



**TOURISM AND PLACEMAKING:
AN ECONOMIC DEVELOPMENT STRATEGY**
Greenville Area Networking Luncheon

February 15 • Noon – 1:30 pm • Hilton Greenville

Presenting Sponsor



- 11:30 am – Noon** **Registration / Networking**
- Noon – 12:25 pm** **Luncheon**
- 12:25 – 12:35 pm** **Welcome / Introductions**
KELLY ANDREWS
Director – Pitt County Economic Development
NCEDA Board of Directors
- 12:35 – 12:45 pm** **ECU: Your Economic Development Partner**
DR. ROBIN COGER
Provost and Senior Vice Chancellor for
Academic Affairs – ECU
- 12:45 – 1:25 pm** **Tourism and Placemaking Panel**
BRAD HUFFORD, moderator
Director – Beaufort County Economic Development
MEG HOWDY
Executive Director – Washington Harbor District Alliance
ANDREW SCHMIDT
President & CEO – Greenville-Pitt County CVB
- 1:25 – 1:30 pm** **Closing Remarks**
KELLY ANDREWS



Dr. Robin Coger is the Provost and Senior Vice Chancellor for Academic Affairs and a Professor of Engineering at East Carolina University. She has served as an innovative leader, professor, and scholar within the UNC System for over 26 years. Robin has a strong track record of building strategic partnerships for the benefit of students, faculty, academics, and research.



Meg Howdy is the Executive Director of the Washington Harbor District Alliance where she recruits and supports businesses in the Central Business District while building partnerships that encourage preservation and promote the Harbor District as an inclusive, professional, commercial, cultural, and residential community on the water. Washington is a certified Main Street program.



Andrew Schmidt is the President and CEO of the Greenville-Pitt County CVB. He is a twenty-eight-year veteran of the hospitality industry with a mix of hotel, destination marketing, and academic background. Andrew has worked with the CVB in various capacities for 27 years and has also been an Adjunct Faculty Member of the ECU School of Hospitality Leadership.

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