

## **53<sup>rd</sup> Basic Economic Development Course**

July 28–31, 2025

### **Agenda (Draft)**

*School of Government, Chapel Hill, NC – Room 2603*

#### **Monday, July 28**

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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, Professor<br>UNC School of Government<br><br><b>Greetings from NCEDA</b><br>Gary Lanier, NCEDA President<br>Executive Director, Columbus County Economic Development |
| 1:30 - 3:00 pm  | <b>Trends in Economic Development</b><br>Barry Matherly, CECd, President & CEO<br>Hickey Global   |
| 3:00 - 3:15 pm  | <b>Break</b>  |
| 3:15 - 4:15 pm  | <b>Ethical Dilemmas in Economic Development (Part I)</b><br>Crista M. Cuccaro, Assistant Professor<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>Crista M. Cuccaro, Assistant Professor<br>UNC School of Government   |
| 5:30 – 7:30 pm  | <b>Networking Reception</b>   |

**Tuesday, July 29**

8:00 - 8:30 am	<b>Breakfast</b>
8:30 – 9:30 am	<b>Strategic Planning for Economic Dev. (Part I)</b> Jonathan Morgan, Professor UNC School of Government
9:30 – 9:45 am	<b>Break</b>
9:45 – 10:45 am	<b>Strategic Planning for Economic Dev. (Part II)</b> Jonathan Morgan, Professor UNC School of Government
10:45 - 11:00 am	<b>Break</b>
11:00 - 12:00 pm	<b>Business Attraction: Marketing and Site Selection (Part I)</b> Vicki Horton, Managing Partner-Location Strategies Evergreen Advisors
12:00 - 1:00 pm	<b>Lunch</b>
1:00 - 2:00 pm	<b>Business Attraction: Marketing and Site Selection (Part II)</b> Vicki Horton, Managing Partner-Location Strategies Evergreen Advisors
2:00 - 2:15 pm	<b>Break</b>
2:15 - 3:15 pm	<b>Business Retention and Expansion (Part I)</b> Crystal Morphis, CEcD, Founder and CEO Creative Economic Development Consulting
3:15 - 3:30 pm	<b>Break</b>
3:30 – 4:30 pm	<b>Business Retention and Expansion (Part II)</b> Crystal Morphis, CEcD, Founder and CEO Creative Economic Development Consulting



### Wednesday, July 30

8:00 - 8:30 am	<b>Breakfast</b>
8:30 - 9:30 am	<b>Financing Economic Development Projects (Part I)</b> Toby Rittner, DFCP President & CEO Council of Development Finance Agencies (CDFA)
9:30 - 9:45 am	<b>Break</b>
9:45 - 10:45 am	<b>Financing Economic Development Projects (Part II)</b> Toby Rittner, DFCP, President & CEO Council of Development Finance Agencies (CDFA)
10:45 - 11:00 am	<b>Break</b>
11:00 - 12:00 pm	<b>Real Estate Development and Reuse (Part I)</b> Kathleen Rose, CCIM, CRE®, President & CEO Rose & Associates Southeast, Inc.
12:00 - 1:00 pm	<b>Lunch</b>
1:00 - 2:00 pm	<b>Real Estate Development and Reuse (Part II)</b> TBD
2:00 - 2:15 pm	<b>Break</b>
2:15 - 3:15 pm	<b>Community Development (Part I)</b> Tyler Mulligan, 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, Professor UNC School of Government

**Thursday, July 31**

8:00 - 8:30 am	<b>Breakfast</b>
8:30 - 9:30 am	<b>Workforce Development (Part I)</b> Ted Abernathy, Managing Partner Economic Leadership
9:30 - 9:45 am	<b>Break</b>
9:45 - 10:45 am	<b>Workforce Development (Part II)</b> Ted Abernathy, Managing Partner Economic Leadership
10:45 - 11:00 am	<b>Break</b>
11:00 - 12:00	<b>Entrepreneurship and Business Creation (Part I)</b> Erik R. Pages, President EntreWorks Consulting
12:00 - 1:00 pm	<b>Lunch</b>
1:00 - 2:00 pm	<b>Entrepreneurship and Business Creation (Part II)</b> Erik R. Pages, President EntreWorks Consulting
2:00 - 2:15 pm	<b>Break</b>
2:15 - 3:15 pm	<b>Managing Economic Development Organizations (Part I)</b> Ronnie L. Bryant, CEcD, HLM, FM, Principal Ronnie L. Bryant, LLC
3:15 - 3:30 pm	<b>Break</b>
3:30 - 4:30 pm	<b>Managing Economic Development Organizations (Part II)</b> Ronnie L. Bryant, CEcD, HLM, FM, Principal Ronnie L. Bryant, LLC

**ADJOURN**