

Robert E. Barnes, Jr. CEcD
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PROFESSIONAL EXPERIENCE

President and CEO

Casper Area Economic Development Alliance (CAEDA), Casper, Wyoming
2006–2011

- Directed the operations, budgeting, marketing, and staff management for the private investor organization of a public-private corporation. Managed five employees and a budget in excess of \$500,000. Principal mission is advancing the economy of the Casper Wyoming area (pop. 71,000). Reported to the Executive Committee and the Board of Directors.
- Directed the overall management and supervision of economic development for metropolitan area with strong assets and challenged by being somewhat geologically isolated and difficult weather.
- Directed the research and development of in-depth base of knowledge including community economic and demographic analysis, SWOT analysis, CEDS, targeted industry study and subsequent strategic marketing plan, marketing studies for targeted industries, and related data.
- Developed an extensive community and investor relations program.
- Partnered with Casper College and numerous funding sources to develop, fund, and construct an \$11M business incubator using federal, state, and local funding.
- Developed an air service incentive programs that led to new commercial airline flights between Casper and Chicago and other major hubs.
- Developed an organizational leadership structure and expanded community partnerships.
- Worked with an independent local joint powers board to improve property and market a brownfield industrial park.

Director

Economic Development Joint Powers Board (EDJPB), Casper, Wyoming
2006–2011

- Directed the operations for the public side of the public-private corporation. Responsible for the multi-million dollar budget and multi-jurisdictional policies of this public entity. Principal mission was the managing, planning, and implementation of economic development policies and activities for the City of Casper and Natrona County, Wyoming.
- Managed CAEDA and EDJPB activities which contributed to a 14% growth of local employment including an 11% expansion of manufacturing jobs compared with overall national job growth of less than 1% and a 4% decline in manufacturing employment

Executive Director

Pulaski-Giles County Economic Development Commission, Pulaski, Tennessee
1998–2006

- Directed the operations for the public entity responsible for the Pulaski, Tennessee area (pop. 30,000) located along I-65 between Nashville, Tennessee and Huntsville, Alabama. Responsible for the management of a multi-million dollar budget, 400-acre industrial park, and reported to the Board of Directors.
- Established, managed, and implemented an extensive local economic development program between four local county and municipal bodies in South-Central Tennessee.

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- Managed, planned, directed, and oversaw all economic development functions including business recruitment, retention and expansion, and initiatives for commercial/retail development.
- Directed and managed the acquisition of land and managed design, construction, expansion, and marketing of a \$5M, 400-acre, fully serviced modern industrial park.
- Initiated and managed the speculative industrial building program using federal, state, local, and private funding. Results include the construction and sale of three buildings to new industrial employers.
- Facilitated seven new industry locations and four major expansions.

Executive Vice-President

Shelbyville-Bedford County Chamber of Commerce, Shelbyville, Tennessee
1993–1998

- Responsible for the management and direction of all Chamber operations and management of three employees in this community of 46,000 located on I-24 adjacent to the Nashville MSA.
- Achieved seven new industry locations and won the Tennessee Award for Economic Development Marketing Material.
- Developed, marketed, and significantly expanded the community's tourism assets.
- Managed and negotiated projects resulting in four consecutive awards as a Governor's Three Star Community, and the Governors A+ Education Award for two years.
- Responsible for an annual budget over of \$250,000 and supervised numerous volunteers.

Executive Director

Hickman County Economic and Community Development Association,
Centerville, Tennessee (pop. 24,000)
1990–1993

- Initiated Vision 21, an extensive economic development program for Hickman County.
- Accomplished two new industry locations and one major expansion.

City Manager Intern

City of Maryville, Tennessee
1989–1990

Graduate Assistant

East Tennessee State University, Master of City Management Program
1988–1990

Financial Security Sales (Stockbroker)

Edward Jones
1987–1988

Captain, Infantry and Armor Cavalry

United States Army
1981–1987

EDUCATION

Master of City Management, East Tennessee State University (1990)

Bachelor of Science, East Tennessee State University, Political Science and Communications (1984)

Associate of Business, Georgia Military College (1981)

PROFESSIONAL EDUCATION

- Certified Economic Developer, IEDC, (2005)
- Economic Development Institute, University of Oklahoma, (2003)

ACCREDITATION and EVALUATION

- Department of Health and Human Service, Job Opportunities for Low Income Individuals (JOLI) grant. Served as application reviewer providing detailed written and verbal comments, evaluations and scores to grant applicants. Scoring was based upon a standardized Application Review Module (ARM). The process utilized web-based grading system based upon consensus feedback generated from discussions of the Grant Review Panel. (2011)
- Accredited Economic Development Organization Committee/International Economic Development Council. Committee responsible for determining accreditation criteria. Served as accreditation and re-accreditation reviewer for several applicant communities. Served as on-site reviewer for Reading, PA. Provided detailed written and verbal feedback while participating in a site visit to determine award of AEDO designation to the Berks Economic Partnership. (2009)
- Certified Economic Developer (CEcD) grader and evaluator. CEcD is the professional certification designation awarded by the International Economic Development Council (IEDC). Graded the written exam portion, conducted the oral exam and provided verbal feedback to economic development professionals undergoing the certification process. (2006, 2008, 2010)
- Tennessee 3 Star Program Chair and Evaluator. The Three-Star program allows Tennessee communities to achieve excellence in economic and community development. By emphasizing foundational steps, targeting community strengths, and establishing guidelines to improve quality of life and grow jobs, the Three-Star committee determines program criteria and conducts evaluations for communities seeking the Three-Star Community certification. Served as site lead evaluator providing written and verbal feedback and award recommendations for several applicant communities. (1999 – 2003)

PROFESSIONAL PRESENTATIONS

- *College and Economic Development: An Ongoing Partnership*, presented at the American Community College Congress, San Francisco, CA (2009)
- *State of the Economy of Casper and Natrona County*, presented at the Wyoming Business Council's Regional Economic Development Conference, Casper, WY (2009)

- *Development of the Business Innovation Center and the Projected Impacts on the Local Economy*, presented at the Governor's Summit on Workforce Solutions, Wyoming Workforce Investment Board, Jackson, WY, (2009)
- *Entrepreneurism: The Key to Economic Diversity*, presented at Wyoming's Economic Forecast Conference, Wyoming Business Report, Casper, WY, (2008)

HONORS

- Professional Economic Developer of the Year, Tennessee Industrial Development Council (2005)
- Outstanding Service Award, State of Tennessee Technology Centers (2005)
- Pulaski Rotary Club - Paul Harris Fellow (2003)
- Excellence in Marketing Award for Rural Communities, Tennessee Department of Economic and Community Development (1995)
- Pi Sigma Alpha, National Political Science Honor Society (1984, 1988–1990)
- R. D. Ikenberry Academic Award, ETSU (1984)

PROFESSIONAL TRAINING

- International Economic Development Conference (IEDC) Annual Conference (2005–2007, 2009, 2010)
- IEDC Leadership Conference (2007–2009, 2011)
- Physics of Economic Development Marketing, Blane-Canada, Chicago, IL. (2003)
- Research Methods for Economic Development Practitioners, (ACCRA) George Mason University (2000)
- American Public Power Association Economic Development Conference (1999)
- Local Government Leadership Program, University of Tennessee Center for Government Training (1997)
- Economic Development Information Technology, Georgia Technological Institute (1996)
- Economic Research, Retention & Expansion Programs, (ACCRA) UNC Charlotte (1996)
- Industry Location Factors: Prospect's Information Needs, (ACCRA) UNC Charlotte (1995)
- Strategic Analysis for Community and Economic Development, (ACCRA) UNC Charlotte (1993)
- The Grantsmanship Institute of Los Angeles, CA (1992)
- Note: ACCRA was renamed The Council for Community and Economic Research (C2ER)

COMMUNITY SERVICE

- Casper Utilities Advisory Board Five member board appointed by the Mayor (2007–2011)
- Leadership Casper (2007)
- Casper Area United Way, Admissions and Allocation Committee (2007–2011)
- 5 Trails Rotary Club, (Casper, WY), (2006–2011) Board of Directors (2009–2011)
- Osher Life Long Learning Advisory Committee, Casper College (2007–Present)
- Pulaski Rotary Club (1998–2006), President (2003–2004)
- Tennessee Workforce Investment Board, Area 10 (2000–2003)
- Pulaski - Giles County Education Foundation (1999–2006)

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- Advisory Board, Jobs for Tennessee Graduates (2000–2006)
- Hillcrest Country Club, Board of Directors (2002–2004)
- Citizens Police Academy, City of Pulaski (1999)
- State of Tennessee Three Star Program Award Criteria and Evaluation Committee (1999–2003), Chairman (2000–2003)
- Leadership Giles County, Board of Directors (1999–2004)
- Leadership Giles County, (1999)
- Tennessee Technology Center Community Advisory Board (1998–2006)
- Tennessee Squire (1996)

PROFESSIONAL ORGANIZATIONS

- International Economic Development Council, Member
- IEDC Accredited Economic Development Organization Committee Member (2008–2011)
- IEDC Membership Committee, Member (2007–2011)
- President, Board of Directors, Wyoming Economic Development Association (2010–2011)
- WEDA Legislative Committee Member 2006–2011)

REFERENCES

William (Bill) Shuff
Executive Director
Middle Tennessee Industrial Development Association
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1.800.227.6628 (Phone)
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