

HELPING YOU MAKE WEST ALABAMA A BETTER PLACE



Candace Johnson Beers, T.M.P.

University of Alabama Center for Economic Development
Tourism & Community Development Director

Candace has almost two decades of experience in public relations and marketing and 16 years in community and tourism development. Candace knows what communities need to stay competitive on a local level and how to implement those strategies while working with local government.



Hollie Cost, Ph.D.

Keys to the City Community Coaching
Founder & Coach

Hollie serves as the Assistant VP of University Outreach and Public Service at Auburn University. She was Mayor of Montevallo from 2012-2020, beginning her civic service as a Montevallo City Council member in 2004. During her tenure as mayor, the city completed over \$10 million in capital projects.



Erin Hackenmueller, M.A.

University of Alabama Center for Economic Development
Research Associate

Erin has been with UACED for almost three years. She is experienced in communications, public relations, branding, and digital marketing. Erin works with local communities and organizations to enhance their branding and to communicate effectively on a local level.



Herman F. Lehman, M.B.A., M.S.E.M.

Keys to the City Community Coaching
Founder & Coach

Herman has over 20 years of experience working in municipal government, serving as a City Councilmember and Assistant to the Mayor in Bessemer, and as City Clerk & Treasurer in Bessemer and Montevallo. For over a decade prior, he was a commercial real estate broker.



Arturo Menefee, Ph.D.

University of Alabama Center for Economic Development
Director of Leadership Development

Dr. Menefee has more than fifteen years of professional and academic experience in leadership, community, diversity, health, workforce and economic development. He is the author of two books, *Engaged Leaders, Better Communities* and *The Effective Community Leader*.



Nisa Miranda, M.B.A.

University of Alabama Center for Economic Development
Executive Director

Under Nisa's direction since 1995, UACED provides technical assistance, addresses assets and needs of rural and urban communities, builds the knowledge of civic and elected leaders, and works with state and federal agencies and communities to guide ideas to fruition.