

*Finding*

**SUCCESS**

*Amid Constant*

**CHANGE**



# 2019 Fall Conference

## *Agenda*

**October 29-30**

***Renaissance Hotel • Asheville***

**#NCEDAfall19**



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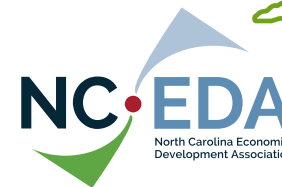
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Tuesday, October 29

- 11:30 am – Noon** **WORKSHOP REGISTRATION**  
*Ballroom Foyer*
- Noon – 2:30 pm** **PROFESSIONAL DEVELOPMENT WORKSHOP**  
*Salon C*  
*(separate registration required; includes lunch)*  
**Strategies to Leverage Tourism Marketing for Economic Development**  
**DARIEL CURREN**  
Executive Vice President – DCI
- 3 – 5 pm** **OPTIONAL NETWORKING ACTIVITY**  
*(separate registration required)*  
**Historic Asheville Walking Tour**
- 4 pm** **CONFERENCE REGISTRATION DESK OPENS**  
*Ballroom Foyer*  
Refreshments Sponsor – **ALLIANCE CONSULTING ENGINEERS**
- 5:30 – 6:30 pm** **EMERGING EXECUTIVES / NEW MEMBER RECEPTION**  
*Patio*  
Reception Sponsor – **HENDERSON COUNTY PARTNERSHIP FOR ECONOMIC DEVELOPMENT**
- 6:30 – 8:30 pm** **TASTE OF ASHEVILLE WELCOMING RECEPTION**  
*Ballroom Foyer/Patio*  
Reception Sponsors  
**DUKE ENERGY • ECONOMIC DEVELOPMENT COALITION FOR ASHEVILLE-BUNCOMBE COUNTY • NC ELECTRIC COOPERATIVES**  
Entertainment Sponsor – **MHAWORKS ARCHITECTURE**
- 8:30 – 10:30 pm** **OPTIONAL TROLLEY PUB CRAWL**  
*Offsite*  
Pub Crawl Sponsor – **CAROLINAWEST**



Wednesday, October 30

- 7 am** **CONFERENCE REGISTRATION DESK OPENS**  
*Ballroom Foyer*
- 7 – 8:15 am** **NETWORKING BREAKFAST**  
*Salon C*  
Breakfast Sponsor – **ELECTRICITIES OF NORTH CAROLINA**
- 8:30 am – 12:30 pm** **GENERAL SESSION**  
*Salon A/B*  
Candy Basket Sponsor – **WEAVERCOOKE CONSTRUCTION**  
Productivity Bell – **DRAPER ADEN ASSOCIATES**  
WiFi Sponsor – **SYNTERRA CORPORATION**
- 8:30 – 8:35 am** **Welcoming Remarks**  
**ALAN WOOD**  
Fall Conference Committee Co-Chair  
President & CEO – Burke Development Inc.
- RYAN WETHERINGTON**  
Fall Conference Committee Co-Chair  
Vice President – Armstrong Relocation
- 8:35 – 9 am** **NCEDA Business Session**  
**DR. PATRICIA MITCHELL**  
NCEDA President  
Assistant Professor, Department of Government and Justice Studies – Appalachian State University
- 9 – 9:15 am** **Commerce Update**  
**THE HONORABLE TONY COPELAND**  
Secretary – NC Department of Commerce

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9:15 – 9:30 am **Business Smart. Family Friendly. Future Ready.**  
**LISA FINALDI**  
 Community Engagement Leader  
 NC Early Childhood Foundation

9:30 – 10 am **Spurring Economic Development through Infrastructure Investment**  
**JULIE WHITE**  
 Deputy Secretary, Multi-Modal Transportation  
 NC Department of Transportation

10 – 10:30 am **Networking Break**  
 Networking Break Sponsor – **WITHERSRAVENEL**

10:30 – 11 am **Climate Risks and Opportunities for NC**  
**JEFF HICKS**  
 Resilience Analytics Lead and CEO  
 FernLeaf Interactive

11 – 11:30 am **EDPNC Buildings and Sites Database Update**  
**MICHAEL EBERT**  
 Vice President, Marketing and Research  
 Economic Development Partnership of NC

**DAVID SPRATLEY**  
 Vice President, Business Recruitment  
 Economic Development Partnership of NC

11:30 – 11:45 am **Existing Industry Toolkit: NCSU Rural Works!**  
**ANNA MANGUM**  
 Regional Manager, Industry Expansion Solutions  
 NC State University



11:45 am – 12:30 pm **A Funny Thing Happened on the Way to the Deal**  
**DONNY HICKS, Moderator**  
 Executive Director – Gaston County  
 Economic Development Commission

**CLARK DUNCAN**  
 Director – Economic Development Coalition  
 of Asheville-Buncombe County

**JOANNA HELMS**  
 Director – Apex Economic Development

**GEORGE SHERRILL**  
 Chief of Staff – NC Department of Commerce

12:30 – 12:45 pm **Networking Break/Move to Luncheon**

**12:45 – 2 pm**  
*Salon C* **LUNCHEON**  
 Luncheon Sponsor – **ECS SOUTHEAST**

12:45 – 1:15 pm **Luncheon/Networking**

1:15 – 1:45 pm **Keynote Address:**  
**Economic Development in the South,**  
**the World's Third Largest Economy**  
**MIKE RANDLE**  
 Owner / Publisher – *Southern Business & Development*

1:45 – 2 pm **Closing Remarks / Door Prizes**  
**ALAN WOOD**  
 Fall Conference Committee Co-Chair

**2 pm** **CONFERENCE ADJOURNS**





## Speaker Biographies



### THE HONORABLE TONY COPELAND

*Secretary*

**NC Department of Commerce**

Tony Copeland was appointed NC Secretary of Commerce in January 2017 by Governor Roy Cooper. He brings a unique 360-degree perspective on the factors driving today's corporate investment and site decisions. Earlier in his career, Secretary Copeland served as Assistant Commerce Secretary, working with international companies from China, Japan, Europe, South Korea and Israel, as well as a wide variety of domestic businesses. He also brought significant new corporate investment into North Carolina as part of his site selection consulting work at a major Raleigh law firm. From 1992-2003, Secretary Copeland served as Executive Vice President, Secretary and General Counsel at BTI, a competitive telecommunications company, where he led the company's growth from \$38 million in revenues to more than \$250 million. A native of the town of Hertford, he is a graduate of Duke University and the Western Michigan University School of Law.



### DARIEL CURREN

*Executive Vice President*

**DCI**

Darrel Curren has worked with Development Counsellors International since 1995 and was named Executive Vice President in 2018. Known as the "Leader in Marketing Places," DCI specializes in economic development and tourism marketing and has helped more than 500 cities, regions, states, provinces and countries attract business investment, talent and visitors. Darrel's economic development clients have spanned the world, including destinations from Montreal to Miami and New York to New Zealand. She has also worked extensively in North Carolina. Darrel has been a featured speaker for state and national economic development organizations and has been published in the *IEDC Journal*. She regularly teaches IEDC's Marketing and Attraction Course. Raised on a dairy farm in upstate New York, Darrel is a graduate of Brown University, where she played basketball for four years.



### CLARK DUNCAN

*Director*

**Economic Development Coalition of Asheville-Buncombe County**

Clark Duncan is Executive Director and Senior Vice President for the Economic Development Coalition of Asheville-Buncombe County, a program of the Asheville Area Chamber of Commerce. He has held his current leadership duties since June 2018, previously serving as the organization's Vice President for Economic Development. Prior to joining the chamber's staff in 2008, Clark worked for more than a decade in the professional and technical staffing field. He is a graduate of Wake Forest University, where he studied politics and French literature. Clark also earned a Diploma in French Civilization from Sorbonne University in Paris.



## Speaker Biographies



### MICHAEL EBERT

*Vice President, Marketing and Research*

**Economic Development Partnership of NC**

Michael Ebert is Vice President of Marketing and Research at the Economic Development Partnership of North Carolina (EDPNC). He and his team are responsible for marketing North Carolina as the ideal business destination. They provide research and other support to EDPNC's client-facing business units. Michael previously worked in various production and management roles for a contract manufacturer of electronic assemblies. He is a proud alumnus of NC State University, where he earned bachelor's degrees in Economics and Political Science as well as an MBA. Michael was born and raised in Kernersville, NC and currently lives in Raleigh.



### LISA FINALDI

*Community Engagement Leader*

**NC Early Childhood Foundation**

Lisa Finaldi is the Community Engagement Leader for the NC Early Childhood Foundation (NCECF), where she leads the NC Campaign for Grade-Level Reading and the Family Forward NC initiative. Lisa promotes community collaboration among business and faith leaders in an effort to build strong foundations for lifelong success for North Carolina children. She was previously National Campaigns Director at Greenpeace US, directing numerous environmental and public health policy initiatives. Lisa holds a BS in Journalism from West Virginia University and a Certificate in Non-Profit Management from Duke University. She and her family live in Raleigh's historic Oakwood community, where she is a founding board member of Raleigh City Farm, a one-acre urban farm in downtown Raleigh.



### JOANNA HELMS

*Director*

**Apex Economic Development**

Joanna Helms is Economic Development Director for the Town of Apex, a post she's held since 2014. She began her economic development career in 1993 as Vice President of the Wayne County Economic Development Commission in Goldsboro, rising to lead the organization in 2000 and continuing her service as President after it was reconstituted as the Wayne County Development Alliance in 2006. Joanna serves on NCEDA's board of directors, having previously served from 2008 to 2011 and chairing the Professional Development Committee. In 2008, NCEDA named her Economic Developer of the Year. Joanna is also active in the Apex Rotary Club and Meals on Wheels and chairs the Business Alliance Advisory Board of Apex Friendship High School. She holds a BS in geography planning from Western Carolina University.





## Speaker Biographies



### DONNY HICKS

*Executive Director*

#### **Gaston County Economic Development Commission**

Donny Hicks is Executive Director of the Gaston County Economic Development Commission, a position he has held for 35 years. The EDC is a unit of county government charged with recruiting new business, retaining existing companies, marketing and the development of public and private business parks. NCEDA named Donnie

Economic Developer of the Year in 2001 and again in 2009. He also is a Past President of NCEDA. In 2005, Donnie was selected by the *Gaston Gazette* as its Person of the Year. He currently serves as Treasurer of the North Carolina Community College Foundation Board. Donnie graduated *cum laude* from UNC Charlotte and holds an MPA from UNC Chapel Hill. Donnie also is a graduate of the Economic Development Institute and the Economic Development Executive Program at the University of Oklahoma.



### JEFF HICKS

*Resilience Analytics Lead and CEO*

#### **Fernleaf Interactive**

Jeff Hicks is the Resilience Analytics Lead and CEO of FernLeaf Interactive, a company founded in Asheville on the premise that data can maximize the effectiveness of climate adaptation. In addition to being a technical lead for the US Climate Resilience Toolkit and helping develop data visuals for the National Climate Assessment, Jeff

leads a growing practice specializing in quantitative and solutions-oriented climate resilience assessments for local government. He previously worked as a software engineer with UNC Asheville's NEMAC and Locus Technologies, helping develop high-profile environmental assessment applications for the White House and various federal agencies as well as companies that include Chevron, Dow Chemical, DuPont, Intel and Lockheed Martin. Jeff is graduate of the NC School of Science and Mathematics and UNC Asheville.



### ANNA MANGUM

*Regional Manager, Industry Expansion Solutions*

#### **NC State University**

Anna Mangum is Regional Manager for NC State University's Industry Expansion Solutions (IES), where she oversees programming for Southeastern North Carolina. Her work includes partnering with local manufacturing industries, service providers and other businesses to transfer knowledge and technology in support of economic

development. Anna has worked with a wide variety of industries including metal working, plastics, food, automotive, aerospace, electronics, textiles, chemical and government. She previously led North Carolina's Sustainable Manufacturing Program, E3: Economy, Energy, Environment, a program recognized by The White House and US Department of Commerce. E3 has since been adopted by other states. Anna earned a BS in environmental technology from NC State University.



## Speaker Biographies



### MIKE RANDLE

*Owner*

#### **Southern Business & Development Magazine**

Mike Randle is owner, editor and publisher of *Southern Business & Development* magazine and founder of the Southern Economic Development Roundtable. He and his publications are cited by media organizations ranging from the Associated Press and Fox News to Al Jazeera and the Huffington Post. Mike founded his first business

publication, *The Birmingham Business Journal*, in 1983 at the age of 27. He sold the publication in 1992 to start SB&D, which remains the South's most prominent business and economic development publication. Mike has visited over 1,200 cities and counties in the American South. He resides in Montgomery, Alabama.



### GEORGE SHERRILL

*Chief of Staff*

#### **NC Department of Commerce**

George Sherrill is Chief of Staff of the NC Department of Commerce. Prior to his appointment to the position by Secretary Tony Copeland, George was Interim Secretary of Commerce for Governor Cooper. He is a 43-year career state employee, serving roles that have included management of Commerce's Community

Development Block Grant Program. Earlier in his career, he worked as a grants manager for the NC Division of Air Quality and in the Governor's Office of Intergovernmental Relations. George earned a BA degree in History from UNC Chapel Hill and an MPA from NC State University. He retired with the rank of Captain from the United States Naval Reserve after 28 years of service. Among his many accomplishments, George is also an Eagle Scout.



### DAVID SP RATLEY

*Vice President, Business Recruitment*

#### **Economic Development Partnership of NC**

David Spratley is Vice President of Business Recruitment for the Economic Development Partnership of North Carolina (EDPNC), where he oversees a statewide team of business recruiters who assist companies considering relocating or expanding operations in North Carolina. His background includes 14 years with

the NC Department of Commerce, where he led high-impact projects involving MetLife, Deutsche Bank, Electrolux, JELD-WEN, Rooms To Go and other companies. He also managed the Job Development and Investment Grant Program (JDIG), the state's flagship incentive offering, as well as a portfolio of Community Development Block Grants and other financing tools. David spent three years with KPMG in Charlotte providing site selection and economic development consulting services. He is a graduate of UNC Wilmington, where he received a bachelor's in Business Administration.



*Speaker Biographies*



**JULIE WHITE**

*Deputy Secretary, Multi-Modal Transportation*  
**NC Department of Transportation**

As the NC Department of Transportation's Deputy Secretary for Multi-Modal Transportation, Julie White oversees the high-level operations of the Rail Division, Division of Aviation, Ferry Division, and recently merged Bicycle & Pedestrian and Public Transportation Divisions. She has a long history of public service in both state and local government. Over the past two decades, Julie has served in the Office of the Lieutenant Governor, the NC House of Representatives Majority Leader's Office, the NC Department of State Treasurer and, most recently, as Executive Director of the North Carolina Metropolitan Mayors Coalition. She is the longest serving member of the Strategic Transportation Investment (STI) Workgroup and serves on the Board of Directors for NCGo! Julie earned an MPA from NC State University and is a graduate of Leadership North Carolina.



*Upcoming Events*

- December 5**      **NETWORKING LUNCH**  
**RALEIGH**
  
- March 24-25**      **2020 SPRING CONFERENCE**  
**PINEHURST**
  
- June 9-11**      **2020 ANNUAL CONFERENCE**  
**WRIGHTSVILLE BEACH**
  
- October 25-27**      **2020 FALL CONFERENCE / SITE SELECTORS SUMMIT**  
**ASHEVILLE**

Visit [www.nceda.org](http://www.nceda.org) for more details on each event!




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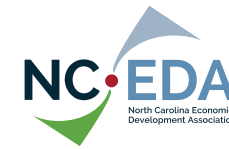
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# 2019-20 Board of Directors



## EXECUTIVE COMMITTEE

### President

**Dr. Patricia Mitchell CEcD**  
Assistant Professor, Department  
of Government and Justice Studies  
Appalachian State University

### Secretary/Treasurer

**John Nelms**  
Senior Economic Development Manager  
Duke Energy

### Vice President

**Randall Johnson MBA**  
Executive Director, Southeastern Office  
NC Biotechnology Center

### Immediate Past President

**Mark Pope**  
President  
Wayne County Development Alliance

## DIRECTORS

**Josh Hallingse** (2022)  
Executive Director  
Transylvania Economic Alliance

**Chris Platé** (2020)  
Executive Director  
Monroe-Union County  
Economic Development

**Joanna Helms** (2022)  
Director  
Apex Economic Development

**Julie Roper** (2021)  
Economic Development  
& Local Government Manager  
Dominion Energy North Carolina

**Chris Kouri JD** (2022)  
Attorney  
Nexsen Pruet

**Ben Teague** (2020)  
Vice President, Strategic Development  
Biltmore Farms

**Dr. Gary Lanier** (2020) \*  
Director  
Columbus County Economic  
Development Commission

**Ryan Wetherington** (2021) \*  
Vice President  
Armstrong Relocation

**Alan Wood CEcD** (2021) \*  
President/CEO  
Burke Development Inc.

## EX-OFFICIO

**Chris Chung**  
CEO  
Economic Development Partnership  
of North Carolina

**Ryan Regan**  
Director of Business Development  
Economic Development Coalition  
for Asheville-Buncombe County

**The Honorable Tony Copeland**  
Secretary  
NC Department of Commerce

**Lawrence Bivins**  
Managing Director – Policy & Public Affairs  
NC Economic Development Association

**Donny Hicks CEcD**  
Executive Director  
Gaston County Economic  
Development Commission

**Liz Dobbins-Smith**  
Managing Director –  
Membership Engagement and Program  
NC Economic Development Association

\* Fall Conference Planning Committee Chairs

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