



SPECULATIVE BUILDINGS:

What Works, What Doesn't, Things to Consider

Professional Development Workshop Agenda

December 6 • 2 – 4 pm • City Club Raleigh

Presented By EDPNC

2 – 2:15 pm

Welcome / Introductions

MELISSA SMITH

Senior Business Recruitment Manager
Economic Development Partnership of North Carolina

2:15 – 3 pm

Product Development Presentations

JENNIFER LANTZ

Executive Director
Wilson Economic Development Council

MAC WILLIAMS

President
Alamance County Area Chamber of Commerce

CHUCK HEUSTESS

Executive Director
Bladen County Economic Development Commission

3 – 4 pm

Panel Discussion / Q&A

Moderator: Melissa Smith

4 pm

Adjourn

UPCOMING EVENTS:

Emerging Executives Forum: January 28-29 – Rocky Mount

MidWinter Conference: March 12-13 – Pinehurst

Workshop Speakers



Since the creation of the Economic Development Partnership of North Carolina in 2014, **Melissa Smith** has held the position of Senior Manager of Business Recruitment. Melissa brings 23 years of economic development experience at the state and local level. Previously with the NC Department of Commerce, Melissa held various positions including managing new business recruitment and existing business support.



In 1989, **Jennifer Lantz** became Executive Director for the Wilson Economic Development Council, responsible for implementing strategies for economic development. In that time, Wilson has seen remarkable growth and change. With nearly 21% of the workforce employed in the manufacturing arena, Wilson has emerged as a leading NC community for industrial recruitment. Jennifer's background in planning and her keen understanding for business development have been instrumental in leading Wilson into the 21st century.



Mac Williams has been President of the Alamance Chamber for 13 years. In this capacity, he also serves as the county's economic developer. Prior to coming to Alamance County, he served as the Economic Development Director for the City of Asheville. In total, Mac has over 40 years of experience in Chamber and Economic Development management in North Carolina. Mac served as President of NCEDA from 2004 - 2005 and is a past recipient of NCEDA's Economic Developer of the Year award.



Chuck Heustess has been Executive Director of Bladen County's Economic Development Commission since 1998. Under his leadership, the county – one of North Carolina's most rural and sparsely populated counties – has successfully navigated a rapidly shifting economic landscape punctuated by both difficult business challenges and exciting job creation opportunities. His creativity and results-orientation have been instructive to his counterparts in neighboring counties, and have brought benefits across North Carolina's economic development network.