



2025 FALL CONFERENCE

October 20-21 • Renaissance Hotel • Asheville

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2025 NCEDA FALL CONFERENCE AGENDA

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Conference Agenda

Monday, October 20

Afternoon

OPTIONAL ACTIVITIES *(separate registration)*

Noon – 4 pm

Fly Fishing Excursion

Southern Appalachian Anglers

1 – 4 pm

River Arts District Tour and Experience

Local Cloth and Trakside Studios

1:30 – 4 pm

E-Bike Tour of Downtown Asheville

Flying Bike

2:30 – 4 pm

New Belgium Brewery Tour

3 – 4 pm

French Broad Chocolates – Bean to Bar Factory Tour

4 pm

Ballroom Foyer

CONFERENCE REGISTRATION DESK OPENS

Refreshments Sponsor: **WESTERN GOVERNORS UNIVERSITY**

5:15 – 6 pm

Windsor Ballroom

CONNECTOR'S NETWORK RECEPTION

For Board of Directors, Past Presidents, Emerging Executives, New Members, and Mentorship Program

Reception Sponsor: **MOUNTAIN VALLEY PIPELINE**

6 – 7:30 pm

Ballroom / Patio

WELCOMING RECEPTION / NCEDA FOUNDATION SILENT AUCTION

Reception Sponsors: **ECONOMIC DEVELOPMENT COALITION FOR ASHEVILLE-BUNCOMBE COUNTY • HENDERSON COUNTY PARTNERSHIP FOR ECONOMIC DEVELOPMENT • NORTH CAROLINA RAILROAD COMPANY**

Entertainment Sponsor: **TERRACON CONSULTANTS**

Welcoming Remarks from NCEDA's Western North Carolina Practitioners

7:30 – 11 pm

Location TBD

NCEDA AFTER HOURS GATHERING

Entertainment Sponsor: **ECS SOUTHEAST**

Transportation Sponsor: **CAROLINA WEST ECONOMIC DEVELOPMENT REGION**

Tuesday, October 21

6 – 7 am

OPTIONAL ACTIVITY: GROUP RUN/WALK

Meet in the Renaissance Lobby. A 5k route in downtown Asheville has been selected.

7 am

CONFERENCE REGISTRATION DESK OPENS

7 – 8:30 am

Ballroom

NETWORKING BREAKFAST

Breakfast Sponsor: **365 DEGREE TOTAL COMMUNICATIONS • BL COMPANIES**

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7 am – 12:30 pm

Ballroom Foyer

EXHIBITOR HALL OPEN

8:30 am – 12:30 pm

Ballroom

GENERAL SESSION

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

Productivity Bell Sponsor: **TBD**

WiFi Sponsor: **BRANCH CIVIL**

8:30 – 8:40 am

Welcoming Remarks

CLARK DUNCAN

Executive Director – Economic Development Coalition for Asheville-Buncombe County
NCEDA Secretary / Treasurer and Fall Conference Committee Co-Chair

MARVIN PRICE

Executive Vice President, Economic Development – Greensboro Chamber of Commerce
NCEDA Board Member and Fall Conference Committee Co-Chair

8:40 – 8:50 am

Board of Directors Update and Lifetime Service Award Recognition

BRITTANY BRADY

President – Henderson County Partnership for Economic Development
NCEDA President

8:50 – 8:55 am

NCEDA 2025-26 Mentorship Program Announcement

ANNA WALKER

Economic Development Manager – North Carolina's Electric Cooperatives
NCEDA Emerging Executives Chair

8:55 – 9:25 am

Inside Track: Updates from NC Commerce & EDPNC

MARVIN PRICE, moderator

Executive Vice President, Economic Development – Greensboro Chamber of Commerce
NCEDA Board Member and Fall Conference Committee Co-Chair

MICHAEL EBERT

COO – Economic Development Partnership of North Carolina

KENNY FLOWERS

Chief Deputy Director – North Carolina Department of Commerce

9:25 – 10:05 am

Trust: The Secret Ingredient for Thriving Communities

AMY HOLLOWAY, moderator

CEO – Aha! Advisors

LEIGH COCKRAM

Director – Rockingham County Center for Economic Development, Small Business and Tourism
NCEDA Board Member

CLARK DUNCAN

Executive Director – Economic Development Coalition for Asheville-Buncombe County
NCEDA Secretary / Treasurer and Fall Conference Committee Co-Chair

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- 10:05 – 10:15 am **Childcare Resource Spotlight**
SAMANTHA COLE
Child Care Business Liaison – NC Department of Commerce
- 10:15 – 10:45 am **Networking Break**
Networking Break Sponsor: **DAN GERLACH LLC**
- 10:45 – 11 am **NCEDA Foundation Silent Auction Countdown and Scholarship Recognition**
RANDALL JOHNSON
Executive Director, Southeastern Office – North Carolina Biotechnology Center
NCEDA Foundation Chair / NCEDA Past President
- 11 – 11:25 am **Investing in Tomorrow: NCEDA Foundation Fellowship Spotlight**
DR. PATRICIA MITCHELL, *moderator*
MPA Program Director, Assistant Professor of Public Administration
Appalachian State University
NCEDA Past President and Former NCEDA Foundation Chair
- MILES KISH**
2025 Fellow – Buncombe County
- ELIZABETH ODDERSTOL**
Economic Development Program Analyst – Buncombe County
- LOGAN ROBERSON**
2025 Fellow – Mid-East Commission
- 11:25 -11:35 am **Interactive Session**
- 11:35 am – 12:05 pm **Legislative /Advocacy Segment**
TIMOTHY DOWNS
Regional Director, North Carolina Economic Development – Thomas & Hutton
NCEDA Board Member and Legislative Committee Chair
- PANEL TBD**
- 12:05 – 12:40 pm **Resiliency and Momentum Stories from Helene – Long Term WNC Recovery**
SHARON DECKER
Senior Advisor for Long Term Recovery
Governor’s Recovery Office for Western North Carolina
- DAN GERLACH**
Owner – Dan Gerlach LLC
- 12:40 – 12:45 pm **Close General Session / Move to Luncheon**

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12:45 – 2 pm

Ballroom

LUNCHEON

Luncheon Sponsor: **CROMWELL ARCHITECT ENGINEERS •**
WESTERN CAROLINA UNIVERSITY

12:45 – 1:15 pm

Luncheon / Networking

1:15 – 1:55 pm

Luncheon Keynote

LAURA MAE MARTIN

Productivity Coach – Google

1:55 – 2 pm

Closing Remarks

Clark Duncan

Executive Director – Economic Development Coalition for Asheville-Buncombe County
NCEDA Secretary / Treasurer and Fall Conference Committee Co-Chair

MARVIN PRICE

Executive Vice President, Economic Development – Greensboro Chamber of Commerce
NCEDA Board Member and Fall Conference Committee Co-Chair

2 pm

CONFERENCE ADJOURNS

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