBuilding Express. Prior to the creation of PlaceMakers, Nathan served as the Director of Marketing & Sales for multiple large scale traditional neighborhood developments.

He is a contributor to the Charter of the New Urbanism, the SmartCode Manual, and Reflections on Seaside; a co-founder and current president of the Urban Guild; a board member of the Congress for the New Urbanism Members' Christian Caucus; the primary author of the Smart Growth Schools Report Card; and the author of "Re-designing Church for the 21st Century." In 2019 he received the Barranco Awards which is the highest honor given by the Urban Guild.

He regularly speaks across the country on how communities can leverage placemaking as an economic development tool. He received his undergraduate degree from the University of Virginia and his law degree from the University of Alabama.



## **Nick Sellers**

### **CEO**

#### **The World Games 2022 Birmingham Organizing Committee**

Nick Sellers has deep roots in sports and service to the State of Alabama. And he brings that experience and passion to his position on loan from Alabama Power as CEO of The World Games 2022.

As former Chairman of the Alabama Sports Council, he led a board that oversaw the growth of several regional and national sporting events including the SEC Baseball Tournament, the Magic City Classic, and the Davis Cup Birmingham.

After beginning his career in sports marketing and as an advisor to the Governor of Alabama for economic development and policy, Nick joined Alabama Power in 2003 where he has held management positions both at Alabama Power and Southern Company including executive leadership of Business Origination, Project Management & Construction, Division Vice President, and Vice President of External & Regulatory Affairs.

In addition to the Alabama Sports Council, his other previous community involvement includes serving on the boards of the Bryant-Jordan Scholarship Foundation, Birmingham-Jefferson Convention Complex, and Board Emeritus member of the Alabama Sports Hall of Fame.

After earning his undergraduate from the University of the Pacific in Stockton, California, Sellers went on to earn his Juris Doctor from the Birmingham School of Law. He resides in Birmingham with his wife and three children.





**Randall Reid**  
**Southeast Regional Director**  
**ICMA**  
**[rreid@icma.org](mailto:rreid@icma.org)**

Randall (Randy) Reid serves as Southeast Regional Director & Director of Performance Initiatives for the International City and County Management Association. He has over 40 years of experience in local government serving as the County Manager of Martin, Alachua, and Sarasota County in Florida, and as the City Manager of Green River, WY and Titusville, FL. Mr. Reid started his career as an intern in Vandalia, Ohio, rising to Assistant City Manager.

Randy has served as President of the Florida City and County Management Association (FCCMA) and the Great Open Spaces City Management Association (GOSCMA). He has chaired the FCCMA Ethics Committee and served on the Florida League of Cities Board of Directors, the Alliance for Innovation Board of Directors and the Florida Association of Counties Foundation Board. He has served on many ICMA committees and chaired the ICMA Sustainable Communities Advisory Committee. He holds a Master of Public Administration Degree (MPA) from the University of Dayton and a BA in Public Administration from Miami University of Ohio.

Reid is a father of three, life member of the National Eagle Scout Association, a Rotary International Paul Harris Fellow, a frequent conference speaker and currently serves as Practitioner in Residence and Courtesy Assistant at the Bob Graham Center for Public Service at the University of Florida, which has a focus on civic engagement and education. He resides in Gainesville, Florida.



**Tad Snider**  
**Executive Director & CEO**  
**Birmingham Jefferson Civic Center Authority**

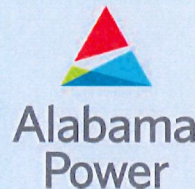
Tad Snider is the Executive Director and CEO of the Birmingham Jefferson Civic Center Authority (BJCC). Over 25 years of progressive growth led Snider to the senior position of Chief Executive Officer in 2010. Responsibilities include the overall management, sales, marketing and operation of the facilities, overseeing a full-time and part-time staff of nearly 600 and an annual operating budget in excess of \$80 million. The Birmingham-Jefferson Convention Complex has been successful as one of the most unique and diverse convention, meeting, performing arts, entertainment, office and retail center operations in the country.

The venues making up the BJCC complex consist of the 19,000 seat Legacy Arena, 3,000 seat and 1,000 seat performing arts theaters, 385,000 square feet of exhibit, trade show and meeting space, Forum Office Building, two connected convention hotels comprised of the LEED Silver Certified Four Diamond Westin Birmingham and the Sheraton Birmingham Hotel with a combined total 1051 rooms, Uptown Entertainment District and landlord to the Alabama Sports Hall of Fame, Birmingham Children's Theater and the Southeastern Conference. Protective Stadium is the latest addition to the BJCC family of venues.

A Birmingham native, Snider received his undergraduate degree in Marketing from Auburn University. He is a member of the International Association of Assembly Managers (IAAM), a graduate of the Oglebay Public Facility Management School, the International Association of Venue Managers Senior Executive Symposium at Cornell University and Leadership Birmingham.



## Sponsors#



FRAZER LANIER



The Government & Economic Development Institute (GEDI) at Auburn University promotes improved government policy and management, economic prosperity, and enhanced quality of life for the State of Alabama and its communities.



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