



2018 ANNUAL CONFERENCE AGENDA

June 12-14 • Holiday Inn Resort • Wrightsville Beach

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SOUTHERN INDUSTRIAL CONSTRUCTORS
TIMMONS GROUP
WAYNE COUNTY DEVELOPMENT ALLIANCE**

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Tuesday, June 12

11:30 am – 4:30 pm

OPTIONAL ACTIVITY: DEEP SEA FISHING *(additional fee)*

1 – 4 pm

OPTIONAL ACTIVITY: EMERGING EXECUTIVES SERVICE PROJECT *(no fee)*

1 – 4 pm

OPTIONAL ACTIVITY: KAYAKING EXCURSION *(additional fee)*

3 pm

Main Lobby

CONFERENCE REGISTRATION DESK OPENS

Refreshments Sponsored By: **SOLUTIONS-IES / DRAPER ADEN ASSOCIATES**

5 – 6 pm

Gabby's Lounge

EMERGING EXECUTIVES / NEW MEMBER RECEPTION

Sponsored By: **NORTH CAROLINA'S SOUTHEAST & ALLEN TATE
RELOCATION AND CORPORATE SERVICES**

6 – 9 pm

Pool Deck

WELCOMING RECEPTION

Featuring Live Entertainment by L Shaped Lot

Reception Sponsored By: **BRUNSWICK BUSINESS & INDUSTRY
DEVELOPMENT AND WILMINGTON BUSINESS DEVELOPMENT**

Entertainment Sponsored By: **WOMBLE BOND DICKINSON**

Wednesday, June 13

7 am

Main Lobby

CONFERENCE REGISTRATION DESK OPENS

7 – 8:15 am

Oceans Restaurant

NETWORKING BREAKFAST

Sponsored By: **ECS SOUTHEAST**

7:15 – 8:15 am

Oceans Restaurant

BOOK CLUB DISCUSSION

Selection: *Essentialism: The Disciplined Pursuit of Less* by Greg McKeown

8:30 – 9:15 am

Lumina Ballroom

GENERAL SESSION CONVENES / NCEDA BUSINESS SESSION

Welcome

MARK POPE

Annual Conference Committee Chair

Director – Lenoir County Economic Development

Board Update

STEVE YOST

NCEDA President

President – North Carolina's Southeast

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Research Committee Overview and Case Study

CRYSTAL MORPHIS

Professional Development Committee Member

Founder & CEO – Creative Economic Development Consulting

Economic Developer of the Year Presentation

MARK POPE

NCEDA Vice President

9:15 – 9:30 am

NC Commerce Update

WILL MILLER

Deputy Secretary – NC Department of Commerce

9:30 – 9:45 am

NC DOT Update

KAREN COLLETTE

Division 3 Engineer – NC Department of Transportation

9:45 – 10:30 am

Transportation: Connecting NC to the World Economy

KAREN COLLETTE, Moderator

PAUL COZZA

Executive Director – North Carolina Ports

SCOTT SAYLOR

President – North Carolina Railroad Company

ALLEN THOMAS

Executive Director – North Carolina Global TransPark

JULIE WILSEY

Director – Wilmington International Airport

10:30 – 11 am

Lumina Ballroom Foyer

NETWORKING BREAK

Sponsored By: **STEWART**

11 – 11:15 am

CCX Update

NORRIS TOLSON

CEO & President – Carolinas Gateway Partnership

11:15 – 11:45 am

EDPNC Update

CHRIS CHUNG

President & CEO – Economic Development Partnership of NC

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- 11:45 am – 12:15 pm *Federal & Military Resources for Existing Industry*
SCOTT DORNEY
Executive Director – NC Military Business Center
- 12:15 pm **CLOSING REMARKS**
- 2 – 3:30 pm **OPTIONAL ACTIVITY: STAND-UP PADDLE BOARD LESSONS** *(additional fee)*
- 2 – 4 pm **OPTIONAL ACTIVITY: CORNHOLE TOURNAMENT** *(additional fee)*
Sponsored By: **COLUMBUS COUNTY ECONOMIC DEVELOPMENT and ECS SOUTHEAST**
- 2 – 4 pm **OPTIONAL ACTIVITY: NC PORTS TOUR** *(no fee)*
- 2 – 4 pm **OPTIONAL ACTIVITY: SCREEN GEMS STUDIO TOUR** *(no fee)*
- 3 – 4 pm **OPTIONAL ACTIVITY: HARDWATER AQUAFIT CLASS** *(no fee)*
- 6 – 10 pm **NETWORKING RECEPTION, honoring NCEDA Past Presidents**
Lumina Ballroom
Featuring Live Entertainment by the Fantastic Shakers
Reception Sponsored By: **DUKE ENERGY & ELECTRICITIES OF NORTH CAROLINA**
Photo Booth Sponsored By: **DUKE ENERGY**
Entertainment Sponsored By: **WOMBLE BOND DICKINSON**

Thursday, June 14

- 7 am **CONFERENCE REGISTRATION DESK OPENS**
Main Lobby
- 7 – 8:15 am **NETWORKING BREAKFAST**
Oceans Restaurant
Sponsored By: **NC ELECTRIC COOPERATIVES**
- 8:30 – 9:15 am **GENERAL SESSION CONVENES / NCEDA BUSINESS SESSION**
Lumina Ballroom
Welcome
MARK POPE
Annual Conference Committee Chair
Director – Lenoir County Economic Development

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Nominating Committee Report

ANDREW TATE

NCEDA Immediate Past President

Vice President of Real Estate – North Carolina Railroad Company

Passing of the Gavel

Legislative Update

GARY LANIER

Legislative Committee Co-Chair

Director – Columbus County Economic Development

CHRIS PLATÉ

Legislative Committee Co-Chair

Executive Director – Monroe-Union County Economic Development

Emerging Executives Report

LAURA LEE

Emerging Executives Initiative Co-Chair

Business Recruiter – Economic Development Partnership of NC

RYAN WETHERINGTON

Emerging Executives Initiative Co-Chair

VP, Corporate Services – Allen Tate Relocation & Corporate Services

9:15 – 9:45 am

Doing a Lot with a Little: How to Best Spend Your Marketing Dollars

COLLEEN WALTON

Marketing Strategist – Brand Acceleration

9:45 – 10:30 am

Opportunity Zones: Driving New Investment to NC Communities

NAPOLEON WALLACE, Moderator

Deputy Secretary, Rural Economic Development and Workforce

NC Department of Commerce

EVAN COVINGTON CHAVEZ

Development Director – Rocky Mount Mills

CHRIS JOHNSON

Director – Johnston County Economic Development

MICHAEL LEMANSKI

CEO & CIO – Rivermont Capital

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10:30 – 11 am <i>Lumina Ballroom Foyer</i>	NETWORKING BREAK Sponsored By: NC BIOTECHNOLOGY CENTER
11 – 11:30 am	<i>The Economy, Trade and Taxes: What Lies Ahead?</i> MIKE WALDEN Economist – NC State University
11:30 am – 12:30 pm	<i>Investing in North Carolina: The View from Asia</i> COLIN KISER, Moderator Business Recruitment Manager – Economic Development Partnership of NC DANNY DING Managing Director of Investment – North Carolina China Office HYUN-SOOK KIM Managing Director of Investment – North Carolina Korea Office SUMIO SHIBATA Managing Director of Trade & Investment – North Carolina Japan Office
12:30 pm	CLOSING REMARKS / ADJOURN
12:45 – 2:15 pm <i>Oceans Alcove</i>	OPTIONAL SEGMENT: EMERGING EXECUTIVES LUNCHEON <i>(additional fee)</i> <i>Differentiating Resources for Business Recruitment in North Carolina</i> JONATHAN BAROS Extension Coordinator, Plants for Human Health Institute – NC State University CHRIS REEDY Director of Food, Beverage and Natural Products – NC BioNetwork LAURA ROWLEY Director, Technology & Talent – NC Biotechnology Center

THANK YOU TO OUR 2017-18 PATRON SPONSORS!

BRAND ACCELERATION
CONVERGENT NONPROFIT SOLUTIONS
DUKE ENERGY
**ECONOMIC DEVELOPMENT PARTNERSHIP OF
NORTH CAROLINA**
ELECTRICITIES OF NORTH CAROLINA
ENERGYUNITED
LECHASE CONSTRUCTION
NC COMMUNITY COLLEGE SYSTEM

NC DEPARTMENT OF COMMERCE
NC ELECTRIC COOPERATIVES
NC RAILROAD COMPANY
NELSON MULLINS
NEXSEN PRUET
NORFOLK SOUTHERN
NORTH CAROLINA'S SOUTHEAST
PSNC ENERGY
TOWNE INSURANCE