51st Basic Economic Development Course  
July 31–August 3, 2023

Agenda

School of Government, Chapel Hill, NC – Room 2601

**Monday, July 31**

11:30 - 1:00 pm  Registration and box lunch available

1:00 - 1:30 pm  Welcome and Orientation
Jonathan Morgan, Professor  
UNC School of Government

Greetings from NCEDA
Joanna Helms, NCEDA Vice President  
Director, Apex Economic Development

1:30 - 3:00 pm  Trends in Economic Development
Barry Matherly, CECd, President & CEO  
Hickey Global

3:00 - 3:15 pm  Break

3:15 - 4:15 pm  Ethical Dilemmas in Economic Development (Part I)
Crista M. Cuccaro, Assistant Professor  
UNC School of Government

4:15 - 4:30 pm  Break

4:30 - 5:30 pm  Ethical Dilemmas in Economic Development (Part II)
Crista M. Cuccaro, Assistant Professor  
UNC School of Government

5:30 – 7:30 pm  Networking Reception
Tuesday, August 1

8:00 - 8:30 am  Breakfast

8:30 – 9:30 am  Strategic Planning for Economic Dev. (Part I)
Jonathan Morgan, Professor
UNC School of Government

9:30 – 9:45 am  Break

9:45 – 10:45 am  Strategic Planning for Economic Dev. (Part II)
Jonathan Morgan, Professor
UNC School of Government

10:45 - 11:00 am  Break

11:00 - 12:00 pm  Business Attraction: Marketing and Site Selection (Part I)
Vicki Horton, Managing Partner-Location Strategies
Evergreen Advisors

12:00 - 1:00 pm  Lunch

1:00 - 2:00 pm  Business Attraction: Marketing and Site Selection (Part II)
Vicki Horton, Managing Partner-Location Strategies
Evergreen Advisors

2:00 - 2:15 pm  Break

2:15 - 3:15 pm  Business Retention and Expansion (Part I)
Crystal Morphis, CEcD, Founder and CEO
Creative Economic Development Consulting

3:15 - 3:30 pm  Break

3:30 – 4:30 pm  Business Retention and Expansion (Part II)
Crystal Morphis, CEcD, Founder and CEO
Creative Economic Development Consulting
Wednesday, August 2

8:00 - 8:30 am  Breakfast

8:30 - 9:30 am  Financing Economic Development Projects (Part I)
Toby Rittner, DFCP President & CEO
Council of Development Finance Agencies (CDFA)

9:30 - 9:45 am  Break

9:45 - 10:45 am  Financing Economic Development Projects (Part II)
Toby Rittner, DFCP, President & CEO
Council of Development Finance Agencies (CDFA)

10:45 - 11:00 am  Break

11:00 - 12:00 pm  Real Estate Development and Reuse (Part I)
Emil Malizia, Research Professor
UNC Department of City and Regional Planning

12:00 - 1:00 pm  Lunch

1:00 - 2:00 pm  Real Estate Development and Reuse (Part II)
Emil Malizia, Research Professor
UNC Department of City and Regional Planning

2:00 - 2:15 pm  Break

2:15 - 3:15 pm  Community Development (Part I)
Tyler Mulligan, Professor
UNC School of Government

3:15 - 3:30 pm  Break

3:30 - 4:30 pm  Community Development (Part II)
Tyler Mulligan, Professor
UNC School of Government
Thursday, August 3

8:00 - 8:30 am  Breakfast

8:30 - 9:30 am  Workforce Development (Part I)
Ted Abernathy, Managing Partner
Economic Leadership

9:30 - 9:45 am  Break

9:45 - 10:45 am  Workforce Development (Part II)
Ted Abernathy, Managing Partner
Economic Leadership

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 L. Bryant, CEcD, Principal
RLB Consulting

3:15 - 3:30 pm  Break

3:30 - 4:30 pm  Managing Economic Development Organizations (Part II)
Ronnie L. Bryant, CEcD, Principal
RLB Consulting

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