



## 2025 PRACTITIONER WORKSHOP

August 20 • High Point

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### Agenda

8 – 9 am

#### **Arrival / Continental Breakfast / Networking**

9 – 9:15 am

#### **Opening Remarks / Ice Breaker**

##### **BRITTANY BRADY**

President – Henderson County Partnership for Economic Development  
*NCEDA President*

##### **TIMOTHY DOWNS**

Regional Director, North Carolina Economic Development – Thomas & Hutton  
*NCEDA Board Member & Legislative Committee Chair*

9:15 – 9:45 am

#### **Strategies that Work: Marketing & Engagement Tactics for Site Selectors**

##### **DIANNE JONES**, *moderator*

Managing Director – JLL

##### **GRETCHEN CARSON**

Director, Business Recruitment – Charlotte Regional Business Alliance

##### **LOREN HILL**

Carolina Core Regional Economic Development Director  
Piedmont Triad Partnership

##### **CHRIS JOHNSON**

Director – Johnston County Economic Development /  
Partner – NC BioPharma Crescent

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9:45 – 10:15 am

## **Insights from the Source: What Site Selectors Want to See & Hear**

**KASSIE EMERSON**, *moderator*

Marketing Communications Manager – North Carolina's Southeast

**DIANNE JONES**

Managing Director – JLL

**MATT LOWELL**

Principal, Credits and Incentives – Ryan

10:15 – 10:45 am

## **Networking Break**

10:45 – 11 am

## **Connection Session: "Hello, My Name Is..."**

11 – 11:15 am

## **Shaping Policy: Why Advocacy Matters for Economic Development**

**TREY CASH**

Director – Greene and Lenoir County Economic Development

*NCEDA Board Member & Legislative Committee Vice Chair*

**DAVE HORNE**

Attorney – Smith Anderson Law Firm

*NCEDA Government Relations Counsel*

11:15 – 11:30 am

## **EDPNC: Research Resources for Economic Developers**

**JACK NELMS**

Research Analyst – EDPNC

11:30 – 11:55 pm

## **ZoomProspector 201: Level Up Your Listing**

**LENA HOBBS-BROWN**

Business Recruitment and Existing Industry Specialist – EDPNC

**KATY PARKER**

Director of Project Management – EDPNC

11:55 am – Noon

## **Investing in Each Other: NCEDA's Mentorship Program**

Noon – 1 pm

## **Networking Lunch**

1 – 1:15 pm

## **Connection Session: "Toss & Tell"**

1:15 – 2:05 pm

## **Breaking Through the Noise: Earned Media Strategies That Work**

**MARIA SATIRA**

Vice President, Marketing and Talent Programming – Greenville ENC Alliance

2:05 – 2:20 pm

## **Plain Language 101: Making Your Message Clear and Impactful**

**TIMOTHY DOWNS**

Regional Director, North Carolina Economic Development – Thomas & Hutton

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2:20 – 2:40 pm

**Networking Break**

2:40 – 3:30 pm

**Pro Tips and Best Practices: A Communications Master Class**

**TENILLE DELLINGER**

Associate Director of Communications – UNC Charlotte

3:30 pm

**Adjourn**

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