2019 EMERGING EXECUTIVES FORUM
January 28-29 • Rocky Mount

Spaces, Places and Properties in Economic Development

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ALLEN TATE RELOCATION AND CORPORATE SERVICES
ARMSTRONG RELOCATION
NORTH CAROLINA BIOTECHNOLOGY CENTER

LOGISTICS

BASE HOTEL: Courtyard by Marriott
250 Gateway Boulevard • Rocky Mount

RECEPTION: Tap @ 1918 (Rocky Mount Mills)
1135 Falls Road • Rocky Mount

FORUM: Rocky Mount Mills (Main Building - 2nd Floor; The River Overlook)
1151 Falls Road • Rocky Mount
AGENDA

Monday, January 28

Afternoon/Evening

ARRIVAL / HOTEL CHECK-IN
Courtyard by Marriott

6:30 – 7 pm

GROUP TRANSPORTATION TO RECEPTION
Group transportation will be provided to Rocky Mount Mills from the Courtyard by Marriott hotel. Meet in the hotel lobby at 6:30 pm for group transportation, and the van will depart at 6:45 pm. The shuttle will run back and forth a few times, so if you miss the first one, you can catch the next one. The van will return to the hotel at 9 pm. Attendees who would like to stay later may Uber or get a cab back to the hotel.

7 – 9 pm

WELCOMING RECEPTION
Tap @ 1918 (RMM)
Reception Sponsor: SYNTERRA CORPORATION

Tuesday, January 29

Plenty of complimentary parking is available on campus. Once parked, follow signs to the main mill building. You’ll go down a set of stairs to enter the building, and our registration table will be set up just inside the main door.

8:30 – 9 am

CONFERENCE REGISTRATION / CONTINENTAL BREAKFAST
The River Overlook (RMM)
Breakfast Sponsors: ALLEN TATE RELOCATION & CORPORATE SERVICES • ARMSTRONG RELOCATION • NORTH CAROLINA BIOTECHNOLOGY CENTER

9 am – 12:15 pm

GENERAL SESSION

9 – 9:15 am

Welcoming Remarks
LAURA LEE
Emerging Executives Committee Co-Chair
Business Recruitment Manager, Food Processing – EDPNC

RYAN REGAN
Emerging Executives Committee Co-Chair
Director of Business Development
Economic Development Coalition of Asheville-Buncombe County
9:15 – 10 am  
**Opportunity Zones: Getting to an ‘Investment Ready’ Real Estate Project**  
**TYLER MULLIGAN**  
Associate Professor, Public Law & Government /  
Director, Development Finance Initiative – UNC School of Government

10 – 10:30 am  
**Leadership Profile**  
*Interviewer: Ryan Regan*  
**MICHAEL GOODMON**  
Senior Vice President, Real Estate – Capitol Broadcasting Company

10:30 – 11 am  
**Networking Break**  
Break Sponsors: ALLEN TATE RELOCATION & CORPORATE SERVICES • ARMSTRONG RELOCATION • NORTH CAROLINA BIOTECHNOLOGY CENTER

11 – 11:45 am  
**Within Reach: Proven Strategies for Redevelopment**  
*Moderator: Laura Lee*  
**EVAN COVINGTON CHAVEZ**  
Development Manager – Rocky Mount Mills  
**LIZ PARHAM**  
Director, NC Main Street and Rural Planning Center – NC Department of Commerce  
**KIMBERLY VAN DYK**  
Planning and Community Revitalization Director – City of Wilson

11:45 am – 12:30 pm  
**Real Estate 101 / Placemaking**  
**SARA MAFFEY**  
Managing Director, Placemaking – Transwestern

12:30 – 1:15 pm  
**LUNCH BUFFET / MENTORING PLANNING SESSION**  
*The River Overlook (RMM)*  
*Lunch Sponsor: STEWART*  
*Planning Session Moderators: Laura Lee and Ryan Regan*

1:15 – 2 pm  
**OPTIONAL ROCKY MOUNT MILLS TOUR**