



Insights on Impact – Analyzing Economic Activities for Economic Development

2024 Raleigh Networking Luncheon
December 5 • Hilton Raleigh North Hills

Agenda

- 11:30 am – Noon **Registration & Networking**
- Noon – 12:25 pm **Luncheon**
- 12:25 – 12:40 pm **Welcome & Introductions**
- Gary Lanier**
Director
Columbus County Economic Development
NCEDA President
- Brittany Brady**
President & CEO
Henderson County Partnership for Economic Development
NCEDA Vice President
- Andrew Tate**
Director, Economic Development North Carolina
Duke Energy
NCEDA Past President
- 12:40 – 12:45 pm **Legislative Update**
- Natalie Hawkins**
President
Moore County Economic Development Partnership
NCEDA Legislative Committee Chair
- 12:45 – 1:25 pm **Presentation**
- Penny Whiteheart**
Senior Consultant
Creative Economic Development Consulting
- 1:25 – 1:30 pm **Closing Remarks**
- Gary Lanier & Brittany Brady**

Our Speaker



Since 2016, Penny has worked with Creative EDC, bringing unique solutions to economic development challenges. She develops out-of-the box strategies, leads economic impact analysis, and provides expert facilitation support for CEDC's clients and internal projects. With more than 30 years of experience in economic development, she is a frequent speaker on regional economic trends and strategy, talent attraction and workforce development, marketing, and international trade. Penny has spent more than 20 years in strategic leadership for regional economic development. She has managed programs for communications and media, business development, and marketing as well as administration and program evaluation. She has completed many economic impact analyses looking at the impacts of new and expanded companies, potential mixed-use developments, entire downtowns and significant employers. Penny has graduate and undergraduate degrees from UNC Chapel Hill.

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