# Agenda

**Virtual Live Sessions via Zoom**

**Monday, August 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>1:00 - 1:30 pm</td>
<td>Welcome and Orientation</td>
<td>Jonathan Morgan, Professor of Public Administration</td>
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<td>UNC School of Government</td>
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<td>Greetings from NCEDA</td>
<td>Liz Dobbins-Smith and Lawrence Bivins</td>
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<td>1:30 - 2:30 pm</td>
<td>Trends in Economic Development</td>
<td>Christopher Chung, Chief Executive Officer</td>
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<td>Economic Development Partnership of North Carolina</td>
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<td>2:30 – 2:45 pm</td>
<td>Break</td>
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<td>2:45 - 3:45 pm</td>
<td>Ethical Dilemmas in Economic Development</td>
<td>Connor Crews, Assistant Professor of Public Law</td>
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<td>UNC School of Government</td>
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<td>3:45 – 4:15 pm</td>
<td>Debrief and Networking</td>
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Tuesday, August 3

9:45 – 10:45 am  **Strategic Planning for Economic Development**  
Jonathan Morgan, Professor of Public Administration  
UNC School of Government

10:45 – 11:00 am  **Break**

11:00 – 12:00 am  **Business Attraction: Marketing and Site Selection**  
Vicki Horton, Managing Partner-Location Strategies  
Evergreen Advisors

12:00 - 1:00 pm  **Lunch Break**

1:00 - 2:00 pm  **Business Retention and Expansion**  
Crystal Morphis, Founder and CEO  
Creative Economic Development Consulting

2:00 - 2:30 pm  **Debrief and Networking**
Wednesday, August 4

9:15 - 10:45 am  Financing Economic Development Projects  
Raquel F. Favela, Senior Director  
NDC

10:45 - 11:00 am  Break

11:00 – 12:00 pm  Real Estate Development and Reuse  
Emil Malizia, Research Professor  
UNC Department of City and Regional Planning

12:00 - 1:00 pm  Lunch Break

1:00 - 2:00 pm  Community Development  
Tyler Mulligan, Professor of Public Law  
UNC School of Government

2:00 - 2:30 pm  Debrief and Networking
Thursday, August 5

9:45 - 10:45 am  Workforce Development
Ted Abernathy, Managing Partner
Economic Leadership

10:45 - 11:00 am  Break

11:00 - 12:00 pm  Entrepreneurship and Business Creation
Erik R. Pages, President
EntreWorks Consulting

12:00 - 1:00 pm  Lunch Break

1:00 - 2:00 pm  Managing Economic Development Organizations
Ronnie L. Bryant, Principal
RLB Consulting

2:00 - 2:30 pm  Course Wrap-up

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