



# NCEDA 2023 ANNUAL CONFERENCE

June 27-29 • Hotel Ballast • Wilmington

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## *Conference Exhibitors*

365 DEGREE TOTAL MARKETING  
BGE  
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DMJPS

ECS SOUTHEAST  
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THOMAS & HUTTON  
WESTERN GOVERNORS UNIVERSITY

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## Conference Agenda

### Tuesday, June 27

- 10:30 am – 5 pm **OPTIONAL NETWORKING ACTIVITIES** *(separate registration required)*
- 10:30 am – 4 pm **Golf Outing**  
*Beau Rivage Golf & Resort (nine tee times starting at 10:30am)*  
Golf Sponsor: **D.H. GRIFFIN COMPANIES**
- 11:30 am – 4 pm **Half-Day Fishing Excursion**  
*Whipsaw Charters, Bridge Tender Marina (limit of 10)*  
Fishing Sponsor: **GIS PLANNING - FDI INTELLIGENCE**
- 1:30 – 3:30 pm **Emerging Executives Community Service Project** *(no fee)*  
*Cape Fear River Watch – Greenfield Lake Clean-Up*
- 2 – 3:30 pm **Battleship North Carolina Guided Tour**  
*Second Deck Tour “City at Sea”*  
Tour Sponsor: **CARY CHAMBER OF COMMERCE**
- 2:30 – 4 pm **Historic Downtown Wilmington Walking Tour** *(no fee)*  
Tour Sponsor: **NORTH CAROLINA’S SOUTHEAST**
- 3 pm **CONFERENCE REGISTRATION DESK OPENS**  
Refreshments Sponsor: **ENBRIDGE**
- 5 – 5:30 pm **EMERGING EXECUTIVES / NEW MEMBER / BOARD OF DIRECTORS RECEPTION**  
Reception Sponsor: **WESTERN GOVERNORS UNIVERSITY**
- 5:30 – 7 pm **WELCOMING RECEPTION**  
Reception Sponsor: **WILMINGTON DOWNTOWN INC.**  
Entertainment Sponsor: **NORTH CAROLINA ELECTRIC COOPERATIVES**
- 7 pm – until **DINNER ON YOUR OWN**
- 7:30 – 9 pm **OPTIONAL NETWORKING ACTIVITY** *(separate registration required)*  
**Sunset Cruise**  
*Cape Fear Riverboats, Henrietta III (limit of 100)*  
Cruise Sponsor: **ARCO DESIGN/BUILD**

### Wednesday, June 28

- 7 am **CONFERENCE REGISTRATION DESK OPENS**
- 7 – 8:15 am **NETWORKING BREAKFAST**  
Breakfast Sponsor: **THOMAS & HUTTON**
- 8:30 am – 12:30 pm **GENERAL SESSION**

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- 8:30 – 8:40 am **Welcoming Remarks**  
**JOANNA HELMS**  
Director – Apex Economic Development  
*NCEDA Vice President / Annual Conference Committee Chair*
- 8:40 – 9 am **NCEDA Business Session**  
*Board of Directors Update*  
**CHRIS PLATÉ**  
Executive Director – Monroe-Union County Economic Development Commission  
*NCEDA President*
- Foundation Update and Scholarship Recognition*  
**DR. PATRICIA MITCHELL**  
Assistant Professor – Appalachian State University  
*NCEDA Foundation Chair / NCEDA Past President*
- Economic Development Safety Guide*  
**CRYSTAL MORPHIS**  
Founder & CEO – Creative Economic Development Consulting
- 9 – 9:35 am **NC Commerce and EDPNC Update**  
**JOANNA HELMS and CHRIS PLATÉ**, *co-moderators*
- THE HONORABLE MACHELLE BAKER SANDERS**  
Secretary – North Carolina Department of Commerce
- CHRISTOPHER CHUNG**  
CEO – Economic Development Partnership of North Carolina
- 9:35 – 10:05 am **Best Practices to Implement Diversity, Equity, Inclusion and Belonging in Economic Development**  
**KEITH GABRIEL**, *moderator*  
Diversity, Equity & Inclusion Manger – JE Dunn Construction
- BETTY MARROW-TAYLOR**  
Chief Diversity Equity Inclusion Officer – North Carolina Department of Commerce
- NATHANIEL YOUNG**  
IT Director – Corning Incorporated
- 10:05 – 10:15 am **Spotlight: Civic Federal Credit Union**  
**ASHLEY RUFFIN**  
Chief Impact Officer – Civic Federal Credit Union
- 10:15 – 10:45 am **Networking Break**  
Networking Break Sponsor: **PITT COUNTY ECONOMIC DEVELOPMENT**
- 10:45 am – 11:20 am **Sustainability's Role in Economic Development**  
**ASHLEY CAGLE**, *moderator*  
Assistant Director – Wake County Economic Development
- DAVE KNIGHT**  
Former Director of Turf & Compact Utility Engineering – John Deere (retired)
- MATT KUNTZ**  
Head of EHS & Sustainability – FUJIFILM Diosynth Biotechnologies

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11:20 am – Noon	<p><b>The Future of Energy</b> <b>ROBIN SPINKS</b>, <i>moderator</i> Principal – Greenfield</p> <p><b>LUKAS BRUN</b> Research Director – E4 Carolinas</p> <p><b>MARK MCINTIRE</b> Director of Energy and Environmental Policy – Duke Energy</p> <p><b>JENNIFER MUNDT</b> Assistant Secretary of Clean Energy Economic Development North Carolina Department of Commerce</p>
Noon – 12:05 pm	<p><b>Unveiling North Carolina’s Certified Economic Developer Program Logo</b> <b>JAMES AMATO &amp; TEAM</b> Capitol B</p>
12:05 – 12:25 pm	<p><b>Recognition of the 2023 North Carolina Certified Economic Developer Recipients</b> <b>DR. PATRICIA MITCHELL</b> <i>NCEDA Past President</i></p> <p><b>CHARLES HAYES</b> <i>NCEDA Past President</i></p> <p><b>CHRIS PLATÉ</b> <i>NCEDA President</i></p>
12:25 – 12:30 pm	<p><b>Closing Remarks / Adjourn</b> <b>JOANNA HELMS</b> <i>NCEDA Vice President / Annual Conference Committee Chair</i></p>
1 pm – 5 pm	<p><b>OPTIONAL NETWORKING ACTIVITIES</b> (<i>separate registration required</i>)</p>
1:30 – 3:30 pm	<p><b>NC Ports Tour</b> (<i>no fee</i>) <i>Tour of the Wilmington Port (group transportation provided, limit of 24)</i> Tour Sponsor: <b>REALTORS® COMMERCIAL ALLIANCE OF SOUTHEASTERN NC</b></p>
2 – 4 pm	<p><b>Cornhole Tournament</b> <i>Wilmington Chamber of Commerce Lawn</i> Tourney Sponsors: <b>ECS SOUTHEAST • COLUMBUS COUNTY ECONOMIC DEVELOPMENT</b></p>
2 – 3 pm	<p><b>Kayaking Excursion</b> <i>Wilmington Outdoor Adventures, Greenfield Lake Eco-Tour (limit of 8)</i> Excursion Sponsor: <b>NC GLOBAL TRANSPARK ECONOMIC DEVELOPMENT REGION</b></p>
2 – 3 pm	<p><b>Historic Downtown Carriage Tour</b> <i>Springbrook Farms, pick-up at Ballast (limit of 22)</i> Tour Sponsor: <b>UNC WILMINGTON</b></p>
3 – 4 pm	<p><b>Kayaking Excursion</b> <i>Wilmington Outdoor Adventures, Greenfield Lake Eco-Tour (limit of 8)</i> Excursion Sponsor: <b>NC BIOTECHNOLOGY CENTER</b></p>

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5 – 9:30 pm

## NCEDA 2023 AWARDS CEREMONY AND DINNER RECEPTION

5 – 5:30 pm

### Cocktail Reception

Reception Sponsor: **TERRACON CONSULTANTS**

5:30 – 6:30 pm

### Awards Ceremony

Ceremony Sponsor: **MONROE-UNION COUNTY ECONOMIC DEVELOPMENT COMMISSION**

6:30 – 9:30 pm

### Networking Dinner Reception, honoring NCEDA Past Presidents

Dinner Reception Sponsors: **INSPERITY • NORTH CAROLINA PORTS**

Entertainment Sponsor: **ELECTRICITIES OF NORTH CAROLINA**

## Thursday, June 29

7 am

## CONFERENCE REGISTRATION DESK OPENS

7 – 8:15 am

## NETWORKING BREAKFAST

Breakfast Sponsor: **CLANCY & THEYS CONSTRUCTION COMPANY**

8:30 am – 12:30 pm

## GENERAL SESSION

8:30 – 8:40 am

### Welcoming Remarks

#### JOANNA HELMS

Director – Apex Economic Development

*NCEDA Vice President / Annual Conference Committee Chair*

#### THE HONORABLE BILL SAFFO

Mayor – City of Wilmington

8:40 – 9 am

### NCEDA Business Session

#### *Nominating Committee Report*

#### JOHN NELMS

Senior Economic Development Manager – Duke Energy

*NCEDA Immediate Past President / Nominating Committee Chair*

#### *Board Member Recognition / Passing of the Gavel*

#### CHRIS PLATÉ

*NCEDA President*

#### JOANNA HELMS

*NCEDA Vice President*

#### *Legislative Committee Report*

#### BRITTANY BRADY

President – Henderson County Partnership for Economic Development

*NCEDA Board of Directors / Legislative Committee Chair*

#### *Emerging Executives Report*

#### BLAKE MOYER

President – Surry County Economic Development Partnership

*NCEDA Emerging Executives Initiative Chair*

#### ELIZABETH UNDERWOOD

Workforce Development Manager – Lake Norman Economic Development

*NCEDA Emerging Executives Initiative Vice Chair*

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- 9 – 9:40 am **Urban Revitalization**  
**ERNIE PEARSON**, *moderator*  
Partner –Maynard Nexsen  
*NCEDA Past President*  
**MICHAEL COWIN**  
Deputy City Manager – City of Greenville  
**DARREN RHODES**  
Assistant City Manager – City of Albemarle  
**ROBERT VAN GEONS**  
President & CEO – Fayetteville Cumberland County Economic Development Corp.
- 9:40 – 10:15 am **Downtown Wilmington Development and Revitalization**  
**CHRISTINA HALEY**, *moderator*  
Vice President of Marketing and Business Outreach –Wilmington Downtown Inc.  
**MIKE BROWN**  
Senior Vice President – Cape Fear Commercial  
**AUBREY PARSLEY**  
Economic Development Director – City of Wilmington  
**MCKAY SIEGEL**  
Junior Partner – East West Partners
- 10:15 – 10:45 am **Networking Break**  
Networking Break Sponsor: **BRUNSWICK BUSINESS & INDUSTRY DEVELOPMENT**
- 10:45 – 11:25 am **Connecting Perspectives on Product Development**  
**OPPIE JORDAN**, *moderator*  
Senior Vice President – Carolinas Gateway Partnership  
**ANGELA GAILLIARD**  
Director of Programs – Golden LEAF Foundation  
**DIANNE JONES**  
Managing Director – JLL  
**JOE STALLINGS**  
Director of Economic Development – North Carolina Railroad Company
- 11:25 – 11:55 am **The Future of Community Colleges in North Carolina: Insights from New Leadership**  
**DR. JEFF COX**  
President – North Carolina Community College System  
**JOHN LOYACK**  
Vice President, Economic Development – North Carolina Community College System
- 11:55 am – 12:25 pm **Innovative Workforce Development Initiatives**  
**LAURA ULLRICH**  
Senior Regional Economist, Research  
Federal Reserve Bank of Richmond
- 12:25 – 12:30 pm **Closing Remarks / Adjourn**  
**JOANNA HELMS**

## ADDITIONAL SPONSORS:

Candy Basket Sponsor: **WK DICKSON**

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