



NCEDA 2025 ANNUAL CONFERENCE

June 11-13 • Hotel Ballast • Wilmington

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NORTH CAROLINA'S ELECTRIC COOPERATIVES

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CARY ECONOMIC DEVELOPMENT

THE CHRISTMAN COMPANY

COLUMBUS COUNTY ECONOMIC DEVELOPMENT

CONVERGENT NONPROFIT SOLUTIONS

CREATIVE ECONOMIC DEVELOPMENT CONSULTING

DAVIS MARTIN POWELL

ENBRIDGE GAS OF NORTH CAROLINA

GASTON COUNTY ECONOMIC DEVELOPMENT

HARNETT COUNTY ECONOMIC DEVELOPMENT

HH ARCHITECTURE

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WILMINGTON BUSINESS DEVELOPMENT

WILMINGTON CHAMBER OF COMMERCE

WITHERS RAVENEL

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Exhibitors

365 DEGREE TOTAL MARKETING

BL COMPANIES

BRANCH CIVIL

CENTURY CONTRACTORS

DMJPS CPAS + ADVISORS

ECS SOUTHEAST

EDIFICE CONSTRUCTION

FAYETTEVILLE-CUMBERLAND COUNTY

ECONOMIC DEVELOPMENT

GOLDMAN SACHS 10,000

SMALL BUSINESSES PROGRAM

NORTH CAROLINA RAILROAD COMPANY

SMALL BUSINESS TECHNOLOGY &

DEVELOPMENT CENTER

WILMINGTON DOWNTOWN INC.

Agenda

Candy Basket Sponsor: **ELECTRICITIES OF NORTH CAROLINA**

Lanyards Sponsor: **NC GLOBAL TRANSPARK ECONOMIC DEVELOPMENT REGION**

Productivity Bell Sponsor: **MOUNTAIN VALLEY PIPELINE**

WiFi Sponsor: **BRANCH CIVIL**

Wednesday, June 11

10:30 am – 4 pm

OPTIONAL NETWORKING ACTIVITIES *(separate registration required)*

10:30 am – 4 pm

Beau Rivage

Golf Outing

Golf Sponsor: **ARDURRA**

11:30 am – 4 pm

Whipsaw Charters

Half-Day Fishing Excursion

1:30 – 3:30 pm

Beau Rivage

Pickleball Clinic and Round Robin Tournament

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

1:30 – 3:30 pm

Wrightsville SUP

Kayaking or Stand-Up Paddleboard Waterway Tour

2 – 4 pm

Wilmington Beer Trolley

3 pm

Lower Lobby

CONFERENCE REGISTRATION DESK OPENS

Refreshments Sponsor: **ENBRIDGE**

4:45 – 5:30 pm

Grand Ballroom / Terrace

ELITE ENGAGEMENT RECEPTION

NCEDA's Board of Directors, Past Presidents, Emerging Executives, New Members, Mentorship Program Participants, Scholarship Recipient Alumni and NC Certified Economic Developers

Reception Sponsor: **FAYETTEVILLE CUMBERLAND COUNTY ECONOMIC DEVELOPMENT CORPORATION**

5:30 – 7 pm

Grand Ballroom / Terrace

WELCOMING RECEPTION

Reception Sponsor: **GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM**

Entertainment Sponsor: **NORTH CAROLINA'S SOUTHEAST**

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7 pm – until

DINNER ON YOUR OWN

7:30 – 9 pm

*Cape Fear Riverboats
Osprey*

OPTIONAL NETWORKING ACTIVITY *(separate registration required)*

Sunset Cruise

Cruise Sponsor: **WILMINGTON DOWNTOWN INC.**

Thursday, June 12

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 • WILMINGTON
CHAMBER OF COMMERCE**

7 am

Lower Lobby

CONFERENCE REGISTRATION DESK OPENS

7 – 8:30 am

Grand Ballroom Concourse

NETWORKING BREAKFAST

Breakfast Sponsor: **BL COMPANIES • RANDOLPH COUNTY ECONOMIC DEVELOPMENT**

8:30 am – 12:30 pm

Grand Ballroom

GENERAL SESSION

8:30 – 8:40 am

Welcoming Remarks

BRITTANY BRADY

President – Henderson County Partnership for Economic Development
NCEDA Vice President / Annual Conference Committee Chair

8:40 – 9 am

NCEDA Business Session

Board of Directors Update

GARY LANIER

Director – Columbus County Economic Development Commission
NCEDA President

Legislative Update

TREY CASH

Economic Development Director – Greene and Lenoir County
NCEDA Board of Directors / Legislative Committee Vice Chair

9 – 9:35 am

NC Commerce and EDPNC Insights: Teamwork for the Win!

TREY CASH, *moderator*

CHRISTOPHER CHUNG

CEO – Economic Development Partnership of North Carolina

REGINALD SPEIGHT

Assistant Secretary, Rural Economic Development
North Carolina Department of Commerce

9:35 – 10:05 am

Tourism Recovery in Western North Carolina

WIT TUTTELL

Vice President, Tourism – Economic Development Partnership of North Carolina

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10:05 – 10:15 am	Interactive Session – NC Trivia
10:15 – 10:45 am	Networking Break Networking Break Sponsor: NORTH CAROLINA PORTS
10:45 – 11:15 am	Retail Strategies Presentation ELLIOTT COOK Director of Real Estate – Retail Strategies
11:15 – 11:30 am	Downtown Wilson Redevelopment Spotlight KIMBERLY VAN DYK Planning & Community Revitalization Director – City of Wilson
11:30 am – Noon	North Carolina 2050: Forecasting Future Growth CHUCK FLINK Director, Pappas Real Estate Development Program – NC State University
Noon – 12:25 pm	Recognition of the 2025 North Carolina Certified Economic Developer Recipients KELLY ANDREWS Director – Pitt County Economic Development <i>NC Certified Economic Developer Program Capstone Director</i> CHARLES HAYES Senior Fellow in Residence – East Carolina University <i>NCEDA Past President</i> GARY LANIER Director – Columbus County Economic Development Commission <i>NCEDA President</i>
12:25 – 12:30 pm	Closing Remarks / Adjourn BRITTANY BRADY President – Henderson County Partnership for Economic Development <i>NCEDA Vice President / Annual Conference Committee Chair</i>
12:30 – 5 pm	OPEN AFTERNOON (lunch on your own!)
1:30 pm – 4 pm	OPTIONAL NETWORKING ACTIVITIES (<i>separate registration required</i>)
1:30 – 3:30 pm <i>Wilmington Port</i>	NC Ports Tour (<i>no fee</i>)
1:30 – 4:45 pm	Wrightsville Beach Shuttle (<i>no fee</i>) Shuttle Sponsor: NORTH CAROLINA'S ELECTRIC COOPERATIVES
2 – 4 pm <i>Wilmington Chamber of Commerce Lawn</i>	Cornhole Tournament Tourney Sponsors: ECS SOUTHEAST • COLUMBUS COUNTY ECONOMIC DEVELOPMENT
2:30 – 4 pm	Old Wilmington's Architectural History Walking Tour (<i>no fee</i>)

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5 – 9:30 pm

NCEDA 2025 AWARDS CEREMONY AND DINNER RECEPTION

5 – 5:30 pm

Cape Fear Lobby

Cocktail Reception

Reception Sponsor: **SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER**

5:30 – 6:30 pm

Cape Fear Ballroom

Awards Ceremony

Ceremony Sponsor: **365 DEGREE TOTAL MARKETING**

6:30 – 9:30 pm

Grand Ballroom

Networking Dinner Reception, honoring NCEDA Past Presidents

Dinner Reception Sponsor: **PARKER POE**

Entertainment Sponsor: **DUKE ENERGY**

Friday, June 13

6 – 7 am

Ballast Pool Deck

OPTIONAL NETWORKING ACTIVITY *(separate registration required)*

Yoga

7 am

Lower Lobby

CONFERENCE REGISTRATION DESK OPENS

7 – 8:30 am

Grand Ballroom Concourse

NETWORKING BREAKFAST

Breakfast Sponsor: **NORTH CAROLINA RAILROAD COMPANY • CLANCY & THEYS**

8:30 am – 12:30 pm

Grand Ballroom

GENERAL SESSION

8:30 – 8:35 am

Welcoming Remarks

BRITTANY BRADY

President – Henderson County Partnership for Economic Development

NCEDA Vice President / Annual Conference Committee Chair

8:35 – 9 am

NCEDA Business Session

Nominating Committee Report

JOANNA HELMS

Director – Apex Economic Development

NCEDA Immediate Past President / Nominating Committee Chair

Board Member Recognition / Passing of the Gavel

GARY LANIER

NCEDA President

BRITTANY BRADY

NCEDA Vice President

Emerging Executives Report and Mentorship Program Recognition

ALBERT ALWANG

Economic Development Manager – Wake County Economic Development

NCEDA Emerging Executives Initiative Chair

ANNA WALKER

Economic Development Manager – North Carolina's Electric Cooperatives

NCEDA Emerging Executives Initiative Vice Chair

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9 – 9:45 am	Fired Up, Burned Out or In-Between: Personal and Professional Resiliency BOB PRESCOTT Senior Partner – Transformation Partners
9:45 – 10:10 am	NCEDA Foundation Update and 2024 Fellowship Highlights RANDALL JOHNSON Executive Director, Southeastern Office – North Carolina Biotechnology Center <i>NCEDA Foundation Chair / NCEDA Past President</i> CAMERON BROWN MPA Student – UNC Chapel Hill NATALIE HAWKINS President – Moore County Economic Development Partnership <i>NCEDA Board Member</i>
10:10 – 10:40 am	Networking Break Networking Break Sponsor: SEAMON WHITESIDE
10:40 – 10:50 am	Interactive Session – Networking Bingo
10:50 – 11:30 am	The Master Plan: How ParkEast Played the Game JOE MELVIN , <i>moderator</i> Vice President – North Carolina's Southeast CHIP CRUMPLER County Manager – Wayne County MARY LESA PEGG Industrial Development Manager, NC – Norfolk Southern Corporation MARK POPE President – North Carolina Global TransPark Economic Development Region
11:30 am – Noon	Navigating the Next Economic Storm: What to Expect in a Time of Generational Geopolitical and Domestic Change TED ABERNATHY Managing Partner – Economic Leadership
Noon	Closing Remarks / Adjourn BRITTANY BRADY President – Henderson County Partnership for Economic Development <i>NCEDA Vice President / Annual Conference Committee Chair</i>

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ENERGY UNITED
LABELLA ASSOCIATES
MARLBORO DEVELOPMENT TEAM
MAYNARD NEXSEN

MY FUTURE NC
PENNONI
ROCKINGHAM COUNTY
ECONOMIC DEVELOPMENT
SAMET CORPORATION
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VIRGINIA PORT AUTHORITY
THE WOOTEN COMPANY

Media Partner

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NORTH CAROLINA DEPARTMENT OF COMMERCE