



2023 FALL CONFERENCE

October 9-10 • Renaissance Hotel • Asheville

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2023 NCEDA FALL CONFERENCE AGENDA

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Conference Exhibitors

ALLIANCE CONSULTING ENGINEERS

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NORTH CAROLINA'S ELECTRIC COOPERATIVES

Conference Agenda

Monday, October 9

Afternoon

OPTIONAL ACTIVITIES *(separate registration)*

11 am – 5 pm

Golf Outing

Golf Sponsor: **BROOKS PIERCE**

Noon – 4 pm

Fly Fishing Excursion

Excursion Sponsor: **WESTERN CAROLINA UNIVERSITY**

1:30 – 3:30 pm

Pratt & Whitney Site Tour

2 – 4 pm

New Belgium Brewery Tour

Tour Sponsor: **ARCO DESIGN/BUILD**

3 – 5 pm

Historic Walking Tour of Downtown Asheville

Tour Sponsor: **ELECTRICITIES OF NORTH CAROLINA**

4 pm

Ballroom Foyer

CONFERENCE REGISTRATION DESK OPENS

Refreshments Sponsor: **CIVIL & ENVIRONMENTAL CONSULTANTS**

5:30 – 6 pm

Patio

BOARD OF DIRECTORS / EMERGING EXECUTIVES / NEW MEMBER RECEPTION

Reception Sponsor: **THOMAS & HUTTON**

6 – 7:30 pm

Ballroom / Patio

WELCOMING RECEPTION / NCEDA FOUNDATION SILENT AUCTION

Reception Sponsor: **ECONOMIC DEVELOPMENT COALITION FOR ASHEVILLE-BUNCOMBE COUNTY**

Entertainment Sponsor: **TERRACON CONSULTANTS**

7:30 – 11 pm

ADDITIONAL GATHERING OPPORTUNITIES

7:30 – 11 pm

Pub Crawl

Pub Crawl Transportation Sponsor: **NORTH CAROLINA'S ELECTRIC COOPERATIVES**

Circulating trolley will be available to several local breweries in the downtown area.

9:30 – 11 pm

NCEDA Jam Session

NCEDA members will showcase their musical talent at the Wicked Weed Funkatorium (147 Coxe Avenue) for an informal jam session / sing-along that is open to all conference attendees.

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Tuesday, October 10

- 7:30 am **CONFERENCE REGISTRATION DESK OPENS**
- 7:30 – 8:30 am **NETWORKING BREAKFAST**
Ballroom
Breakfast Sponsor: **ECS SOUTHEAST**
- 8 am – 12:30 pm **EXHIBITOR HALL OPEN**
Ballroom Foyer
- 8:30 am – 12:30 pm **GENERAL SESSION**
Ballroom
Candy Basket Sponsor: **ENBRIDGE**
Productivity Bell Sponsor: **MOUNTAIN VALLEY PIPELINE**
- 8:30 – 8:35 am **Welcoming Remarks**
CARL REES
Manager of Community and Economic Development – ElectriCities of North Carolina
Fall Conference Committee Co-Chair
- 8:35 – 8:45 am **NCEDA Board of Directors Update and Lifetime Service Award Recognition**
JOANNA HELMS
Director – Apex Economic Development
NCEDA President
- 8:45 – 8:50 am **NCEDA Mentorship Program Announcement**
ELIZABETH UNDERWOOD
Workforce Development Manager – Lake Norman Economic Development
NCEDA Emerging Executives Chair
- 8:50 – 9 am **NCEDA Foundation Report and Scholarship Recognition**
RANDALL JOHNSON
Executive Director, Southeastern Office – North Carolina Biotechnology Center
NCEDA Foundation President and Vice Chair / NCEDA Past President
- 9 – 9:30 am **Commerce and EDPNC Updates**
MARVIN PRICE, moderator
Executive Vice President, Economic Development – Greensboro Chamber of Commerce
MICHAEL EBERT
Chief Operating Officer – Economic Development Partnership of North Carolina
JORDAN WHICHARD
Chief Deputy Secretary – North Carolina Department of Commerce
- 9:30 am – 10 am **Top Five Environmental Topics NC Economic Developers Should Know**
DAVID LAMBERT
Project Liaison – North Carolina Department of Environmental Quality

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10 – 10:15 am	Project Spotlight: The Industrial Commons MOLLY HEMSTREET Co-Executive Director – The Industrial Commons
10:15 – 10:45 am	Networking Break Networking Break Sponsor: WK DICKSON
10:45 am – 11:15 am	NCInnovation: Optimizing Innovation for North Carolina BENNET WATERS President & CEO – NCInnovation
11:15 – 11:45 am	NC Select Sites: Out of Sight? Or Out of Sites? BRITTANY BRADY , <i>moderator</i> President – Henderson County Partnership for Economic Development <i>NCEDA Legislative Committee Chair</i> JEANNETTE GOLDSMITH Vice President – Strategic Development Group STEVEN PEARCE Vice President, Infrastructure and Economic Development – McGuire Woods Consulting
11:45 am – 12:30 pm	Lessons Learned: Economic Development Projects That Don't Go As Planned MARY LESA PEGG , <i>moderator</i> Business Recruitment Manager – Economic Development Partnership of North Carolina RALPH FORBES Vice President / Regional Director – Thomas & Hutton FORD GRAHAM SVP Infrastructure & Economic Development – McGuire Woods Consulting KEITH MAGEE Vice President, Engineering – J.M. Mullis
12:30 pm	Close General Session / Move to Luncheon
12:30 – 2 pm <i>Ballroom</i>	LUNCHEON Luncheon Sponsor: HENDERSON COUNTY PARTNERSHIP FOR ECONOMIC DEVELOPMENT
12:30 – 1 pm	Luncheon / Networking
1 – 1:45 pm	Luncheon Keynote: Hard Earned Lessons from the Appalachian Trail and Beyond JENNIFER PHARR DAVIS Professional Speaker, Author, and Entrepreneur
1:45 – 2 pm	Closing Remarks TIMOTHY DOWNS Regional Director, North Carolina Economic Development – Thomas & Hutton <i>Fall Conference Committee Co-Chair</i>
2 pm	CONFERENCE ADJOURNS

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