



**NCEDA 2024 ANNUAL CONFERENCE**  
June 25-27 • Hotel Ballast • Wilmington

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## Conference Exhibitors

365 DEGREE TOTAL MARKETING  
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BGE  
BRANCH CIVIL  
CIVIL & ENVIRONMENTAL CONSULTANTS  
DMJPS  
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THOMAS & HUTTON  
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## Conference Agenda

Candy Basket Sponsor: **ENBRIDGE**

Lanyards Sponsor: **NORTH CAROLINA GLOBAL TRANSPARK ECONOMIC DEVELOPMENT REGION**

Notepads Sponsor: **ECU – NC CERTIFIED ECONOMIC DEVELOPER PROGRAM**

Productivity Bell Sponsor: **MOUNTAIN VALLEY PIPELINE**

WiFi Sponsor: **THOMAS & HUTTON**

### **Tuesday, June 25**

10:30 am – 4 pm **OPTIONAL NETWORKING ACTIVITIES** *(separate registration required)*

10:30 am – 4 pm  
*Beau Rivage*

**Golf Outing**

Golf Sponsor: **WK DICKSON**

11:30 am – 4 pm  
*Whipsaw Charters Bridge Tender Marina*

**Half-Day Fishing Excursion**

1:30 – 3:30 pm  
*Food Bank*

**Emerging Executives Community Service Project** *(no fee)*

Service Project Sponsor: **NORTH CAROLINA'S ELECTRIC COOPERATIVES**

1:30 – 3:30 pm  
*Beau Rivage*

**Pickleball Clinic and Round Robin Tournament**

Pickleball Sponsor: **ARCO DESIGN/BUILD**

1:30 – 3:30 pm  
*Wrightsville SUP*

**Kayaking Waterway Tour**

1:30 – 3:30 pm  
*Wrightsville SUP*

**Stand Up Paddleboarding Waterway Tour**

3 pm  
*Lower Lobby*

**CONFERENCE REGISTRATION DESK OPENS**

Refreshments Sponsor: **HENDERSON COUNTY PARTNERSHIP FOR ECONOMIC DEVELOPMENT**

5 – 5:30 pm  
*Grand Ballroom / Terrace*

**EMERGING EXECUTIVES / NEW MEMBER / BOARD OF DIRECTORS RECEPTION**

Reception Sponsor: **ALLIANCE CONSULTING ENGINEERS**

5 – 5:30 pm  
*Carolina Room*

**NC CERTIFIED ECONOMIC DEVELOPERS RECEPTION**

5:30 – 7 pm  
*Grand Ballroom / Terrace*

**WELCOMING RECEPTION**

Reception Sponsor: **NORTH CAROLINA PORTS • WILMINGTON DOWNTOWN INC.**  
Entertainment Sponsor: **PITT COUNTY ECONOMIC DEVELOPMENT**

7 pm – until

**DINNER ON YOUR OWN**

7:30 – 9 pm  
*Cape Fear Riverboats,  
Henrietta III*

**OPTIONAL NETWORKING ACTIVITY** *(separate registration required)*

**Sunset Cruise**

Cruise Sponsor: **GIS WEBTECH**

### **Wednesday, June 26**

6 – 7 am  
*Wilmington Riverwalk*

**OPTIONAL NETWORKING ACTIVITY** *(separate registration required)*

**NCEDA Fun Run**

Fun Run Sponsors: **CREATIVE ECONOMIC DEVELOPMENT CONSULTING • GASTON COUNTY ECONOMIC DEVELOPMENT COMMISSION**

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7 am  
*Lower Lobby*

## CONFERENCE REGISTRATION DESK OPENS

7 – 8:15 am  
*Grand Ballroom Concourse*

## NETWORKING BREAKFAST

Breakfast Sponsor: **365 DEGREE TOTAL MARKETING • BRANCH CIVIL**

8:30 am – 12:30 pm  
*Grand Ballroom*

## GENERAL SESSION

8:30 – 8:35 am

### Welcoming Remarks

#### GARY LANIER

Director – Columbus County Economic Development Commission  
*NCEDA Vice President / Annual Conference Committee Chair*

8:35 – 9:05 am

### NCEDA Business Session

*Board of Directors Update and ByLaws Revisions*

#### JOANNA HELMS

Director – Apex Economic Development  
*NCEDA President*

#### SCOTT HAMILTON

President & CEO – GoldenLEAF Foundation  
*NCEDA Past President*

*Foundation Update and Fundraising Campaign Announcement*

#### DR. PATRICIA MITCHELL

Assistant Professor – Appalachian State University  
*NCEDA Foundation Chair / NCEDA Past President*

#### CRYSTAL MORPHIS

Founder & CEO – Creative Economic Development Consulting  
*NCEDA Foundation Board of Directors*

9:05 – 9:10 am

### Legislative Committee Report

#### BRITTANY BRADY

President – Henderson County Partnership for Economic Development  
*NCEDA Board of Directors / Legislative Committee Chair*

9:10 – 9:50 am

### Commerce and EDPNC Update: Megasite and Selectsite Programs

#### JOSH GRANT, *introductions*

Director of Public Policy and Government Relations – Smith Anderson  
Director of Policy and Strategic Partnerships - NCEDA

#### DAVE HORNE, *moderator*

Attorney – Smith Anderson

#### SUSAN FLEETWOOD

Executive Director of Economic Development – North Carolina Department of Commerce

#### DAN GERLACH

Owner – Dan Gerlach LLC

#### GARRETT WYCKOFF

Product Development Manager  
Economic Development Partnership of North Carolina

9:50 – 10:05 am

### Future of Energy

#### NICOLE HOLMES

Chief Commercial Officer – GE Hitachi Nuclear Energy

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10:05 – 10:15 am	<b>Resource Spotlight: New Economic Development Handbook and New Economic Development “How To” Guides</b> <b>JONATHAN MORGAN</b> Professor of Public Administration and Government – UNC School of Government <b>CRYSTAL MORPHIS</b> Founder & CEO – Creative Economic Development Consulting
10:15 – 10:45 am	<b>Networking Break</b> Networking Break Sponsor: <b>BRUNSWICK BUSINESS &amp; INDUSTRY DEVELOPMENT</b>
10:45 am – 11:10 am	<b>How Technology is Changing Site Selection</b> <b>RON BERTASI</b> CEO – GIS WebTech
11:10 – 11:15 am	<b>Interactive Session</b>
11:15 am – Noon	<b>Thriving in a Multigenerational Environment</b> <b>DR. MELISSA FURMAN</b> President & Founder – Career Potential LLC Keynote Sponsor: <b>SMALL BUSINESS &amp; TECHNOLOGY DEVELOPMENT CENTER</b>
Noon – 12:25 pm	<b>Recognition of the 2024 North Carolina Certified Economic Developer Recipients</b> <b>DR. PATRICIA MITCHELL</b> <i>NCEDA Past President</i> <b>CHARLES HAYES</b> <i>NCEDA Past President</i> <b>JOANNA HELMS</b> <i>NCEDA President</i>
12:25 – 12:30 pm	<b>Closing Remarks / Adjourn</b> <b>GARY LANIER</b> <i>NCEDA Vice President / Annual Conference Committee Chair</i>
12:30 – 5 pm	<b>OPEN AFTERNOON</b> (lunch on your own!)
1:30 pm – 4 pm	<b>OPTIONAL NETWORKING ACTIVITIES</b> ( <i>separate registration required</i> )
1:30 – 3:30 pm <i>Wilmington Port</i>	<b>NC Ports Tour</b> ( <i>no fee</i> ) Tour Sponsor: <b>REALTORS® COMMERCIAL ALLIANCE OF SOUTHEASTERN NC</b>
2 – 4 pm <i>Wilmington Chamber of Commerce Lawn</i>	<b>Cornhole Tournament</b> Tourney Sponsors: <b>ECS SOUTHEAST • COLUMBUS COUNTY ECONOMIC DEVELOPMENT</b>
2 – 3:30 pm	<b>Battleship North Carolina Guided Tour</b>
2:30 – 4 pm	<b>Historic Downtown Wilmington Walking Tour</b> ( <i>no fee</i> ) Tour Sponsor: <b>CARY ECONOMIC DEVELOPMENT</b>
5 – 9:30 pm	<b>NCEDA 2024 AWARDS CEREMONY AND DINNER RECEPTION</b>
5 – 5:30 pm <i>Cape Fear Lobby</i>	<b>Cocktail Reception</b> Reception Sponsor: <b>CIVIL &amp; ENVIRONMENTAL CONSULTANTS</b>

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5:30 – 6:30 pm  
*Cape Fear Ballroom*

**Awards Ceremony**  
Ceremony Sponsor: **TERRACON CONSULTANTS**

6:30 – 9:30 pm  
*Grand Ballroom*

**Networking Dinner Reception**, *honoring NCEDA Past Presidents*  
Dinner Reception Sponsor: **DUKE ENERGY**  
Entertainment Sponsor: **NORTH CAROLINA'S SOUTHEAST**

## Thursday, June 27

6 – 7 am  
*Ballast Pool Deck*

**OPTIONAL NETWORKING ACTIVITY** *(separate registration required)*  
**Yoga**

7 am  
*Lower Lobby*

**CONFERENCE REGISTRATION DESK OPENS**

7 – 8:15 am  
*Grand Ballroom Concourse*

**NETWORKING BREAKFAST**  
Breakfast Sponsor: **CLANCY & THEYS CONSTRUCTION COMPANY • ELECTRICITIES OF NORTH CAROLINA**

8:30 am – 12:30 pm  
*Grand Ballroom*

**GENERAL SESSION**

8:30 – 8:35 am

**Welcoming Remarks**  
**GARY LANIER**  
Director – Columbus County Economic Development Commission  
*NCEDA Vice President / Annual Conference Committee Chair*

8:35 – 9 am

**NCEDA Business Session**  
*Nominating Committee Report*  
**CHRIS PLATÉ**  
Executive Director – Monroe-Union County Economic Development Commission  
*NCEDA Immediate Past President / Nominating Committee Chair*  
  
*Board Member Recognition / Passing of the Gavel*  
**JOANNA HELMS**  
*NCEDA President*

**GARY LANIER**  
*NCEDA Vice President*  
  
*Emerging Executives Report and Mentorship Program Recognition*  
**ELIZABETH UNDERWOOD**  
Workforce Development Manager – Lake Norman Economic Development  
*NCEDA Emerging Executives Initiative Chair*

**ALBERT ALWANG**  
Economic Development Manager – Wake County Economic Development  
*NCEDA Emerging Executives Initiative Vice Chair*

9 – 9:25 am

**Innovative Marketing**  
**LINDA MOSELY**  
Co-Founder & CEO – 365 Degree Total Marketing

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- 9:25 – 10:05 am **Workforce Housing Solutions**  
**NATALIE ENGLISH**, *moderator*  
President & CEO – Wilmington Chamber of Commerce  
**ROBERT CAMPBELL**  
Pastor – New Beginnings Christian Church  
Board Chairman – East Carolina Community Development Incorporation  
**BRAD GALBRAITH**  
Vice President, Community Development – Jupiter Building Dynamics  
**SAM McCACHERN**  
President & CEO – Thomas & Hutton  
**SARAH ODIO**  
Associate Director, Housing and Revitalization  
Development Finance Initiative, UNC School of Government
- 10:05 – 10:15 am **myFutureNC Update**  
**CECILIA HOLDEN**  
President & CEO – myFutureNC
- 10:15 – 10:45 am **Networking Break**  
Networking Break Sponsor: **MARIS, WEST & BAKER**
- 10:45 – 10:55 am **Interactive Session**
- 10:55 – 11:25 am **NC Community Colleges Update: Workforce Development**  
**JOHN LOYACK**, *moderator*  
Vice President, Economic Development – North Carolina Community College System  
**ANNE SHAW**  
State Director, Small Business Center Network – North Carolina Community College System  
**DALE YARBOROUGH**  
ApprenticeshipNC Field Supervisor – North Carolina Community College System  
**JAN YOKELEY**  
Director, NCEdge Customized & Corporate Training – Cape Fear Community College
- 11:25 – 11:45 am **Trends on Which Industries Are Landing in NC**  
**MELISSA SMITH**, *introduction*  
Senior Vice President, Business Recruitment and Development  
Economic Development Partnership of North Carolina  
**KATY PARKER**  
Director of Project Management  
Economic Development Partnership of North Carolina
- 11:45 am – 12:25 pm **North Carolina: How We Stack Up**  
**CHRIS LLOYD**  
Senior Vice President & Director, Infrastructure & Economic Development  
McGuireWoods Consulting
- 12:25 – 12:30 pm **Closing Remarks / Adjourn**  
**GARY LANIER**

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