



SOUTHERN VIRGINIA REGIONAL **H**OUSING SUMMIT

DANVILLE • HALIFAX • MARTINSVILLE • HENRY • PATRICK • PITTSYLVANIA • MECKLENBURG

OCTOBER 9, 2025 | 8:30AM - 3:30PM

Institute for Advanced Learning and Research
150 Slayton Ave, Danville, VA 24540

Notes

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AGENDA

8:30 AM	Registration, Continental Breakfast, Networking
9:00 AM	<u>Welcome and Opening Remarks</u> Chris McNamara, Strategic Housing Officer, Virginia Housing
9:15 AM	<u>Update to SOVA Housing Strategies</u> Introduction Dana Cowart, President, The Lester Group Presentation Ken Danter, CEO, Economic Development Strategies, LLC
9:40 AM	<u>The Housing Market in Virginia and Southern Virginia</u> Introduction Linda Green, Vice President of IALR and Executive Director of SVRA Presentation Sejal Naik, Deputy Chief Economist, Virginia Association of Realtors
10:00 AM	BREAK
10:15 AM	<u>Regional Opportunities for Development</u> Update on Regional Growth Linda Green, Vice President of IALR and Executive Director of SVRA
10:25 AM	City of Danville Susan McCulloch, Division Director of Housing and Development
10:35 AM	Halifax County IDA Brian Brown, Executive Director
10:45 AM	City of Martinsville Robert Fincher, Interim City Manager
10:55 AM	Patrick County James Houchins, Director of Economic Development and Tourism
11:05 AM	Henry County Lee Clark, Director of Planning, Zoning & Inspection
11:15 AM	Pittsylvania County David Arnold, Deputy County Administrator
11:25 AM	Mecklenburg County Keli Reekes, Town Manager, South Hill Questions and Answers
11:30 AM	<u>Success Stories: Housing Growth Across the Region</u> Introduction Brian Brown, Executive Director of Halifax County IDA
	City of Danville Dave Vos, The Alexander Group
	Halifax County Brian Brown, Executive Director Halifax County IDA and Matt Candland, South Boston Town Manager
	City of Martinsville Kendall Davis, Director of Communications and Engagement
	Mecklenburg County Jeff Jones, Town Manager, Clarksville
12:25 PM	<u>Transition to Lunch</u> Table-by-table dismissal will be guided to ensure a smooth and timely transition.

AGENDA

1:00 PM	<u>Luncheon Investing in Housing for a Greater Future in Southern Virginia</u> Introduction Mark Talbert, Senior Associate, Dewberry Keynote Tammy Neale, CEO, Virginia Housing
1:35 PM	BREAK
1:50 PM	<u>Financial Resources - State and Regional</u> Introduction Kelvin Perry, Assistant Director, Danville Office of Economic Development and Tourism Chris McNamara, Strategic Housing Partner, Virginia Housing Cindy Green, Relationship Manager, Locus
2:20 PM	<u>Financial Resources - Local</u> Introduction Kelvin Perry, Assistant Director, Danville Office of Economic Development and Tourism Joy Wood, Vice President and Senior Loan Officer, Atlantic Coast Mortgage Tracie Gallahan, Senior Vice President, Chief Revenue Officer, First National Bank Jim Minear, Senior Vice President, Lynchburg Market Leader, First National Bank Ted Laws, Danville Market President and Commercial Relationship Manager, Atlantic Union Bank Jay Brown, Mortgage Area Sales Manager, Atlantic Union Bank James Cabler, Community Development Lender, Carter Bank
2:50 PM	Questions for Financial Resources
3:15 PM	<u>Closing Remarks</u> Nathalia Artus, Head of Community Impact, Atlantic Union Bank
3:30 PM	Exhibit Hall Closes

SPEAKERS



CHRIS McNAMARA

Chris has been with Virginia Housing for over four years, serving as a Strategic Housing Officer for Economic Development. His focus is on bridging the gap between traditional economic development efforts and the housing delivery network. Prior to joining VH, Chris worked for the Virginia Economic Development Partnership and has experience in real estate sales, property management and sales. He has a BS in Marketing from Virginia Tech and Master's in Urban and Regional Planning from Virginia Commonwealth University. Chris was born in Massachusetts but has called Virginia home since he was 15 and enjoys exploring VA's history, running, spending time with his nieces and nephews, and being by the water.



DANA COWART

Dana Cowart joined The Lester Group in 2024 and serves as President. Born in Anchorage, Alaska, he moved to Washington State during his teenage years where he commenced his career in the lumber sector at just 17, working summers for Lumbermens while completing his studies. Dana graduated from the University of Washington with a degree in Business Finance. In 2013, Dana joined OrePac Building Products as a Door Shop Manager at their Tacoma, WA plant. His trajectory continued upward as he was recruited by TAL Building Centers in 2015. Over a span of ten years at TAL, Dana held pivotal roles including Branch Manager, Regional Manager, Director of Operations, VP of Sales and Marketing, VP of Acquisitions, and VP of Technology. He significantly contributed to TAL's expansion from three locations to 31 across four states in the Pacific Northwest. Dana and his wife Steph, have two children and enjoy spending time outdoors.



KENNETH DANTER

Kenneth Danter has over 50 years of experience in real estate research, market feasibility, and economic development. As founder of The Danter Company in 1970, he pioneered industry defining methodologies such as the Effective Market Area SM and the 100% Data Base, both of which set new standards for market analysis and feasibility studies. Following the transition of The Danter Company to employee ownership, Mr. Danter established Economic Development Strategies, focusing on housing strategies as a driver of economic growth.

Over his career, he has directed more than 10,000 projects across all 50 states, with particular expertise in multifamily and senior housing. His insights have been featured in USA Today, The Washington Post, The Boston Globe, and other leading publications. He remains a trusted voice on real estate markets, housing policy, and the role of development in economic vitality. Danter has been involved in Danville for over 25 years conducting assignments for apartments (including the River District), single-family, lodging and assisted living.

SPEAKERS

LINDA GREEN



Linda Hutson Green, Vice President of Economic Development at the Institute for Advanced Learning and Research (IALR) and the Executive Director for the Southern Virginia Regional Alliance (SVRA) brings the region a wealth of federal, state, and local experience at public and private sectors levels. Green leverages the hosting resources of IALR to assist a dynamic group of local economic developers in marketing the region. Over the past decade, they facilitated the creation of 35 new industries and 38 expansions, generating 8,924 new jobs and >\$3.6 billion in capital investment in Southern Virginia.

Green was appointed by Governor Glenn Youngkin to the Commonwealth Transportation Board in 2023, serves as the Immediate Past President of the Virginia Economic Developers Association, and serves on the board of Averett University. A Certified Quality Engineer, Linda holds a Master's in Business Administration from Duke University and is a graduate of Averett University and Danville Community College.

SEJAL NAIK



Sejal Naik serves as the Deputy Chief Economist for Virginia REALTORS® supporting the research activities of the organization, analyzing trends in the economy and Virginia's housing market, and communicating these trends through a wide range of platforms and events. Prior to joining Virginia REALTORS®, Sejal worked as an Economist at the US Securities and Exchange Commission. She has also contributed to economic research and analysis at the American Bankers Association, Freddie Mac, and The Advisory Board Company. She graduated with a Master's Degree in Finance from the University of California San Diego and a Bachelor's Degree in Economics from George Mason University.

SUSAN McCULLOCH



Susan McCulloch, CZA, Division Director of Housing & Development, City of Danville. McCulloch has over 20 years of experience working in different localities in Virginia in community and economic development, which includes town management, downtown revitalization, planning, residential projects, and project/grant management. McCulloch has a BA in English/Journalism from Averett University and Master's of Public Administration from Old Dominion University. As Division Director of Housing & Development, McCulloch oversees the HUD Entitlement programs in Danville as well as works with developers to bring new residential developments to the City to suit all incomes.

McCulloch is a member of the Board of Directors of Housing Forward VA, is the Co-chair of the West Piedmont Better Housing Coalition Board, and serves on the ODU MPA Advisory Board. She lives with her family in Henry County.

SPEAKERS

BRIAN BROWN



Brian Brown is the Executive Director for the Industrial Development Authority of Halifax County (Halifax IDA). Brian joined the Halifax IDA as a Member of the Board of Directors in December 2024, appointed as the Interim Executive Director in February 2025, and appointed as the Executive Director in June 2025. Prior to accepting the position, Brian served as the Business Services Lead for Southeast Rural Community Assistance Project, Inc. (SERCAP) for three years. He previously served as the Executive Director of the Halifax Industrial Development Authority. He has also served as an economic development professional, leading departments in the City of Buena Vista, Virginia and the City of Roanoke, Virginia. His past work experience includes leadership roles in the real estate, architecture, and engineering fields.

ROB FINCHER



Robert Fincher currently serves as Interim City Manager for the City of Martinsville, bringing more than three decades of public service and leadership experience to the role. He has dedicated 31 years to the Martinsville Police Department, serving in multiple positions and most recently completing three years as Chief of Police. Under his leadership, Martinsville achieved a significant milestone – a one-third reduction in total crime citywide.

Fincher graduated from Martinsville High School and earned a Bachelor of Science in Criminal Justice and Sociology from Averett University. He also holds a Master of Arts in Human Services and Executive Leadership from Liberty University. He is also a Certified Law Enforcement Chief Executive Officer through the Virginia Association of Chiefs of Police. Outside of his professional career, Fincher has been married to Teresa for 32 years. Together, they have two children, Rachel and Joseph.

JAMES HOUCHINS



James Houchins is the newly appointed Director of Economic Development & Tourism for Patrick County, Virginia. Throughout his career, James has gained valuable experience in various roles, which have instilled in him patience and a deep understanding of customer service. His journey began as a teenager working in the custodial department at a local nursing home. As Patrick County's Director of Tourism, James introduced several innovative initiatives, such as the annual Tourism Summit and the YouTube series "The People, Places, and Performers of Patrick County."

As the Director of Economic Development & Tourism, James is dedicated to attracting new businesses, supporting existing enterprises, and fostering a vibrant economic landscape for Patrick County.

SPEAKERS



LEE H. CLARK, AICP

Originally from Chesterfield County, Virginia, Lee graduated from Virginia Commonwealth University in Richmond, with an Urban Planning Degree in 1992. He has been with the Henry County Department of Planning, Zoning and Inspection for 34 years, and has served as the Director for the last 25. He is also a member of the National American Institute of Certified Planners.



DAVE ARNOLD

Dave Arnold was hired by Pittsylvania County in June 2021 and is currently the Deputy County Administrator. He is responsible for overseeing Information Management, Information Technology, Community Development, Public Relations and Parks and Recreation.

Dave has a Bachelor's degree from Emory and Henry College and a Master's degree from Virginia Tech, both in Geography, as well as a graduate certificate in GIS. Since 2021, Arnold has been heavily involved with the countywide high-speed internet expansion project with RiverStreet Networks, the 2024 reassessment, and the 2023 Community Based Corrections Plan (CBCP) for a new jail.



KELI REEKES

Keli Reekes has served as Town Manager of South Hill since September 2023, bringing over a decade of public sector leadership and financial management experience to the role. Before joining South Hill, Keli spent more than 13 years in Brunswick County government. From 2010 to 2021, she served as Director of Finance, overseeing budgeting, financial reporting, and fiscal planning for county, school, and social services operations. In 2021, she was appointed Assistant County Administrator, where she supported county administration, policy development, and strategic initiatives through 2023. A graduate of James Madison University, Keli holds a degree in Accounting and minor in Marketing.

SPEAKERS



DAVID VOS

Dave is the Development Project Manager and has worked for The Alexander Company for 35 years. Prior to his position as Development Project Manager, he was the director of the architectural division. His positions have encompassed the entire development process including urban planning, acquisition, entitlements, financing, design, construction, leasing, sales, and operations. He specializes in forming public-private partnerships to revitalize historic and former industrial sites utilizing tax credit equity raised from Energy, New Markets, Low Income Housing, State Historic, and Federal Historic Tax Credit programs, as well as HOME funding, state and federal grants, Brownfields loans, bond financing, and conventional financing tools. Dave has represented building owners and developers on the Wisconsin Code Council and has served on numerous plan commissions and architectural review boards. He serves periodically as the development expert on Advisory Services Panels for the Urban Land Institute and has testified before the National Park Service and State legislative bodies regarding the application of rehabilitation standards and the impacts of historic tax credit legislation. Dave attended the University of Wisconsin, Madison School of Engineering and the Madison College Architectural Program.



MATT CANDLAND

Matt Candland has served as the Town Manager for South Boston since 2024. A Maryland native, he also served as the town manager for Upper Moreland Township in Pennsylvania from 2019 to 2024. His other positions include borough manager of the Borough of Carlisle, Pennsylvania, from 2012-19 and town manager of Sykesville, Maryland, from 1995 to 2012.

He has a Master's Degree in Business Administration from Frostburg State University in Frostburg, Maryland. He also has a Master's Degree in Public Administration as a graduate of North Carolina State University.



KENDALL DAVIS

Kendall Davis is the Director of Communications and Community Engagement for the City of Martinsville, where he leads strategic messaging, public information, and outreach initiatives to connect residents with local government services. He also serves on the Martinsville-Henry County Chamber of Commerce Board of Directors, helping to strengthen partnerships that drive business growth and regional development.

Before entering municipal leadership, Kendall worked as a reporter in the Southside Bureau for WDBJ7, giving him a front-row seat to the region's economic growth and community transformation. With experience spanning journalism, public relations, budgeting, and civic engagement, he is dedicated to advancing innovation, collaboration, and transparency in local government.

SPEAKERS

JEFF JONES



Jeffrey H. Jones has served as the Town Manager of the Town of Clarksville since 2013. A Clarksville native, he also serves as the Zoning Administrator for the Town of Clarksville and is a voting member of the Clarksville Planning Commission. Jeff serves as the Ex-Officio on the Clarksville Lake Country Chamber of Commerce and the Clarksville Economic Development Association, as well as serving as Secretary/Executive Director for the Economic Development Authority of the Town of Clarksville.

During his time as Town Manager the Town of Clarksville has implemented an annexation/boundary adjustment, updated the Clarksville Comprehensive Plan, modernized the Town Zoning Ordinances, and executed projects for the modernization of the Town's utilities infrastructure as well as the completion of the last phase of the downtown street scape projects. The Town currently is currently working on partnerships and projects to modernize and enhance its position as the only Lake Side Town in Virginia with the modernization of the Clarksville Marina and the improvement of downtown access to John H. Kerr Lake Reservoir / Buggs Island Lake.

MARK TALBERT



Mark is a Senior Associate and leads the state and local land development team in Dewberry's Danville practice. He holds a bachelor's degree in Civil Engineering from North Carolina State University and is a licensed professional engineer in both North Carolina and Virginia. Mark has a wealth of knowledge in large-scale industrial and commercial site design projects, focusing on site selection, layout, grading and drainage design, stormwater management, erosion and sediment control, and utility design. His experience encompasses all phases of project delivery, including NPDES and environmental permitting, plan preparation, CADD production, cost estimating, technical specifications, contract document preparation, and construction administration.

TAMMY NEALE



Tammy Neale has served as Virginia Housing's CEO since being appointed by the Board of Commissioners in March 2024. She is responsible for Virginia Housing's daily operations as well as the implementation of our Strategic Plan. A longtime executive at Virginia Housing, she has played a key role in shaping Virginia Housing's strategic direction and executing its vision and priorities for the development of affordable housing across the Commonwealth of Virginia. Before becoming CEO, she served as Chief of Programs, overseeing homeownership, rental, community outreach and federal programs. Her tenure also includes serving in senior leadership roles such as Chief of Staff, Managing Director of Human Resources, and Managing Director of Talent Development and Learning. Today, she serves on several boards focused on increasing economic and housing opportunities, including the Virginia Chamber of Commerce and The National Council of State Housing Agencies (NCSHA). She is a graduate of the University of Richmond.

SPEAKERS



KELVIN PERRY

Kelvin Perry serves as the Assistant Director of Economic Development and Tourism for the City of Danville, Virginia. In this role, he oversees business and developer recruitment and retention, supports the administration of grant and loan programs, contributes to industrial and technology-based recruitment efforts, and manages properties owned by the Industrial Development Authority. He holds a Bachelor of Science in Banking and Finance from the University of South Carolina and brings over 32 years of experience in the banking industry. He previously served for 16 years as President and Chief Executive Officer of First State Bank in Danville, Virginia.

An active member of the community, Kelvin serves on numerous boards and commissions across the Commonwealth, demonstrating his ongoing commitment to civic engagement and regional development.

CINDY GREEN

Cindy Green is a dedicated financial services professional with over 30 years of experience in the industry. As a Relationship Manager at Locus, she specializes in assisting clients with loans, including real estate financing through Historic Tax Credits and New Markets Tax Credits. Her work supports Locus's mission of positive impact lending, particularly in the affordable housing sector.

Prior to joining Locus, Cindy served as the Director of Financial Services for a Community Development Financial Institution (CDFI) in Southwest Virginia, where she played a key role in fostering economic growth and financial accessibility. She holds a bachelor's degree in business administration from King University.



JOY WOOD

Joy Wood is a mortgage professional and speaker who blends extensive industry knowledge with a passion for helping others. As VP, Senior Loan Officer at Atlantic Coast Mortgage, she works with homebuyers and homeowners to offer clear, strategic guidance and mortgage options tailored to their needs.

Joy's career includes managing a portfolio of builder model homes worth over \$600,000,000 until 2001 when she moved to Danville, VA from Richmond, VA. For the last 24 years she has held roles in mortgage financing and the non-profit, Danville Pittsylvania United Way. Most recently, following her success managing multiple mortgage branches in Southern Virginia, Joy chose Atlantic Coast Mortgage for its flexible approach and advanced mortgage technology. This combination allows her to focus on what matters most, supporting clients with personalized service and transparent, data-driven insights. She offers her expertise to people who are buying their first home, upgrading to a new property, or refinancing an existing mortgage.



SPEAKERS



TRACIE GALLAHAN

Tracie Gallahan joined First National Bank in 2001 following an 11-year banking career in Maine. She currently serves as Senior Vice President and Chief Revenue Officer, overseeing more than \$2.5 million in non-interest income across residential lending – including construction loans– treasury services, indirect dealer financing, investment services, and the bank's strategic marketing and communications initiatives. Tracie began her career in residential mortgage lending as a fully commissioned originator and rose to lead the mortgage division for over 15 years. She is a current Board Member of Virginia Title Center, a recent appointee to the VBA Education Foundation Board, and a former member of the Virginia Housing Homeownership Advisory Board and Virginia Mortgage Bankers Association. A graduate of the Virginia Bankers School of Bank Management at the University of Virginia and the Graduate School of Banking at Louisiana State University. Outside of work, she enjoys traveling and spending time with her husband, four daughters, two grandsons, and three dogs.



JIM MINEAR

Jim Minear joined First National Bank in 2005 after nearly 15 years of commercial lending in the Northern Virginia market. He currently serves as Senior Vice President, Lynchburg Market Leader managing a team of commercial lenders with over a \$250 million portfolio. He serves on the Board of Directors for the Home Builders Association of Central Virginia and the Lynchburg Kiwanis. He earned a Bachelor of Arts degree in Accounting from Marshall University. Jim is a graduate of the Virginia Bankers School of Bank Management at the University of Virginia and the Graduate School of Banking at Louisiana State University. When he's not working, he enjoys being in the outdoors, spending time with his family made up of his wife, three daughters, two sons-in-law, three grandchildren, with another on the way.



TED LAWS

Ted Laws is the Danville Market President and Commercial Relationship Manager for Atlantic Union Bank. He has over 40 years of commercial, retail, and mortgage banking experience, mostly in Durham, Chapel Hill, and Greensboro, NC and Danville, VA. He has an undergraduate degree from NC State in Economics and Statistics, an MBA from Duke Fuqua School of Business, and attended the Graduate School of Banking at Louisiana State University. Ted has also shown commitment to the community through serving as a board member and Treasurer of the United Way of Danville Pittsylvania County and as a board member an Treasurer of the River District Association. When not at work, Ted enjoys biking, kayaking, and sailing.

SPEAKERS



JAY BROWN

Jay Brown is a Mortgage Area Sales Manager at Atlantic Union Bank, based in Lynchburg, VA. With a strong track record in sales leadership and client-focused service, Jay is passionate about helping individuals and families achieve their homeownership goals. Outside of work, he enjoys visiting his two kids in Richmond and cheering on the Virginia Tech Hokies.



JAMES CABLER

Originally from Bedford County, VA, James received his B.S. in Economics from Radford University in 2006. He has an extensive background in economic development and more than 17 years of banking and lending experience. James joined Carter Bank & Trust in 2021 and currently serves as their Vice President of Community Development Lending. In his role, James focuses on lending activities that help support affordable housing for low- or moderate-income (LMI) individuals, job growth and retention, community revitalization, nonprofit organizations, SBA small businesses, and farm loans. He currently serves on the Advisory Board for Radford Universities Davis College of Business and Economics, Board of Directors for the Montgomery County Art and History Museum, and as Past Board Chair for the Montgomery Chamber of Commerce. James resides in Christiansburg with his wife Kristyn, and Bernese Mountain dog Hudson in his free time, James enjoys going on cruises, attending Virginia Tech football games and rooting for the Hokies.



NATHALIA DAGUANO ARTUS

Nathalia Daguano Artus is the Head of Community Impact at Atlantic Union Bank, where she leads strategic initiatives that foster economic empowerment, financial education, and strong community partnerships that promote housing for all. With over 20 years in the industry, she brings a well-rounded background spanning corporate social responsibility, community development, and financial services. Nathalia is dedicated to leveraging the bank's resources to drive lasting, positive change across the communities it serves. Outside of work, she enjoys life with her husband and their two boys. You can catch her hiking a Virginia State Park or visiting wineries across the Commonwealth.