



2010 Spring Conference Speaker Profiles

James S. Cheng
Secretary of Commerce & Trade
Commonwealth of Virginia



James S. Cheng has over 20 years of experience in Information Technology and Government Contracting, and is active in angel investment and early stage entrepreneurial ventures of various types. Jim was most recently the President of Totus Lighting Solutions, a startup efficient-energy firm, and mentored several emerging companies.

From 1994-2005 he was founder and CEO of CHM, a government contracting company specializing in Information Technology, which he grew from a staff of 5 people to 550 and \$90M in revenue at the time of sale in 2005. In 1999 his company was named Virginia Business Magazine's fastest growing private company in Virginia and #12 fastest growing private US company in Inc Magazine's "Inc 500". In 2001 he was named SE Virginia's KPMG Entrepreneur of the year. From 1981-1994 at ECI, a government IT contracting firm, he held various management and technical positions, rising to the position of Sr. Vice President of Marketing. Jim is active in the community and has served on the boards of non-profits, state-level and community organizations. He was a board member of the Virginia Small Business Finance Authority from 1999-2007, and is currently a Trustee of the Darden School Foundation at UVA, and a member of the ODU Education Foundation Board. Jim holds a BS Degree in Computer Science from Old Dominion University, a MBA from the Colgate Darden Graduate School of Business (UVA) and a JD from Georgetown University Law Center.

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Elizabeth Creamer
Director of Career Pathways, Workforce Development Services
Virginia Community College System

Elizabeth Creamer is the Director of Career Pathways, Workforce Development Services, Virginia Community College System (VCCS). In addition she is principal administrator for Postsecondary Perkins, Tech Prep, and Commonwealth Scholars programs and leads the VCCS WDS team that directs all career pathway initiatives administered by the VCCS including Middle College, Apprenticeship Related Instruction, Career Coaches, Career Readiness Certificate, and more.

Creamer is a member of the State Task Force for Virginia's Career Pathways Plan and the former Principal Investigator of the VCCS National Science Foundation Grant Project: Creating Pathways for the New IT Professional.

She serves as senior personnel for Virginia Space Grant Consortium National Science Foundation Grant Project: Geospatial Technology Education through Virginia Community Colleges and has served as a former board member for the National Career Pathways Network (NCPN).

Prior to her current position Creamer served as Director of Tech Prep and Dual-Enrollment for Thomas Nelson Community College in Hampton, VA and as Academic Program Coordinator for Paul D. Camp Community College in Franklin, VA. She has also served as a community college academic advisor and adjunct faculty member in English.

Creamer received a Bachelor of Arts from Christopher Newport University, a Master of Arts from Old Dominion University and has completed additional graduate work at the College of William and Mary.

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Dr. Robert P. Leber
Director of Education and Workforce
Northrop Grumman Newport News

Dr. Robert P. Leber has been a long-time employee at Northrop Grumman Shipbuilding's Newport News Operations holding various leadership positions since 1982. Currently Bob is the director of Education and Workforce Development and is responsible for The Apprentice School and the Sector's Training Services.



Bob also serves as the Sector's point of contact for workforce development activities, and in line with that role serves as Chairman of the Virginia Workforce Council and is immediate past Chair of the Greater Peninsula Workforce Investment Board. Bob also serves as President of the Newport News Education Foundation and on numerous Boards including the National Association of Workforce Boards and the Virginia Career Education Foundation, and is a member of the American Society for Training & Development's Public Policy Council. Bob is also a member of the Commonwealth's P-16 Education Council.

Bob received a Marine Engineering degree from the U.S. Merchant Marine Academy, a Liberal Arts degree from the University of Evansville, an MBA from the College of William and Mary, a Master of Arts in Education and Human Development from George Washington University and a Doctor of Strategic Leadership from Regent University.

Christopher Lloyd
Senior Vice President and Director, Infrastructure and Economic Development
McGuireWoods Consulting, LLC

Chris Lloyd leads the McGuireWoods Consulting Infrastructure and Economic Development team where he specializes in site selection and economic development incentives negotiations. Chris has also worked closely with clients on numerous public-private partnership projects for transportation and other infrastructure as well as playing a leading role in the development and passage of Virginia's public-private partnership laws. These statutes have since become model legislation for use in other states. As a result of this work, Mr. Lloyd has become a frequent speaker on economic development policy issues and public private partnership projects around the country.

Chris served for nearly five years in the Office of the Secretary of Commerce and Trade under Virginia Governors Allen and Wilder. In this position, he was responsible for legislative, budgetary, and regulatory coordination and development for the fifteen agencies within that Secretariat which oversees the state's economic development programs.



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Elizabeth (Liz) G. Povar
Director of Business Development
Virginia Economic Development Partnership

A native of Fort Wayne, Indiana, Elizabeth Povar has been the Director of Business Development for the Virginia Economic Development Partnership since 2003. The Business Development Division executes the Commonwealth's strategic marketing to target business sectors, working principally with local, state, and private partners to grow business in Virginia.



During her time as Director, over 800 projects have announced over \$10 billion in capital investment and over 90,000 new jobs in Virginia. Her professional team's portfolio of clients reads like a who's-who of the global corporate world, and includes Maersk, Rolls-Royce North America, BNA, James Hardie Building Products, Philip Morris, Coors, Pepsico, BoozAllen, Micron, Qimonda, Merck, HP Hood, DuPont, Hershey, IKEA, Cardinal Glass, MeadWestvaco, StarTek, Trader Electronic Media, BAE, Masterbrands, IBM, United Health, Avid Medical Products, McAirloads, SAIC, Barr Labs, Volkswagen, RR Donnelly, Walmart, ABB,

and the SRI Institute.

In her first years with the Partnership, Liz was Senior Marketing Consultant for the Business Development Division and was responsible for developing and implementing the division's first coordinated outreach marketing strategies, including geographic marketing missions, trade shows, and special events. Later she served as a Project Manager and Team Leader for the Primary Industries Team.

Prior to her affiliation with the Partnership in January 1995, she served for ten years as Director of the Emporia-Greenville Industrial Development Corporation, a local economic development agency. In 1993, Povar served as the principal staff coordinator for *Greenville-Emporia Tomorrow*, a community-wide strategic planning process sponsored by GTE.

Liz graduated from Bluefield College in southwest Virginia in December 2000 with a B.S. degree in Organizational Management. She received her Certified Economic Developer designation in 1997. She is a past President of the Virginia Economic Developers Association, and is a graduate of and former lecturer for the Virginia Institute for Economic Development. She is co-founder of **CARES (Children Are Really Extra Special)**, a business-education partnership first piloted in the Greenville County School System and now replicated in several rural school divisions in Southside Virginia.

Liz is the mother of three adult children (two are graduates of the University of Virginia, and one from George Mason University), stepmother to four, and proud Gramma of Kadin Isaac and Haley Grace Johnson! She is married to Tedd E. Povar, Associate Director of the Virginia Institute of Government, affiliated with the University of Virginia. In her leisure time, Liz enjoys travel, reading, grandparenting, and cooking.

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John M. Rhodes
Senior Principal
Moran, Stahl & Boyer

Mr. Rhodes has over 35 years of experience working in the corporate sector for General Electric Company and Prudential Financial in addition to private consulting. He has had multiple careers related to engineering, marketing, sales and site selection /economic development consulting.

Mr. Rhodes has led the MS&B consulting practice since 1994, focusing on business location consulting for both corporate and non-profit organizations as well as community economic development consulting. Corporate assignments have included location analysis, location deployment strategies, and relocation analysis for companies in financial services, technology, transportation, healthcare and diverse manufacturing industries.

Economic development projects include labor market analyses, target industry studies, stakeholder interviews (including interviews with hundreds of companies), facilitated sessions with community stakeholders, benchmarking peer communities, long-term economic development strategies, marketing strategies and community resource profiles to support external marketing. His client base is located throughout North America including several communities in Virginia (James City County, Augusta County and Botetourt County).

Mr. Rhodes is often quoted in the media, has written articles for various trade publications, and is a frequent speaker at national, state and local economic development conferences. His topics often focus on technology, R&D and innovation, and their relationship to economic development. Rhodes is a member of the International Economic Development Council (IEDC) and the Virginia Economic Developers Association (VEDA).



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Robert Sledd
Senior Economic Advisor to Governor McDonnell
Commonwealth of Virginia

Bob was Chief Executive Officer for Performance Food Group from the Company's inception in 1987 to August 2001 and re-assumed the CEO's responsibilities in March of 2004 thru 2006. Bob served as President of the Company from 1987 to February 1995 and served as Chairman from February 1995 to May 2008 until the Company was taken private. Performance Food Group is a Foodservice Distribution Company with revenues over \$9 billion. Bob was most recently managing partner of Pinnacle Ventures LLC. In his current role, as Senior Economic Advisor to the Governor, Bob works closely with Governor McDonnell and cabinet on job creation and economic development initiatives.



Bob serves as a Director on three public companies. SCP Pool Corporation, a supplier of swimming pool supplies and related products. Owens & Minor Company, a medical supply distributor headquartered in Richmond, Virginia. Universal Corp, also headquartered in Richmond, Virginia. On a personal note, Bob is a Richmond native and is married to Melinda Sledd. They have three children and reside in Richmond, Virginia.

In addition to his business duties, Bob believes that it is important to support the communities in which we live. He is active in many community activities, including: Board of Advocates of Homeward; Virginia Foundation of Performing Arts Trustee; Executive Member of the Richmond Management Roundtable; Member of Capital region collaboration; Board Member of Venture Richmond; Board Member of the Community Foundation.

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Preston A. Wilhelm, Sr.
Director, Virginia Jobs Investment Program
Virginia Department of Business Assistance

Preston Wilhelm's career includes experience with E.I. DuPont as an Industrial Engineer and Area Plant manager with the responsibility for one of the plants of a multi-plant/product manufacturing facility with 250 people and \$50mm investment. He has owned his own company and understands what it takes to make a business successful. Wilhelm has served as a management consultant to many organizations, developing and implementing organizational development and human resource development programs for business, government, and industry. He has served as Director of the Virginia Department of Economic Development's Domestic Marketing Program.

Wilhelm is the current Director of Virginia's economic development incentive customized recruiting and training program, Virginia Jobs Investment Program. Over the past 8 years this DBA team has been responsible for managing over \$100 million of economic development incentive funds and recently assisted in developing a new Workforce Investment Act retraining program in three regions of the state. The Virginia Jobs Investment Program has been ranked as high as 3rd in the nation by *Expansion Magazine* for responsiveness to the needs of its clients and is currently ranked in the top ten.

Wilhelm earned a B.S. in Business and an M.B.A. from Virginia Commonwealth University. He is a member of the Virginia Economic Developers Association and is the Past President of the National Association of Industry-Specific Training Directors. He was awarded VEDA's most prestigious Cardinal Award in 2005.

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Michael Woods
Senior Manager
Troutman Sanders Strategies

Mike Woods serves as Senior Manager for State Government Affairs with Troutman Sanders Strategies. Mr. Woods works with clients on business issues, including property and casualty insurance, tax policy, natural resources, public safety, procurement, economic development, privatization and public-private partnerships. Since joining the Troutman Sanders Strategies, LLC, Mr. Woods has represented a number of national business interests and associations before the Virginia General Assembly and the Executive Branch. He actively monitors legislative and regulatory issues before the Virginia General Assembly and various state regulatory agencies and provides analysis of their impact on our clients' and their business.



Mr. Woods joined Troutman Sanders after serving as the Political Director for House Majority Leader, Morgan Griffith. Mr. Woods has successfully managed Republican campaigns for a number of General Assembly members, as well as federal, state and local officials. He has also served as Deputy Political Director for the Republican Party of Virginia. In addition to campaign work, Woods most recently handled Attorney General Bob McDonnell's election recount and also served as a member of the Attorney General's Transition Team.

With his extensive experience working with state government and in Virginia politics, Mr. Woods offers our clients a valuable resource in assessing the political landscape in Virginia. Additionally, Mr. Woods utilizes his vast experience for our clients to develop winning strategies for both business development and procurement opportunities

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