



2025 North Carolina Economic Development Career Trek Agenda

January 24, 2025

This event is a one-day seminar for undergrad and graduate students to learn from economic development and business professionals. It is hosted by the NC Economic Development Association (NCEDA), in partnership with the Economic Development Partnership of North Carolina (EDPNC) and the NC Department of Commerce.

THANK YOU TO OUR EVENT SPONSORS!



Civil & Environmental
Consultants, Inc.



MEETING LOCATION:	SPARK Life Science Axis Center 4921 McCrimmon Parkway – Morrisville, NC
INDUSTRY TOUR:	BASF Corporation 2 TW Alexander Drive – Durham, NC

9:30 – 10:15 am

ARRIVAL NETWORKING

10:15 am – Noon

MORNING SESSION

10:15 – 10:30 am

Welcome & Career Trek Overview

DR. GARY LANIER

Director – Columbus County Economic Development

NCEDA Board of Directors

ANNA WALKER

Economic Development Manager – North Carolina's Electric Cooperatives

NCEDA Emerging Executives Vice Chair

RANDALL JOHNSON

Executive Director, Southeastern Office – NC Biotechnology Center

NCEDA Foundation Board of Directors

10:30 – 11:15 am

"What is Economic Development?" Panel Discussion

JOANNA HELMS

Director – Apex Economic Development

2025 Career Trek Co-Chair and NCEDA Board of Directors

ALBERT ALWANG

Economic Development Director – Wake County Economic Development

NCEDA Emerging Executives Chair

MACHELLE BAKER SANDERS

Former Secretary – NC Department of Commerce

MELISSA SMITH

Senior Vice President, Business Recruitment & Development – EDPNC

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11:15 – 11:30 am	Break
11:30 am – Noon	FUJIFILM Diosynth Biotechnologies Presentation ASHLEY CAGLE Assistant Executive Director – Wake County Economic Development
Noon – 12:45 pm	LUNCHEON
Noon – 12:30 pm	Luncheon / Networking
12:30 – 12:45 pm	NC Commerce Welcome Remarks THE HONORABLE LEE LILLEY Secretary – NC Department of Commerce
12:45 – 3:10 pm	AFTERNOON SESSION
12:45 – 1 pm	Economic Development Career Path Breakout Session Overview <i>Breakout Session leaders will share a brief overview of their profession to give students a better understanding of different career paths and help them decide which sessions they would like to attend.</i>
1 – 3 pm	Economic Development Career Path Breakout Sessions <i>There will be four breakout sessions. Students will choose four of the eight options to learn more about potential careers that interest them the most.</i> <i>Session Switch: 1 – 1:05 pm</i> <i>Session One: 1:05 – 1:25 pm</i> <i>Session Switch: 1:25 – 1:35 pm</i> <i>Session Two: 1:35 – 2:55 pm</i> <i>Session Switch: 1:55 – 2:05 pm</i> <i>Session Three: 2:05 – 2:25 pm</i> <i>Session Switch: 2:25 – 2:35 pm</i> <i>Session Four: 2:35 – 2:55 pm</i> <i>Reconvene: 2:55 – 3 pm</i> 1. Architecture, Engineering, and Construction Session Leaders: <ul style="list-style-type: none">• Andre Lennon – Civil & Environmental Consultants• Eric Musico – ARCO Design/Build• Sarah Walko – Turner Construction Company 2. Business Development / Sales Session Leaders: <ul style="list-style-type: none">• Timothy Downs – Thomas & Hutton• Baylee Fox – Greenville ENC Alliance• Keith Gabriel – Samet Corporation• Patrick Pierce – North Carolina Railroad Company 3. Consulting Session Leaders: <ul style="list-style-type: none">• Dave Efird – Womble Bond Dickinson Law Firm• Josh Grant – Smith Anderson Law Firm• Christine Spratley – HBIC Advisors

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4. Local Economic Development

Session Leaders:

- Charla Duncan – Warren County Economic Development
- Nathan Huret – Catawba County Economic Development Corporation
- Katy Parker – Economic Development Partnership of North Carolina
- Robert Van Geons – Fayetteville Cumberland County Economic Development
- Elizabeth Underwood – Stanly County Economic Development

5. Research, Marketing, and Communications

Session Leaders:

- Kelly Baker – ElectriCities of North Carolina
- Alyssa Brown Moseley – Economic Development Partnership of North Carolina
- Kathleen Henry – KH Consulting
- Penny Whiteheart – Creative Economic Development Consulting

6. State and Local Government

Session Leaders:

- Will Best – NC Department of Commerce
- James Carter – City of Charlotte Economic Development
- Hazel Edmond – NC Department of Commerce Rural Economic Development Division
- Jonathan Morgan – UNC School of Government
- Marshall Yandle – City of Greensboro Economic Development

7. Utility Partners

Session Leaders:

- Danielle Buckins – Duke Energy
- Tyler Staton – Enbridge Gas of North Carolina
- Casey Verburg – ElectriCities of North Carolina

8. Workforce Development

Session Leaders:

- Ashley Cagle – Wake County Economic Development
- Patrick Lucitt – UNC Charlotte
- Elisabeth Muehlemann – NC Department of Commerce Division of Workforce Solutions
- Blake Moyer – Surry County Economic Development Partnership

3 – 3:10 pm

Closing Remarks / Site Tour Instructions

JOANNA HELMS

Director – Apex Economic Development

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ALBERT ALWANG

Economic Development Director – Wake County Economic Development

NCEDA Emerging Executives Chair

3:10 – 4:30 pm

INDUSTRY TOUR

3:10 – 3:30 pm

Travel to Site Tour

3:30 – 4:30 pm

Site Tour: BASF Corporation

4:30 pm

Adjourn / Departure