



**2024-25**  
**NEW MEMBER ORIENTATION**  
**June 2025**

# About NCEDA

## OUR MISSION

NCEDA serves as the voice for North Carolina's economic development community – providing professional development, networking opportunities and advocacy to secure the state's economic future.

## ABOUT US

- Trade Association for NC's Economic Development Community
- Established in 1966
- Over 950 Members representing over 90 Counties
  - Municipal, County, Regional and State Practitioners
  - Academic Partners
  - Utility Partners
  - Private Allies
- Professional Development, Networking, and Advocacy
- Focus on Strategic Partnerships





# Our Leadership

## BOARD OF DIRECTORS

### OFFICERS

**Gary Lanier**, President

**Brittany Brady**, Vice President

**André Lennon**, Secretary/Treasurer

**Joanna Helms**, Immediate Past President

### DIRECTORS

*Elected to 3-Year Terms*

9 Members

### EX-OFFICIO

6 Members



## STAFF

**Liz Dobbins-Smith**, Managing Director – NCEDA and NCEDA Foundation

**Torsha Eubanks**, Director of Events and Operations – NCEDA

**Josh Grant**, Director of Policy and Strategic Partnerships – NCEDA

**Brandie Grubb**, Marketing and Communications Manager – NCEDA

**Blair Kennedy**, Director of Programming and Resource Development – NCEDA Foundation



# Our Role in Economic Development

## WHAT WE DO

- Advocate for policies that promote economic development
- Facilitate connections between professionals and communities
- Provide education and professional development opportunities
- Support strategic initiatives that drive economic growth

## KEY FOCUS AREAS

- Legislation
- Education
- Networking



# Membership Benefits

## PROFESSIONAL DEVELOPMENT & NETWORKING OPPORTUNITIES

**Conferences** – Three annual conferences offer panel discussions and presentations on critical issues economic developers face

**Webinars** – Professional development webinars provide intensive sessions on specific topics

**Networking Luncheons** – Luncheons offer perspectives on critical regional issues

**Emerging Executives Initiative** – Engages members newer to the North Carolina economic development community with customized programming and community service opportunities

**Practitioner Workshop** – Opportunity for economic development practitioner members to engage with each other and take a deep dive on important topics

## ADVOCACY & PUBLIC POLICY

Influence on state legislation impacting economic development

## RESOURCES

Access to industry reports, research, our member directory, and other tools



# Publications

## E-NEWSLETTER

NCEDA's bi-monthly e-newsletter covers trends, legislative issues, career opportunities, and important news from around the state

## NCEDA WEBSITE

NCEDA's website offers information, resources, and professional development opportunities

## NCEDA MEMBER DIRECTORY

This searchable listing of economic development professionals and allies provides members with access to a vital resource – each other

## SOCIAL MEDIA

Follow us on LinkedIn, Facebook, X, and YouTube





# NCEDA Foundation

## ABOUT THE FOUNDATION

Created in 2020, the NCEDA Foundation advances economic development by funding professional development activities, research, and education programs, especially for underserved, distressed, and rural counties and economic developers across North Carolina.

## KEY FOCUS AREAS

- Scholarships – Opportunities for members at all career stages
- Fellowship Program – Hands-on experience in economic development for graduate students
- Partnerships – ECU Economic Development Honors Seminar
- Research – NC 2050 Future of Revenue Report
- Future Initiatives – Expanding internships and fellowships and starting an economic development awareness program





# Advocacy & Policy

## 2025 NCEDA LEGISLATIVE PRIORITIES

- Product Development and Site Readiness
- Workforce Innovation
- Enhancing our Competitive Posture

## HOW YOU CAN HELP

- Get involved in advocacy efforts
- Engage with legislators
- Make your voice heard





# How to Get Involved

## ATTEND EVENTS

- Conferences
- Regional Networking Luncheons
- Webinars
- Legislative Day
- Practitioner Workshop

## VOLUNTEER OPPORTUNITIES

- Join a Committee
  - Conference Planning
  - Marketing & Membership
  - Professional Development
  - Emerging Executives and More!
- Mentorship Program
- Fellowship Program
- NC Economic Development Career Trek
- NCEDA Leadership



# **AI's Impact on the Workplace & Workforce Development Webinar**

June 5 • 1 – 2 pm

## **2025 Annual Conference**

June 11-13 • Wilmington

## **2025 Economic Development Practitioners Workshop**

August 20 • High Point

## **Charlotte Regional Networking Luncheon**

September 23 • Charlotte

## **Fall Conference**

October 20-21 • Asheville

**UPCOMING  
EVENTS**

*For more information visit us at*  
**[www.nceda.org/events-networking](http://www.nceda.org/events-networking)**



# Contact Us

*We're Here for You!*

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# Questions?

**ASK AWAY!**

Thank you for becoming a member. We're excited to have you join the NCEDA family! We look forward to supporting your success and growth.

*Welcome to our Family!*







[www.nceda.org](http://www.nceda.org)