



School of Government

54th Basic Economic Development Course

July 27–30, 2026

Agenda

School of Government, Chapel Hill, NC – Room 2603

Monday, July 27

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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
Nate Groover, NCCED, Economic Development Director
Town of Garner, NC |
| 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 28

8:00 - 8:30 am	Breakfast
1:00 - 1:30 pm	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 29

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) Clyde Higgs, President & CEO Atlanta Beltline, Inc.
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 30

8:00 - 8:30 am

Breakfast

8:30 - 9:30 am

Entrepreneurship and Business Creation (Part I)

Erik R. Pages, President
EntreWorks Consulting

9:30 - 9:45 am

Break

9:45 - 10:45 am

Entrepreneurship and Business Creation (Part II)

Erik R. Pages, President
EntreWorks Consulting

10:45 - 11:00 am

Break

11:00 - 12:00pm

Workforce Development (Part I)

Jenni Harris, DPA, MPA, Partner
Sanford Holshouser Economic Development Consulting

12:00 - 1:00 pm

Lunch

1:00 - 2:00 pm

Workforce Development (Part II)

Jenn Bosser, CEcD, President & CEO
Iredell Economic Development Corporation

Uconda R. Dunn
Vice President of Business and Workforce Solutions
Pitt Community College

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

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