



44th Basic Economic Development Course July 25-28, 2016

Agenda

School of Government, Chapel Hill, NC – Room 2601

Monday, July 25

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|-----------------|--|
| 11:30 - 1:00 pm | Registration and box lunch available |
| 1:00 - 1:30 pm | Welcome and Orientation
Jonathan Morgan, Associate Professor
UNC School of Government |
| 1:30 - 3:00 pm | Trends in Economic Development
J. Mac Holladay, President
Market Street Services, Inc. |
| 3:00 - 3:15 pm | Break |
| 3:15 - 4:15 pm | Ethical Dilemmas in Economic Development (Part I)
Norma Houston, Lecturer in Public Law
UNC School of Government |
| 4:15 - 4:30 pm | Break |
| 4:30 - 5:30 pm | Ethical Dilemmas in Economic Development (Part II)
Norma Houston, Lecturer in Public Law
UNC School of Government |
| 5:30 – 7:30 pm | Networking Reception |

Tuesday, July 26

- 8:00 - 8:30 am **Breakfast**
- 8:30 – 9:30 am **Strategic Planning for Economic Dev. (Part I)**
Jonathan Morgan, Associate 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, Associate Professor
UNC School of Government
- 10:45 - 11:00 am **Break**
- 11:00 - 12:00 pm **Business Attraction: Marketing Your Community**
Gregory Hitchin, Director of Economic Development & Tourism
City of Waynesboro, VA
- 12:00 - 1:00 pm **Lunch**
- 1:00 - 2:30 pm **Business Attraction: The Site Selection Process**
Vicki Horton, Director
SC&H State & Local Tax Group
- 2:30 - 2:45 pm **Break**
- 2:45 - 3:45 pm **Business Retention and Expansion (Part I)**
Crystal Morphis, Founder & CEO
Creative Economic Development Consulting, LLC
- 3:45 - 4:00 pm **Break**
- 4:00 - 5:00 pm **Business Retention and Expansion (Part II)**
Crystal Morphis, Founder & CEO
Creative Economic Development Consulting, LLC



Wednesday, July 27

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| 8:00 - 8:30 am | Breakfast |
| 8:30 - 9:30 am | Financing Economic Development Projects (Part I)
Pat Thomson, Senior Director
National Development Council |
| 9:30 - 9:45 am | Break |
| 9:45 - 10:45 pm | Financing Economic Development Projects (Part II)
Pat Thomson, Senior Director
National Development Council |
| 10:45 - 11:00 am | Break |
| 11:00 - 12:00 pm | Real Estate Development and Reuse (Part I)
Emil Malizia, 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, 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, Associate Professor
UNC School of Government |
| 3:15 - 3:30 pm | Break |
| 3:30 - 4:30 pm | Community Development (Part II)
Tyler Mulligan, Associate Professor
UNC School of Government |

Thursday, July 28

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 - 12:00

Workforce Development (Part I)

Ted Abernathy, Managing Partner
Economic Leadership

12:00 - 1:00 pm

Lunch

1:00 - 2:00 pm

Workforce Development (Part II)

Ted Abernathy, Managing Partner
Economic Leadership

2:00 - 2:15 pm

Break

2:15 - 3:15 pm

Managing Economic Development Organizations (Part I)

John Chafee, President & CEO
NCEast Alliance

3:15 - 3:30 pm

Break

3:30 - 4:30 pm

Managing Economic Development Organizations (Part II)

John Chafee, President & CEO
NCEast Alliance

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