

2018 North Carolina Site Selectors Summit

October 14-16 • Omni Grove Park Inn • Asheville



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and the
North Carolina Department of Commerce





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Sunday, October 14

3 – 5 pm REGISTRATION DESK OPEN (VIP)

*Vanderbilt
Wing Sliders*

5:30 pm GROUP TRANSPORTATION TO DINNER (VIP)

Grove Park Inn guests - meet in the Vanderbilt Wing Bus Loading Zone at 5:15 pm for group transportation. From the main lobby, head toward the Vanderbilt Wing, and take a right at the Market Place. Take the glass elevator or stairs down to Level 7 (lobby level is 10) and meet the group at the sliding glass doors.

Renaissance Hotel guests – meet in the hotel lobby at 5:15 pm for group transportation.

Buses will depart at 5:30 pm.

6 – 9 pm WELCOMING RECEPTION / DINNER (VIP)

The Farm

215 Justice Ridge Road – Candler

6 – 7 pm Cocktail Reception

7 – 8:30 pm Dinner/Remarks

MARK POPE

President – North Carolina Economic Development Association
President – Wayne County Economic Alliance

TONY COPELAND

Secretary – North Carolina Department of Commerce

BEN TEAGUE

Vice President, Strategic Development – Biltmore Farms

9 pm GROUP TRANSPORTATION BACK TO HOTELS (VIP)



Monday, October 15

7 – 8 am GROUP TRANSPORTATION TO GROVE PARK (VIP)

Shuttle service will be provided to the Grove Park from the Renaissance Hotel starting at 7 am Monday morning. The trolley will run until 8:30 am. Passengers will be dropped off at the Grove Park Inn Vanderbilt Wing Bus Loading Zone. Enter the sliding glass doors and take the elevator or stairs up one floor (Level 8) to the Grand Ballroom.

7 – 8:15 am NETWORKING BREAKFAST (VIP)

Grand Ballroom B

Flowing breakfast buffet (open seating and no program).

8:30 – 11:30 am GENERAL SESSION (VIP)

Grand Ballroom A

8:30 – 8:45 am

Welcome Remarks

JESSICA MARTIN-LANE

Site Selectors Summit Planning Committee Co-Chair
Vice President – WithersRavenel

BEN TEAGUE

Site Selectors Summit Planning Committee Co-Chair
Vice President, Strategic Development – Biltmore Farms

JOHN GEIB

Director, Economic Development – Duke Energy

8:45 – 9:20 am

Investing in North Carolina

STEVE WOODY

CEO – Avadim Health

9:20 – 9:45 am

Ballroom Foyer

Networking Break

9:45 – 11:30 am

Meet the Consultants Roundtables Sessions

11:30 am

GENERAL SESSION ADJOURNS

Shuttle service will be available from Grove Park back to the Renaissance Hotel. Shuttles will pick up at the Vanderbilt Wing Bus Loading Zone. From the meeting room, take the elevator or stairs down one floor to Level 7 and meet the trolley at the sliding glass doors.





Monday, October 15

11:30 am – 12:30 pm LUNCH ON YOUR OWN (ALL)

12:30 – 5 pm AFTERNOON NETWORKING ACTIVITIES (ALL)
(separate registration required)

Noon – 5 pm **Golf Outing**
Golfers will meet at the Grove Park Golf Course at Noon. There will be a shotgun start at 12:30 pm; format will be Texas Scramble. Boxed lunches will be available for each golfer on the carts. A beverage cart will be on the course – beverage purchases are on your own.

12:30 – 5 pm **Biltmore Estate Tour**
*Participants will meet in the Vanderbilt Wing Bus Loading Zone at 12:15 pm for group transportation. From the main lobby, head toward the Vanderbilt Wing, and take a right at the Market Place. Take the glass elevator or stairs down to Level 7 (lobby level is 10) and meet the group at the sliding glass doors. The trolley will leave the hotel promptly at 12:30 pm. Snacks and beverages will be available on the trolley, but participants should eat lunch (on your own) prior to boarding the trolley. Participants may also choose to eat a late lunch at the Biltmore. The tour cost only covers the admission ticket, self-guided tour and wine tasting. Food and drink purchases are on your own. **All Biltmore Estates Tour participants should plan to take the group shuttle (do not plan to drive on your own). The full group must check-in at the Biltmore admission gate together.***

12:45 – 5 pm **Sporting Clays**
*Participants will meet in the Vanderbilt Wing Bus Loading Zone at 12:30 pm for group transportation. From the main lobby, head toward the Vanderbilt Wing, and take a right at the Market Place. Take the glass elevator or stairs down to Level 7 (lobby level is 10) and meet the group at the sliding glass doors. The trolley will leave the hotel promptly at 12:45 pm. Snacks and beverages will be available on the trolley, but participants should eat lunch (on your own) prior to boarding the trolley. **We encourage participants to take the group shuttle. However, if you need to drive separately, the sporting clays activity will be held at the Buncombe County Wildlife Club located at 215 Jackson Road in Fletcher (approximately 30 minutes from the Grove Park).***



12:45 – 4:30 pm **Zipline Canopy Tour**
*Participants will meet in the Vanderbilt Wing Bus Loading Zone at 12:30 pm for group transportation. From the main lobby, head toward the Vanderbilt Wing, and take a right at the Market Place. Take the glass elevator or stairs down to Level 7 (lobby level is 10) and meet the group at the sliding glass doors. The trolley will leave the hotel promptly at 12:45 pm. Snacks and beverages will be available on the trolley, but participants should eat lunch (on your own) prior to boarding the trolley. **We encourage participants to take the group shuttle. However, if you need to drive separately, the zipline activity will be held at the Wildwater Adventure Center of Asheville located at 85 Expo Drive in Asheville (approximately 10 minutes from the Grove Park).***

1:30 – 4 pm **River Arts District Tour and Artist Experience Tour**
*Participants will meet in the Vanderbilt Wing Bus Loading Zone at 1:15 pm for group transportation. From the main lobby, head toward the Vanderbilt Wing, and take a right at the Market Place. Take the glass elevator or stairs down to Level 7 (lobby level is 10) and meet the group at the sliding glass doors. The trolley will leave the hotel promptly at 1:30 pm. Snacks and beverages will be available on the trolley, but participants should eat lunch (on your own) prior to boarding the trolley. The Artist Experience Tour and River Arts District Tour groups will travel together but tour separately. **We encourage participants to take the group shuttle. However, if you need to drive separately, the arts tour and artist experience tour will begin at the Ultra Coffeebar located at 242 Clingman Avenue in Asheville (approximately 10 minutes from the Grove Park).***

5 pm Skyline Room CONFERENCE REGISTRATION DESK OPENS (ALL)

6 – 8:30 pm Skyline Room / Mountain View Terrace DINNER RECEPTION (ALL)
Shuttle service will be available from the Renaissance Hotel to the Grove Park starting at 5:45 pm and will run back and forth as needed throughout the reception. Shuttle will drop off at the Sammons Wing Sliders. Enter the hotel and take a left. Walk straight past Edison's Restaurant, and the stairs leading down to the Skyline Room will be on your left.



Two trolleys will be available at the end of the reception – one to take Renaissance Hotel guests back to the hotel, and the other for the Pub Crawl. Trolleys will have signage to designate their destination.

8:30 – 10 pm ASHEVILLE PUB CRAWL (ALL)
 No registration required. Meet at the Sammons Wing Sliders at 8:30 pm and hop aboard the trolley designated for the Pub Crawl. Participants will get to visit several local breweries. Beverage purchases are on your own. The trolley will return to Grove Park at 10 pm.

Tuesday, October 16

Conference attendees staying at the Renaissance should check-out of the hotel and drive individually to the Grove Park Inn for our Tuesday morning session. There is a parking fee at the Grove Park Inn (\$10 for 3-6 hours), and there is plenty of onsite parking for day guests.

7 – 8:15 am NETWORKING BREAKFAST (ALL)
 Grand Ballroom B Flowing breakfast buffet (open seating and no program).

8:30 am – 12:30 pm GENERAL SESSION (ALL)
 Grand Ballroom A

8:30 – 8:45 am Welcoming Remarks/NCEDA Business Session
MARK POPE
 President – North Carolina Economic Development Association
 Director – Wayne County Economic Alliance

8:45 – 9:30 am Maximizing North Carolina’s Human Capital
MARTI SKOLD-JORDAN, Moderator
 Chair – North Carolina Business Council on Education

PETER HANS
 President – North Carolina Community College System

MARGARET SPELLINGS
 President – The University of North Carolina System

HOPE WILLIAMS
 President – North Carolina Independent Colleges and Universities

9:30 – 9:50 am Case Study: Strengthening North Carolina’s Talent Pool
BRITTANY BRADY
 President – Henderson County Partnership for Economic Development



CHRIS ENGLISH
 Vice President, Economic and Workforce Development
 – Blue Ridge Community College

9:50 – 10:15 am Policy Options for a Changing Economy
THE HONORABLE RICK GUNN
 Senator – North Carolina General Assembly
 Co-Chair – Commerce and Insurance Committee

10:15 – 10:45 am Networking Break
 Ballroom Foyer

10:45 – 11 am After Florence: Opportunity in the Face of Adversity
BILLY KING
 Director of Business Development –
 Wilmington Business Development

STEVE YOST
 President – North Carolina’s Southeast

11 – 11:30 am DEQ and the Environment for Job Growth
JAMIE RAGAN
 Director, Division of Environmental Assistance and Customer Service – North Carolina Department of Environmental Quality

11:30 am – 12:30 pm Consultant Perspectives: Building Relationships. Embracing Opportunities.
WILL HEARN, Moderator
 Director of Real Estate – Origis Energy

AMY GERBER
 Executive Managing Director, Business Incentives Practice – Cushman & Wakefield

CHRIS LLOYD
 Senior Vice President and Director, Infrastructure and Economic Development – McGuireWoods Consulting

SARAH RAEHL
 Senior Manager – Deloitte Consulting

12:30 pm CONFERENCE ADJOURNMENT





12:30 – 2 pm
Eisenhower FG

EMERGING EXECUTIVES LUNCHEON
(Separate registration required)

Site Selection: Ideas from a New Generation
JOHN LONGSHORE
Senior Consultant – Global Location Strategies

SARAH WHITE
Director – Quest Site Solutions



Site Selection Consultants



SUSAN ARLEDGE
esrp
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Dallas, Texas

Susan Arledge, president of site selection and labor analytics at esrp, concentrates her efforts on providing tenant-focused real estate brokerage and site selection services for local, national and global clients. *D CEO* magazine named her one of Dallas-Fort Worth's 500 Most Powerful Business Leaders. In 2012, she won the prestigious Stemmons Service Award. A Dallas native, Susan is a graduate of the University of Texas at Austin and is a former private pilot.



MARK BEATTIE
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Charlotte, North Carolina

Mark Beattie is a principal with Hickey & Associates LLC, a global site selection and public incentives firm based in Minneapolis. Mark has over 35 years of experience working in the corporate sector managing real estate, facilities, purchasing and staff management operations. He has extensive experience in long-range strategic planning for the acquisition, usage and disposition of domestic and international real estate assets, site selection and public incentives management. Mark has worked for a number of industrial manufacturing companies including 3M Company, from which he retired in 2009.



Site Selection Consultants



JIM BLAIR
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Jim Blair, managing director of Navigator Consulting, has over 30 years of experience in site selection and economic development. He was director of the German-American Chamber of Commerce's site selection program for two years, director of the State of Georgia's European Office for 18 years and director of Georgia's Foreign Direct Investment program and its six international offices. Jim worked with more than 175 companies that located their businesses in the US. He serves on various boards, including the Belgian-American Chamber of Commerce and the European American Investment Council, as well as Emory University's Advisory Board for German Language Study. Jim received an International MBA from the University of South Carolina.



BRIAN CORDE
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Freehold, New Jersey

Brian Corde is a co-founder and managing partner of Atlas Insight, an independent site selection and government incentive consulting firm. Brian brings 20 years of economic development consulting experience to the Atlas team. Prior to founding Atlas, he was a regional practice leader within BDO Seidman's Business Location Incentives and Site Selection (BLISS) group and was the point person for the firm's US and European site selection clients. Prior to joining BDO, Brian was a partner with Mintax, where he developed their site location and discretionary incentive practice. Brian is a graduate of Rutgers University with a degree in economics.



MIKE FERGUSON
Austin Consulting
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Cleveland, Ohio

As a location consultant for Austin Consulting, Mike Ferguson is responsible for performing site location studies for the manufacturing industry. His work on location studies for international clients has included site evaluation, community assessment, detailed field investigations, utility analysis, labor market analysis, evaluation of economic development incentives and industry research. Mike brings over 10 years of environmental consulting experience to the Austin Consulting team. Mike received a Bachelor of Science degree in Biology from John Carroll University in Cleveland, Ohio.



Site Selection Consultants



KENAN GAY
Deloitte Tax
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Charlotte, North Carolina

Kenan Gay joined Deloitte in 2018 to provide credits and incentive services for manufacturing, distribution, office, HQ, and real estate development projects. He has been engaged on numerous expansion and relocation projects throughout the US, ranging in size from \$2 million to \$850 million, for international and domestic companies both publicly traded and privately held. Prior to joining Deloitte, Kenan was a Managing Director for a regional site selection and incentive negotiation firm. He received a BA in Economics from UNC Chapel Hill and a JD from the Charlotte School of Law in Charlotte.



AMY GERBER
Cushman & Wakefield
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Atlanta, Georgia

Amy Gerber is executive managing director for the Business Incentives Practice at Cushman & Wakefield. The practice helps companies negotiate with state and local governments to mitigate both up-front costs and on-going taxes and expenses. She specializes in state incentive and tax negotiation and implementation. Amy has led and managed numerous multi-state incentive negotiation engagements for both office and industrial projects for clients and has also led the efforts to modify state incentive legislation on behalf of her clients. Prior to joining Cushman & Wakefield, Amy was with Jones Lang LaSalle and KPMG. She holds a BS in Accounting from Montana State University.



WILL HEARN
Origis Energy
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Atlanta, Georgia

Will Hearn is director of real estate at Origis Energy. His versatile background includes consulting experience in site selection, economic incentives, corporate attraction, real estate development and location strategy. Will was previously senior vice president at CBRE, director of site selection at CH2M, and director of economic development and real estate at the University of Georgia Board of Regents. He earned both bachelor's and master's degrees from UNC Chapel Hill.



Site Selection Consultants



WOODY HYDRICK
Independent Consultant
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Greer, South Carolina

Woody Hydrick is an international site selection and economic development consultant with over 20 years' experience assisting industrial investors with the deployment of billions in capital and the creation of tens of thousands of jobs. He frequently works on behalf of the world's leading companies, helping them deploy operations from Birmingham to Singapore. Woody was previously a partner at Global Location Strategies, managing director at Cushman & Wakefield Global Business Consulting and a senior consultant at Flour. Since 2017, Woody has been a member of the Site Selectors Guild. He holds a degree from Athens State University in Athens, Alabama.



CHRIS LLOYD
McGuireWoods Consulting
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Richmond, Virginia

Chris Lloyd leads McGuireWoods Consulting's infrastructure and economic development team, where he specializes in site selection and economic development incentives negotiations. He has also worked closely with clients on numerous public-private partnership projects for transportation and other infrastructure and often speaks to audiences around the country on these topics. Prior to joining McGuireWoods Consulting, Chris worked in the Office of the Secretary of Commerce and Trade under Virginia Governors George Allen and Douglas Wilder. Chris graduated from the College of William & Mary.



JOHN LONGSHORE
Global Location Strategies
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Greenville, South Carolina

A senior consultant with Global Location Strategies, John Longshore specializes in economic and real estate development matters. He began at GLS as a business analyst. John has helped numerous clients involved in dozens of industries make sound decisions for the relocation and new investment of large manufacturing operations. His projects have involved a total of more than \$2 billion in capital investment and over 1,000 announced new jobs. John is a graduate of Clemson University's civil engineering undergraduate program, as well as Clemson's master's program for city and regional planning.



Site Selection Consultants



SARA MAFFEY
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Atlanta, Georgia

As vice president of place strategy at Transwestern, Sara Maffey helps companies identify the best geographic location to meet their business needs and fit their culture. Prior to joining Transwestern, she founded Edgewood Strategies, which provides site selection, business incentives negotiation and economic development strategies for corporations and governments around the world. Sara also regularly writes on these topics for industry publications. From 2010 to 2013, Sara was a Presidential Management Fellow at the US Economic Development Administration. She holds a BA in Urban Design and Architecture Studies from New York University and an MBA from Yale University.



KEN MALY
Newmark Knight Frank
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Chicago, Illinois

Since 2011, Ken Maly has served as a senior managing director in NKF's Chicago office, where he specializes in corporate site selection, labor analytics, site development, data analysis, economic geography, economic development, real estate development, economic impact assessment and incentive negotiation. Ken previously was principal and department manager with Vierbicher Associates, a Wisconsin-based community development and civil engineering firm. Ken earned a bachelor's degree in economics and geography from the University of Wisconsin-Whitewater and a master's degree from the University of Akron, where he specialized in economic geography, community planning and GIS. He holds a CEcD designation from the International Economic Development Council (IEDC).



KATHY MUSSIO
Atlas Insight
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Pipersville, Pennsylvania

Kathy Mussio is co-founder and managing partner of Atlas Insight. With over 25 years of combined experience as a management, incentive and site selection consultant, she is widely considered an industry expert in site selection and incentive negotiation. Kathy provides location strategy for both industrial and commercial clients, with a focus on Atlas' manufacturing clients. Kathy holds an MS degree in Real Estate from New York University. She also completed her undergraduate studies at NYU, earning a BFA with concentrations in communications and art history.



Site Selection Consultants



SARAH RAEHL
Deloitte Consulting
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Chicago, Illinois

Sarah Raehl is a senior manager in Deloitte Consulting's Real Estate & Location Strategy practice. She focuses on enabling alignment of organizational, human and physical assets with corporate strategies and geographies. Sarah has managed and performed global location strategy projects for numerous corporate clients across industries and functional spectrum, with emphasis in life sciences, consumer products, manufacturing and headquarters operations. She holds a BA from the University of Notre Dame and an MBA from the Ross School of Business at the University of Michigan.



MEEGAN SPICER
Duff & Phelps
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Cleveland, Ohio

Meegan Spicer is a director in the Site Selection and Incentives Advisory practice at Duff & Phelps. She has 20 years of experience working with companies in the process of expanding or consolidating their businesses, making acquisitions, creating or retaining jobs and making capital investments. Meegan's clients represent a broad range of industries including manufacturing, financial services and information technology. She was previously a senior attorney in the Public Finance practice at Squire Sanders & Dempsey LLP and worked as a senior manager in Ernst & Young's State and Local Tax practice. Meegan received her JD from Cleveland-Marshall College of Law and her BS from Bowling Green State University.



SARAH WHITE
Quest Site Solutions
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Greenville, South Carolina

As a director of Quest Site Solutions, Sarah White works closely with clients on a range of projects. With more than 10 years' experience in site selection, she provides site evaluation and labor and incentives analysis on major site location projects including manufacturing and distribution operations. Sarah's site selection experience spans a wide variety of industries, including chemicals, food, advanced materials, consumer products, forest products and renewable energy. Sarah earned a BS in Business Administration from the University of South Carolina.



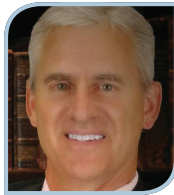
Speaker Biographies



TONY COPELAND

Secretary – North Carolina Department of Commerce
Raleigh, North Carolina

Tony Copeland became North Carolina's Secretary of Commerce in January 2017, named to the post by Governor Roy Cooper. Earlier in his career, Copeland served as an Assistant Commerce Secretary, working with international companies in China, Japan, Europe, South Korea and Israel, as well as a variety of domestic businesses. Secretary Copeland also brought significant new corporate investment into North Carolina as part his site selection work at a major Raleigh law firm. He brings an insider's knowledge of the ways corporate investment and site decisions are made. From 1992 to 2003, Secretary Copeland served as executive vice president, secretary and general counsel of BTI, a competitive telecommunications company, where he led the company's growth from \$38 million in revenues to more than \$250 million. A native of Hertford, NC, he is a graduate of Duke University and the Western Michigan University School of Law.



STEVE WOODY

CEO – Avadim Health
Black Mountain, North Carolina

Steve Woody has served as CEO and member of the board of directors at Avadim Health since September 2013. The life sciences company, which has developed a new class of topical therapy solutions to address gaps in global health, is undertaking a \$20.4 million expansion to its Buncombe County operations. Since 1997, Steve has assisted more than 30 companies with regulatory and strategic planning expertise in supporting the launch of new or modified medical devices. He started his career in the medical device field at Medical Action Industries in 1985. Using his expertise in medical device development and management, Steve launched Integrated Quality Systems in 1997, an organization focused on launching new medical devices. In 2004, he founded G3 Medical, which focuses on manufacturing, packaging and sterilization services along with quality system management. In 2006, he formed Avadim LLC, which was later acquired by Avadim Health. A lifelong native of Buncombe County, Steve holds a degree in mathematics from UNC Asheville.



Speaker Biographies



MARTI SKOLD-JORDAN

Chair – North Carolina Business Committee on Education
Research Triangle Park, North Carolina

Marti Skold-Jordan currently chairs the board of the NC Business Committee on Education, a business-led educational non-profit that operates out of the Office of the Governor. She is manager of US Community Partnerships at GSK, one of the world's leading pharmaceutical and healthcare companies. Marti is responsible for community partnerships focusing on STEM and science education at RTP and in Philadelphia, GSK's two US headquarters sites. She was previously manager of external communications at GSK. Before joining the company, Marti spent 30 years covering news and weather as an award-winning journalist in television markets around the country. She received her bachelor's degree from Concordia College in Moorhead, MN.



PETER HANS

President – North Carolina Community College System
Raleigh, North Carolina

Peter Hans started his position as the ninth president of the 58-campus NC Community College System in May of this year. He worked as a senior policy advisor to three members of the US Senate and previously served as vice chair of the State Board of Community Colleges. Peter was also a member and chairman of the UNC System Board of Governors, and spent the prior two years as senior advisor to UNC President Margaret Spellings. He has also counseled business clients on public affairs through his association with one of North Carolina's largest law firms. Peter grew up in Southport and Hendersonville and holds degrees from UNC Chapel Hill and Harvard University.



MARGARET SPELLINGS

President – University of North Carolina System
Chapel Hill, North Carolina

Margaret Spellings has led North Carolina's 17-institution public university system since March 2016. Her leadership has sharpened UNC's focus on performance, accountability, improved graduation rates, affordability and advancing the public good. Margaret arrived in North Carolina with considerable experience in public service, serving as US Secretary of Education from 2005-09. She was also chief domestic policy advisor in the White House and president of the George W. Bush Presidential Center. As a strong advocate of public education at every level, Margaret is focused on strengthening ties between the UNC System and North Carolina's community colleges and public schools. She holds a BA in Political Science from the University of Houston.



Speaker Biographies

Notes



DR. HOPE WILLIAMS
President – North Carolina Independent Colleges and Universities
Raleigh, North Carolina

Hope Williams is in her 26th year as president of NCICU, the state office of North Carolina's 36 private, nonprofit colleges and universities. She works closely with the State of North Carolina and the federal government, and with the North Carolina public K-12 and higher education sectors to address education and related public policy issues.



JAMIE RAGAN
Director, Division of Environmental Assistance and Customer Service – North Carolina Department of Environmental Quality
Raleigh, North Carolina

Jamie Ragan has 20 years' experience providing pollution prevention technical assistance. Her tenure at NC DEQ began in 2003 as a senior environmental specialist. At DEQ, Jamie has provided technical assistance to businesses, industries, governmental entities and the agricultural community.



THE HONORABLE RICK GUNN (R-24)
Senator – North Carolina General Assembly
Burlington, North Carolina

Senator Rick Gunn represents Senate District 24, Alamance and Randolph Counties. He serves as chairman of the Senate Commerce and Insurance Committee and chairman of the Appropriations Subcommittee on Agriculture, Natural and Economic Resources.

Lined area for taking notes.





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