



# 39<sup>th</sup> Basic Economic Development Course

August 1-4, 2011

## Agenda

*School of Government, Chapel Hill, NC – Room 2601*

### Monday, August 1

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|-----------------|---|
| 11:30 - 1:00 pm | <b>Registration and box lunch available</b>   |
| 1:00 - 1:30 pm  | <b>Welcome and Orientation</b><br>Jonathan Morgan, Associate Professor<br>UNC School of Government  |
| 1:30 - 3:00 pm  | <b>Trends in Economic Development</b><br>J. Mac Holladay, President<br>Market Street Services, Inc.   |
| 3:00 - 3:15 pm  | <b>Break</b>  |
| 3:15 - 4:15 pm  | <b>Ethical Dilemmas in Economic Development (Part I)</b><br><br>Fleming Bell, Professor of Public Law<br>UNC School of Government<br><br>Norma Houston, Lecturer in Public Law<br>UNC School of Government  |
| 4:15 - 4:30 pm  | <b>Break</b>  |
| 4:30 - 5:30 pm  | <b>Ethical Dilemmas in Economic Development (Part II)</b><br><br>Fleming Bell, Professor of Public Law<br>UNC School of Government<br><br>Norma Houston, Lecturer in Public Law<br>UNC School of Government |
| 5:30 - 7:30 pm  | <b>Networking Reception (Atrium)</b>  |

**Tuesday, August 2**

- 8:00 - 8:30 am **Breakfast**
- 8:30 - 10:00 am **Business Attraction: The Site Selection Process**  
Vicki Horton, Partner  
SC&H State & Local Tax Group
- 10:00 - 10:15 am **Break**
- 10:15 - 11:15 am **Business Attraction: Marketing Your Community**  
Bob Leak, CEcD, President  
Winston-Salem Business, Inc.
- 11:15 - 11:30 am **Break**
- 11:30 - 12:30 pm **Strategic Planning for Economic Dev., Part I**  
Jonathan Morgan, Associate Professor  
UNC School of Government
- 12:30 - 1:30 pm **Lunch**
- 1:30 - 2:30 pm **Strategic Planning for Economic Dev., Part II**  
Jonathan Morgan, Associate Professor  
UNC School of Government
- 2:30 - 2:45 pm **Break**
- 2:45 - 3:45 pm **Business Retention and Expansion (Part I)**  
Crystal Morphis, Managing Partner  
Sanford Holshouser Business Development Group
- 3:45 - 4:00 pm **Break**
- 4:00 - 5:00 pm **Business Retention and Expansion (Part II)**  
Crystal Morphis, Managing Partner  
Sanford Holshouser Business Development Group



### Wednesday, August 3

8:00 - 8:30 am	<b>Breakfast</b>
8:30 - 9:30 am	<b>Financing Economic Development Projects (Part I)</b> Pat Thomson, President, Grow America Fund National Development Council
9:30 - 9:45 am	<b>Break</b>
9:45 - 10:45 am	<b>Financing Economic Development Projects (Part II)</b> Pat Thomson, President, Grow America Fund National Development Council
10:45 - 11:00 am	<b>Break</b>
11:00 - 12:00 pm	<b>Real Estate Development and Reuse (Part I)</b> Emil Malizia, Professor UNC Department of City and Regional Planning
12:00 - 1:00 pm	<b>Lunch</b>
1:00 - 2:00 pm	<b>Real Estate Development and Reuse (Part II)</b> Emil Malizia, Professor UNC Department of City and Regional Planning
2:00 - 2:15 pm	<b>Break</b>
2:15 - 3:15 pm	<b>Community Development (Part I)</b> Tyler Mulligan, Assistant Professor UNC School of Government
3:15 - 3:30 pm	<b>Break</b>
3:30 - 4:30 pm	<b>Community Development (Part II)</b> Tyler Mulligan, Assistant Professor UNC School of Government

**Thursday, August 4**

- 8:00 - 8:30 am      **Breakfast**
- 8:30 - 9:30 am      **Workforce Development (Part I)**  
John Metcalf, Senior Partner  
Corporation for a Skilled Workforce
- 9:30 - 9:45 am      **Break**
- 9:45 - 10:45 am    **Workforce Development (Part II)**  
John Metcalf, Senior Partner  
Corporation for a Skilled Workforce
- 10:45 - 11:00 am   **Break**
- 11:00 - 12:00      **Entrepreneurship and Business Creation (Part I)**  
Erik R. Pages, President  
EntreWorks Consulting
- 12:00 - 1:00 pm    **Lunch**
- 1:00 - 2:00 pm      **Entrepreneurship and Business Creation (Part II)**  
Erik R. Pages, President  
EntreWorks Consulting
- 2:00 - 2:15 pm      **Break**
- 2:15 - 3:15 pm      **Managing Economic Development Organizations (Part I)**  
Ronnie Bryant, President & CEO  
Charlotte Regional Partnership
- 3:15 - 3:30 pm      **Break**
- 3:30 - 4:30 pm      **Managing Economic Development Organizations (Part II)**  
Ronnie Bryant, President & CEO  
Charlotte Regional Partnership

**ADJOURN**