



2019 EMERGING EXECUTIVES FORUM

January 28-29 • Rocky Mount

Spaces, Places and Properties in Economic Development

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NORTH CAROLINA BIOTECHNOLOGY CENTER

LOGISTICS

BASE HOTEL:

Courtyard by Marriott

250 Gateway Boulevard • Rocky Mount

RECEPTION:

Tap @ 1918 (*Rocky Mount Mills*)

1135 Falls Road • Rocky Mount

FORUM:

Rocky Mount Mills (*Main Building - 2nd Floor; The River Overlook*)

1151 Falls Road • Rocky Mount

2019 EMERGING EXECUTIVES FORUM AGENDA

January 28-29 • Rocky Mount

AGENDA

Monday, January 28

Afternoon/Evening
Courtyard by Marriott

ARRIVAL / HOTEL CHECK-IN

6:30 – 7 pm

GROUP TRANSPORTATION TO RECEPTION

Group transportation will be provided to Rocky Mount Mills from the Courtyard by Marriott hotel. Meet in the hotel lobby at 6:30 pm for group transportation, and the van will depart at 6:45 pm. The shuttle will run back and forth a few times, so if you miss the first one, you can catch the next one. The van will return to the hotel at 9 pm. Attendees who would like to stay later may Uber or get a cab back to the hotel.

Plenty of onsite parking is available for those who wish to drive on their own.

7 – 9 pm
Tap @ 1918 (RMM)

WELCOMING RECEPTION

Reception Sponsor: **SYNTERRA CORPORATION**

Tuesday, January 29

Plenty of complimentary parking is available on campus. Once parked, follow signs to the main mill building. You'll go down a set of stairs to enter the building, and our registration table will be set up just inside the main door.

8:30 – 9 am
The River Overlook (RMM)

CONFERENCE REGISTRATION / CONTINENTAL BREAKFAST

Breakfast Sponsors: **ALLEN TATE RELOCATION & CORPORATE SERVICES • ARMSTRONG RELOCATION • NORTH CAROLINA BIOTECHNOLOGY CENTER**

9 am – 12:15 pm
The River Overlook (RMM)

GENERAL SESSION

9 – 9:15 am

Welcoming Remarks

LAURA LEE

Emerging Executives Committee Co-Chair

Business Recruitment Manager, Food Processing – EDPNC

RYAN REGAN

Emerging Executives Committee Co-Chair

Director of Business Development

Economic Development Coalition of Asheville-Buncombe County

2019 EMERGING EXECUTIVES FORUM AGENDA

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- 9:15 – 10 am **Opportunity Zones: Getting to an 'Investment Ready' Real Estate Project**
TYLER MULLIGAN
Associate Professor, Public Law & Government /
Director, Development Finance Initiative – UNC School of Government
- 10 – 10:30 am **Leadership Profile**
Interviewer: Ryan Regan
MICHAEL GOODMON
Senior Vice President, Real Estate – Capitol Broadcasting Company
- 10:30 – 11 am **Networking Break**
Break Sponsors: **ALLEN TATE RELOCATION & CORPORATE SERVICES • ARMSTRONG RELOCATION • NORTH CAROLINA BIOTECHNOLOGY CENTER**
- 11 – 11:45 am **Within Reach: Proven Strategies for Redevelopment**
Moderator: Laura Lee
EVAN COVINGTON CHAVEZ
Development Manager – Rocky Mount Mills
LIZ PARHAM
Director, NC Main Street and Rural Planning Center – NC Department of Commerce
KIMBERLY VAN DYK
Planning and Community Revitalization Director – City of Wilson
- 11:45 am – 12:30 pm **Real Estate 101 / Placemaking**
SARA MAFFEY
Managing Director, Placemaking – Transwestern
- 12:30 – 1:15 pm **LUNCH BUFFET / MENTORING PLANNING SESSION**
The River Overlook (RMM)
Lunch Sponsor: **STEWART**
Planning Session Moderators: Laura Lee and Ryan Regan
- 1:15 – 2 pm **OPTIONAL ROCKY MOUNT MILLS TOUR**