

New Member Orientation

FEBRUARY 23



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 1,000 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

Brittany Brady, President

André Lennon, Vice President

Clark Duncan, Secretary/Treasurer

Gary Lanier, 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 & Communications

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 provides members with access to a vital resource – each other

FORJ ONLINE COMMUNITY

This is a new online discussion board for NCEDA members, providing a new opportunity for members to engage with each other and share resources.

SOCIAL MEDIA

Follow us on LinkedIn, Facebook, X, and YouTube



Advocacy & Policy

OUR 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



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
- Advancing NC Economic Development Awareness Program



How to Get Involved

ATTEND EVENTS

- Conferences
- Networking Luncheons
- Webinars
- Emerging Executives Forum
- Legislative Day
- Practitioner Workshop

VOLUNTEER AND ENGAGEMENT OPPORTUNITIES

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



Spring Conference

March 9-10 • Greensboro

Western NC Regional Networking Luncheon

March 26 • Asheville

Eastern NC Regional Networking Luncheon

April 16 • Greenville

Triad Regional Networking Luncheon

May 5 • High Point

2026 Emerging Executives Forum

May 11-12 • Kinston

**UPCOMING
EVENTS**

For more information visit us
www.nceda.org/events-networking

Contact Us

We're Here for You!

Liz Dobbins-Smith

Managing Director
888.246.2332 E 1
liz@nceda.org

Torsha Eubanks

Director of Events & Operations
888.246.2332 E 3
torsha@nceda.org

Josh Grant

Director of Policy & Strategic Partnerships
888.246.2332 E 4
josh@nceda.org

Brandie Grubb

Marketing & Communications Manager
888.246.2332 E 2
brandie@nceda.org

Blair Kennedy

Director of Programming & Resource Development
NCEDA Foundation
888.246.2332 E 5
blair@nceda.org

North Carolina Economic Development Association
PO Box 30934 | Raleigh, NC 27622 | 888.246.2332

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