

# Speakers – Talent Attraction and Retention Forum

## Table of Contents

- Dr. Cassie B. Barlow, Ph.D ..... 1
- Erik Collins, M.A., ..... 2
- Jared Ebbing ..... 3
- Jeffrey C. Hoagland, BS, MPA ..... 3
- Stephanie Keinath, MPA, ..... 4
- Billie Lucente-Baker ..... 4
- Jeff Marcell, BA, JD ..... 5
- Derek Morgan ..... 6
- Scott Murphy ..... 6
- J.P. Nauseef ..... 6
- Rick Pearce ..... 7
- Bill Serr ..... 8
- Beckie Schretter ..... 8
- Julie Sullivan ..... 8
- Jennifer Todd-Goynes. BA, MS, MBA ..... 9



**Dr. Cassie B. Barlow, Ph.D.**  
**President at Strategic Ohio Council for Higher Education**

Dr. Cassie B. Barlow is the President of the Strategic Ohio Council for Higher Education. Through SOCHE’s multiple programs, Dr. Barlow is focused on collaboration among SOCHE’s 23 College and University members as well as professional development of faculty and staff and workforce needs of the almost 200,000 students at the regional institutions.

Dr. Barlow is familiar with leading multiple activities. She was the 88th Air Base Wing and Installation Commander, Wright-Patterson Air Force Base (AFB), OH. In that role, she commanded one of the largest air base wings in the Air Force with more than 5,000 Air Force military, civilian, and contractor employees. Dr. Barlow retired from active duty with the US Air Force as colonel in 2014.

Dr. Barlow was commissioned in 1988 as a distinguished graduate of Georgetown University, Washington, DC. Following graduation, she was assigned to her first of 13 assignments spanning the world.

Dr. Barlow earned a Bachelor of Psychology degree from Georgetown University, Washington, DC; Master of Clinical Psychology degree from Chapman University, Orange County, CA; and Ph.D. from Rice University, Houston, TX. She also earned masters degrees in Military Operational Art and Science, Air Command and Staff College, AL, and in National Security, Industrial College of the Armed Forces, Washington, DC.



**Erik Collins, M.A., Director,  
Montgomery County Community & Economic Development**

Erik Collins is Director of Community & Economic Development Services for Montgomery County, Ohio located in southwest Ohio. Erik is actively involved in business attraction and retention, as well as the County's incentive programs, and his day-to-day responsibilities include overseeing Building Regulations, Planning, Community Development, and Economic Development for the County.

Erik has extensive experience in business retention and was instrumental in developing the internationally recognized *Business First! For A Greater Dayton Region* Business Retention and Expansion Program (BR&E). This program is designed to connect businesses to resources in the Dayton Region. Since its inception in 2001, the program has connected over 7,000 local businesses with almost 100 resource partners to help them move their businesses forward. *Business First!* has been spotlighted in Site Selection magazine, Economic Development Journal and at the International Economic Development Council's Annual Meeting – New York City. The program serves 34 jurisdictions and five counties.

Erik's business retention experience also serves him well as a trainer for Oklahoma University Economic Development Institute, the International Economic Development Council and the Ohio Economic Development Association (OEDA). In 2017, Erik led the BR&E curriculum development and instruction for OEDA's new Economic Development certification program for Ohio Economic Developers.

In addition to business retention and expansion, Erik has played a key role in bringing new investments to Montgomery County. A partial listing of projects include:

- Spectrum Brands Global Auto Care Division
- Hematite's U.S. Headquarters for Automotive Parts Manufacturing
- Collective Brands, the largest shoe retailer in the western hemisphere
- CAT Logistics, the second largest CAT Logistics facility in the U.S.
- *Procter & Gamble's* Mixing Center
- WilmerHale - the fifth largest law firm in the U.S.

Erik has served on various boards and committees including the Greater Dayton Foreign Trade Zone, the Montgomery County Community Improvement Corporation, the Rotary Club of Dayton and the Ohio Economic Development Association. He is Past President

of the I-70/75 Development Association and Vice Chair of Operation 1,000 Cherry Trees, an initiative symbolizing the lasting friendship between the US and Japan. The Cherry Tree initiative also symbolizes Japan's gratitude for the assistance the country received from the U.S. following the tragic events of the tsunami that struck the Japanese coastline in March of 2011.



**Jared Ebbing**

**Community/Economic Development Director, Mercer County**

Jared holds a Bachelor of Civil Engineering degree from the University of Dayton and a Master of Business Administration from Wright State University.

As Community Development Director, Jared works with all the communities within Mercer County to plan for future projects and to locate the funding necessary to complete them. In addition, Jared works with local schools to ensure all students have the knowledge and awareness of what career opportunities exist in the region. The resulting "HometownOpportunity" workforce development retention and attraction strategy has been very successful in ensuring our future community and economic success.

On the Economic Development side, Jared works closely with businesses throughout the county by regularly communicating and assessing/addressing their needs. The goal is to ensure every local business possess the tools (including people with the appropriate skills) necessary to grow within the region. This is accomplished by meeting regularly with companies, conducting retention & expansion surveys, holding business breakfast forums, and constantly posting news & updates on the county's newsletter, website and Facebook page.



**Jeffrey C. Hoagland, BS, MPA**

**President & CEO, Dayton Development Coalition**

Jeff Hoagland is the President and CEO of the Dayton Development Coalition (DDC). The Coalition is the Dayton Region's economic development organization and principle public advocate.

After graduating from the University of Dayton in 1991, Mr. Hoagland worked in the Montgomery County Community and Economic Development, the City of Kettering as their Assistant City Manager and the City of Vandalia as their City Manager.

Jeff is very actively involved in many associations and groups. He is a member of the Air Force Civic Leader Program, as well as the Air Force Materiel Command (AFMC) CLP. He is past Chairman, The Big Hoopla NCAA First Four Local Operating Committee. Additionally, Jeff serves on several boards including Wright Brothers Institute (WBI) and Downtown Dayton Partnership. Mr. Hoagland is frequently a guest lecturer in government classes at the University of Dayton and Wright State University. He and his wife are also very active with Catholic Social Services and youth sports.

Mr. Hoagland graduated with a B.S. in Political Science from the University of Dayton and a Masters of Public Administration from Wright State University.



**Stephanie Keinath, MPA, Vice President for Strategic Initiatives  
Dayton Area Chamber of Commerce**

Stephanie's focus areas include public policy, workforce & talent alignment and economic development. In this role, Stephanie also oversees strategic operation of the chamber's programming, serving over 2200 members across nine counties. A registered lobbyist with the State of Ohio, Stephanie directs the chamber's advocacy efforts on public

policy issues that impact the region's business community.

In October 2020, Keinath was recognized by the Association of Chamber of Commerce Executives (ACCE) as one of the "40 Under 40" national emerging leaders in the chamber industry. Stephanie earned her BA in International Studies from Wright State University and her Masters of Public Administration from the University of Dayton. Stephanie and her husband Marcus reside in Washington Township.



**Billie Lucente-Baker, Vice President of Human Resources System Support Services at Premier Health**

In this role, she is responsible for talent acquisition, compensation, organizational effectiveness, and benefits across Premier Health, including five hospitals and corporate services. She has 24 years of experience in leading HR Operations for multi-site healthcare and hospital organizations.

Billie joined Premier Health in 1997 as the human resources representative for Good Samaritan North Health Center, where she progressed through roles of increasing responsibility. In 2008 she joined Premier Health's Dialysis Centers of Dayton as the Director of Human Resources, a role she held for five years upon returning to Good Samaritan Hospital as the Director of Human Resources in 2013. Prior to her current role, Billie served as the Director of Human Resources and Talent Acquisition

Services at Premier Health System Support, where she spearheaded the organization's sourcing, recruitment and selection processes.

A certified Senior Professional in Human Resources, Billie holds a number of professional certifications including SHRM's Talent Acquisition Specialty Credential. She holds an MBA from Wright State University and earned a bachelor's degree in Health Services Administration from the University of Cincinnati.



**Jeff Marcell, BA, JD**

**Senior Partner, TIP Strategies, Inc.**

As a senior partner with TIP Strategies, Inc., Jeff Marcell leads high profile national consulting engagements. He has worked with cities, counties, regions, and states in developing economic and workforce development strategies including the State of Delaware, Washington, Montana, Alaska, the Minneapolis-Saint Paul region, the Detroit region, New Port County RI, Charleston County SC, the Port of Tacoma, and many others.

Before joining TIP, Jeff served as president and CEO of the Economic Development Council of Seattle and King County. Jeff joined the Seattle EDC in 2004, and during his tenure, rebuilt the organization's client-based economic development programs. He supervised the recruitment, retention, and expansion of 65 companies in the Seattle region representing nearly 7,000 primary jobs.

Under his leadership, the Seattle EDC was recognized by the International Economic Development Council as the Best Practice Category Winner for programs in Technology-Led Economic Development and Sustainable and Green Development. He received the Outstanding Board Service Award from the Seattle-King County Workforce Development Council in 2012, in 2013 he received the MacArthur Award for Leadership from the Washington State Department of Commerce, and in 2015 he received the Distinguished Service Award from the Washington State Economic Development Association.

Prior to joining the Seattle EDC, Jeff served as a marketing executive in the Economic Development Division of the Greater Houston Partnership. He was responsible for retaining and recruiting corporate expansions and relocations by marketing and promoting the Houston region nationally and internationally. During his term with the Partnership, the organization brought in over 25,000 jobs to the Houston region with \$3.4 billion in annual economic impact to the community.

Jeff has a Juris Doctorate from South Texas College of Law, a Bachelor of Arts in Political Science from the University of Illinois at Chicago, and Certificates in Real Estate Development and Nonprofit Management from the University of Washington.



**Derek Morgan**

**Vice President of Human Resources, Kettering Health Network**

Derek Morgan serves as a trusted and collaborative advisor, providing a proactive, practical, and valued HR perspective in partnership with executive leadership. This role provides HR campus/site operational leadership throughout KHN and directly oversees HR operations at Kettering Medical Center System.



**Scott Murphy**

**Vice President of Economic Development  
Downtown Dayton Partnership**

Scott Murphy is a Dayton transplant who moved to the region to attend college at the University of Dayton. After working for the Air Force Research Lab for several years, Scott decided to follow his passion for community work by joining the Downtown Dayton Partnership (DDP) in 2014. At the DDP Scott serves as Vice President of Economic Development, where he leads downtown strategic planning efforts, development support, and the DDP's assistance to downtown businesses and attraction of new employers to the center city.

Scott serves on the board of Bike Miami Valley, where he helped lead efforts to launch the Link Bike Share program. His other community involvement includes the Marketing Committee at the Dayton Foundation, the Minority Inclusion Steering Committee, the board of NAIOP Dayton, and the board of Learn to Earn Dayton. Scott is also a graduate of Leadership Ohio and the International Downtown Association's Emerging Leadership Fellowship program.



**J.P. Nauseef**

**President and Chief Investment Officer, JobsOhio**



**Rick Pearce, President/CEO**

**The Chamber of Commerce serving Middletown, Monroe, and Trenton**

Rick is responsible for the strategic direction and collaborations between other chambers, businesses, education, legislators, and government entities on a local, state and national level. Prior to joining The Chamber, he served as a director with OminCom Solutions Group, a corporate training company specializing in end user software.

Pearce is a graduate of Middletown High School and Miami University. He completed the U.S Chamber's Institute of Organizational Management Program at the University of Arizona and participated in the inaugural class of the U.S. Chamber of Commerce Foundation's Business Leads Fellowship Program. He also serves on many local, regional, and state Boards. He has been President/CEO of the local chamber since June 2013. He lives in Middletown with his wife Sandra and they have two grown children.



**Jason Reinoehl, MBA, PhD,**

**Vice President for Strategic Enrollment Management  
University of Dayton**

Dr. Jason Reinoehl, currently serves as vice president for strategic enrollment management at the University of Dayton. In his 19th year at the University of Dayton, he has developed successful strategies in all aspects of enrollment management, with a special emphasis on enrollment growth and success through price transparency, access, diversity, and inclusion.

Dr. Reinoehl has advanced many enrollment strategies that have led to record enrollment, diversification and student success. Since serving as Vice President, UD has grown enrollment by nearly 6%, including increasing enrollment of historically underrepresented populations by 68% and Pell-grant eligible students by 44%. He has led many innovative strategies to extend UD's reach locally and internationally, including the development of the University's nationally recognized four-year net-price tuition plan, the launch of UDayton Global, a signature international recruitment and success venture with Shorelight Education, the launch and growth of the Flyer Promise Scholars program, and the development and growth of the UD-Sinclair Academy, an innovative public-private partnership with Sinclair Community College.

Dr. Reinoehl earned a Ph.D. in educational leadership from the University of Dayton, an MBA from Valparaiso University and a dual degree in accounting and computer science from Manchester University. He resides in Oakwood, Ohio with his wife and two daughters.



**Bill Serr**  
**Centerville City Council**  
**Chair, First Suburbs Consortium of Dayton**

Willis (Bill) Serr is serving his sixth year as a Centerville City Councilmember and second year as Chair of the First Suburbs Consortium of Dayton. He is also a member of the Board of Directors and Executive Committee of the Miami Valley Regional Planning Commission. Bill is the President Emeritus of Graceworks Lutheran Services, including Bethany Village, where he served 24 years as the chief executive officer. A licensed attorney, Bill practiced law for 13 years as a member of the Smith & Schnacke law firm. He holds baccalaureate and law degrees from The Ohio State University. Bill resides in Centerville with his wife, Susan. They have three adult children and two grandchildren.



**Beckie Schretter**  
**Vice President, Talent Strategy**  
**CareSource**



**Julie Sullivan**  
**Executive Vice President of Regional Development**  
**Dayton Development Coalition**

Julie Sullivan brings more than a decade of economic development work and a life-long passion for the Dayton Region to her work at the Dayton Development Coalition.

In 2014, Sullivan joined the Dayton Development Coalition, western Ohio's regional economic development organization.

As Executive Vice President of Regional Development, Sullivan is responsible for development of regional priorities and execution of strategies to support those priorities in collaboration with public, private and non-profit partners in order to grow the region's economic base.

Prior to joining the DDC, Sullivan was Director of Business Development for the Downtown Dayton Partnership. She was recognized by the Dayton Business Journal as a 40 Under 40 in 2012, one of the Top 25 Women to Watch for 2013 by Women in Business Networking

and a Power 50 female business leader for 2016, 2017 and 2018 by the Dayton Business Journal.

In 2017 she was named one of the Top 50 economic development officials in the United States by economic development group Consultant Connect. The award, nominated by site selectors, honors professionals who have played a significant role in representing their communities for companies interested in locating in the region.

Sullivan serves on the boards of NAIOP Commercial Real Estate & Development, Dayton History, and Greene Inc.



**Jennifer Todd-Goynes. BA, MS, MBA**

**Senior Consultant, TIP Strategies, Inc.**

Jenn has over 15 years of experience with transformational projects that cultivate vibrant, healthy, sustainable places for all people. Her areas of expertise include economic strategy, urban planning and design, organizational development, and disaster recovery. As a TIP consultant, Jenn manages projects that utilize her planning and recovery experience, as well as her knack for taking on big challenges that require visioning, strategic planning, and relationship building to achieve creative solutions and actionable strategies. Prior to joining the firm in 2019, Jenn worked for the City of Austin as a principal planner where she helped lead a citywide land development code rewrite and contributed to other planning and strategic projects throughout the city. She also spent time at the District of Columbia Government where she led community engagement and urban planning efforts for the Office of Planning, the Department of Transportation, and the Department of the Environment. With the International Economic Development Council, she designed regional economic development strategies with a focus on disaster recovery and identified strategies for sustainable industry development. Jenn holds a Master of Science in Community and Regional Planning from the University of Texas at Austin along with a Bachelor of Arts in History and a Bachelor of Business Administration in Management from the University of Georgia.