



52nd Basic Economic Development Course

July 29–August 1, 2024

Agenda

School of Government, Chapel Hill, NC – Room 2603

Monday, July 29

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|-----------------|---|
| 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
Gary Lanier, NCEDA President
Executive Director, Columbus County 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, July 30

- 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 - 12:45 pm **Lunch**
- 12:45 - 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, July 31

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|------------------|---|
| 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 – 11:45 am | Real Estate Development and Reuse (Part I)
Emil Malizia, Research Professor
UNC Department of City and Regional Planning |
| 11:45 - 12:30 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 1

- 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 pm **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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