

53rd Basic Economic Development Course

July 28–31, 2025

Agenda

School of Government, Chapel Hill, NC – Room 2603

Monday, July 28

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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 Board of Directors
Timothy Downs, Regional Director for NC Economic Development
Thomas & Hutton |
| 1:30 - 3:00 pm | Trends in Economic Development
Barry Matherly, CECd, FM, HLM, 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 29

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, July 30

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) Kathleen Rose, CCIM, CRE®, President & CEO Rose & Associates Southeast, Inc.
12:00 - 1:00 pm	Lunch
1:00 - 2:00 pm	Real Estate Development and Reuse (Part II) Sarah Odio, Associate Director Development Finance Initiative, UNC School of Government Mark Shelburne, Housing Policy Consultant, Novogradac Consulting LLP, and UNC Professor of the Practice
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, July 31

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, HLM, FM, Principal Ronnie L. Bryant, LLC
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Managing Economic Development Organizations (Part II) Ronnie L. Bryant, CEcD, HLM, FM, Principal Ronnie L. Bryant, LLC
ADJOURN	