



## 2021 VIRTUAL SPRING CONFERENCE AGENDA

March 16-17

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# 2021 NCEDA VIRTUAL SPRING CONFERENCE AGENDA

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## Tuesday, March 16

4 – 5 pm **VIRTUAL HAPPY HOUR**

## Wednesday, March 17

8 – 8:25 am **SMALL GROUP NETWORKING SESSION**

8:30 am – Noon **MORNING GENERAL SESSION**

8:30 – 8:40 am

### **Welcoming Remarks**

*Segment Sponsor:* **ECS SOUTHEAST**

#### **MARTYN JOHNSON**

Spring Conference Committee Co-Chair  
Director – Beaufort County Economic Development

#### **RYAN WETHERINGTON**

Spring Conference Committee Co-Chair  
Vice President – Armstrong Relocation

8:40 – 9 am

### **NCEDA Business Session**

*Segment Sponsor:* **TERRACON CONSULTANTS**

#### *Board Update*

#### **RANDALL JOHNSON**

NCEDA President  
Executive Director, Southeastern Office – North Carolina Biotechnology Center

#### *2021 Scholarship Recipients*

#### **JOSH HALLINGSE**

NCEDA Professional Development Chair  
Executive Director – Transylvania Economic Alliance

9 – 9:20 am

### **Legislative Update**

*Segment Sponsor:* **NORTH CAROLINA'S SOUTHEAST**

#### **DAVE HORNE**

Partner – Smith Anderson

#### **MATTHEW MULLIN**

Vice President, Policy, Programs & Communications  
International Economic Development Council (IEDC)

9:20 – 9:50 am

### **NC Commerce Update**

*Segment Sponsor:* **DUKE ENERGY**

#### **MACHELLE BAKER SANDERS**

Secretary – North Carolina Department of Commerce

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9:50 – 10 am

## **SBTDC Update**

*Segment Sponsor:* **SYNTERRA CORPORATION**

### **BYRON HICKS**

State Director – Small Business & Technology Development Center

10 – 10:15 am

## **Break**

10:15 – 11 am

## **Life Sciences Panel**

*Segment Sponsor:* **JE DUNN CONSTRUCTION**

### **RAUL PERALTA, moderator**

Senior Vice President – ECS Southeast

### **BILL BULLOCK**

Senior Vice President, Economic Development and Statewide Operations  
North Carolina Biotechnology Center

### **MICHELLE LOGAN**

Vice President and General Manager – Thermo Fisher Scientific

### **PATRICK PLUES**

Vice President, State Government Affairs – The Biotechnology Innovation Organization (BIO)

### **MATT SZUHAJ**

Managing Director – Deloitte Consulting

11 – 11:15 am

## **EDPNC Update**

*Segment Sponsor:* **THOMAS & HUTTON**

### **CHRISTOPHER CHUNG**

CEO – Economic Development Partnership of North Carolina

11:15 – 11:30 am

## **Salary Survey Report**

*Segment Sponsor:* **CREATIVE ECONOMIC DEVELOPMENT CONSULTING**

### **CRYSTAL MORPHIS**

NCEDA Research Committee Chair  
Founder/CEO – Creative Economic Development Consulting

11:30 am – 12:15 pm

## **Downtown Revitalization and Entrepreneurship**

*Segment Sponsor:* **ELECTRICITIES OF NORTH CAROLINA**

### **ILANA PREUSS**

Founder & CEO – Recast City

### **THOM RUHE**

President & CEO – NC IDEA FOUNDATION

12:15 – 1 pm

## **LUNCH BREAK**

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1 – 3 pm	<b>AFTERNOON GENERAL SESSION</b>
1 – 1:45 pm	<b>USGA Project Case Study</b> <i>Segment Sponsor: NC ELECTRIC COOPERATIVES</i> <b>ERNIE PEARSON, moderator</b> Member – Nexsen Pruet <b>JOHN BODENHAMER</b> Senior Managing Director, US Championships – US Golf Association <b>PAT CORSO</b> Executive Director – Moore County Partners in Progress <b>TOM PASHLEY</b> President – Pinehurst Resort
1:45 – 1:55 pm	<b>GoldenLEAF Strategic Plan and Grant Report</b> <i>Segment Sponsor: WAKE COUNTY ECONOMIC DEVELOPMENT</i> <b>SCOTT HAMILTON</b> President – Golden LEAF Foundation <b>TED LORD</b> Senior Vice President / Staff Attorney – GoldenLEAF Foundation
1:55 – 2:15 pm	<b>Broadband Presentation</b> <i>Segment Sponsor: MVP SOUTHGATE</i> <b>BLAIR LEVIN</b> Senior Fellow – The Brookings Institute
2:15 – 2:55 pm	<b>Broadband Panel</b> <i>Segment Sponsor: MVP SOUTHGATE</i> <b>ROBERT VAN GEONS, moderator</b> President & CEO – Fayetteville Cumberland County Economic Development Corp. <b>BRIAN ALLIGOOD</b> County Manager – Beaufort County <b>TRACY DOAKS</b> President & CEO – MCNC <b>BLAIR LEVIN</b> Senior Fellow – The Brookings Institute <b>JEFF SURAL</b> Broadband Infrastructure Office Director – NC Department of Information Technology
2:55 – 3 pm	<b>Closing Remarks</b> <i>Segment Sponsor: ECS SOUTHEAST</i> <b>RYAN WETHERINGTON</b> Spring Conference Committee Co-Chair
3 pm	<b>ADJOURN</b>
3:05 – 3:30 pm	<b>SMALL GROUP NETWORKING SESSION</b>

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