



Leadership North Carolina
Class 31
Duke Energy Economic Development Session

March 5 – 7, 2024
Charlotte

[#LNC31]

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Class 31 Duke Energy Economic Development Session
March 5 – 7, 2024
Charlotte

Base Hotel

Courtyard Charlotte City Center
237 South Tryon Street
Charlotte
(704) 926-5800
[Courtyard Charlotte City Center](#)

Session Goals

1. Explain the components and players of economic development in North Carolina.
2. Define the full continuum of economic development opportunities and strategies, from entrepreneurs and small businesses to traditional large business recruitment, retention, and expansion.
3. Explore how economic development impacts long-term prosperity in North Carolina.
4. Explore how economic development connects to government, education, health and human services, the environment, and inclusive leadership in NC and highlight opportunities for engagement.

Planning Committee

Dr. Sara Imhof, Program Chair
Vice President, Focused Initiatives Team
North Carolina Biotechnology Center
Wake

Ms. Veronica Creech, Co-Chair *Wake*
Chief Economic Development and External
Engagement Officer
Advance Community Health

Mr. Kristian Forslin, Co-Chair *Johnston*
GIS Project Manager, Project and Portfolio
Management
Wake County

Mrs. Natasha Austin *Iredell*
Chief Operating Officer
Dogwood State Bank

Dr. Monica Carpenter *Yancey*
Associate Vice President of Workforce
Development
Mayland Community College

Mrs. Allyson Colaco *Mecklenburg*
VP and Director, Customer Experience
E4E Relief

Ms. Katy Crosby *Out of State*
Chief of Community Engagement and
Institutional Accountability
National Community Reinvestment Coalition

Dr. Latasha Ellis *Mecklenburg*
Regional Behavioral Health Clinical Lead, Marathon
Health
Owner, Couples Alliance
Founder, Couples Alliance Leadership Mission

Mr. Ryan McAward *Wake*
Principal Strategy & Planning Manager
Duke Energy

Mr. Jeremy Moseley *Forsyth*
Area Vice President, Community and Faith Health,
Southeast Region
Atrium Health Wake Forest Baptist

Mrs. Julie Roper *Gaston*
Economic Development and External Affairs
Manager
Dominion Energy

Ms. Lisa Sheppard *Mecklenburg*
Lead Operational Risk Officer
Wells Fargo

Ms. Kathie Sidner *Wake*
Director of Military Partnerships
University of North Carolina System Office

Each planning committee for the Class 31 program year is made up of members from LNC Class 30

Tuesday, March 5, 2024

Optional Tour: CLT Center, 5601 Wilkinson Boulevard, Charlotte. Note that this is NOT the airport terminal. Review directions document for parking details. Business casual attire. Photo ID matching advance registration required.

Optional Reception Harvey B. Gantt Center for African-American Arts+Culture, 551 South Tryon Street, Charlotte. Business casual attire.

1:00 – 3:15 pm

Tour of Charlotte-Douglas International Airport (Optional)

Advance RSVP and Photo ID matching advance registration required.

Review directions document for parking details.

Arrive by 12:45 pm to park and go through security. Late arrivals cannot be accommodated.

No large bags or purses. Photography is permitted.

Stuart Hair

*Commercial and Community Engagement Director
City of Charlotte, Aviation Department*

Melissa Treadaway

*Community Engagement Manager
City of Charlotte, Aviation Department*

Christina Jibrin

*Community Engagement Coordinator
City of Charlotte, Aviation Department*

6:00 – 7:30 pm

Session Reception at Harvey B. Gantt Center for African-American Arts+Culture (Optional)

Advance RSVP required. Complimentary museum access available for registered guests starting at 4 pm.

Wednesday, March 6, 2024

Breakfast and Session: Duke Energy Plaza, 525 South Tryon Street, Room 740 B/C, 7th Floor, Charlotte. Business casual attire.

Class Dinner: 204 North Kitchen and Cocktails, 204 North Tryon Street, Charlotte. Casual attire.

8:00 – 8:30 am

Breakfast (Optional)

Advance RSVP Required

8:30 – 8:45 am

Setting the Stage

Dr. Sara Imhof

*Vice President, Focused Initiatives Team
North Carolina Biotechnology Center
LNC Class 30 Alumna and Class 31 Program Chair*

Veronica Creech, Co-Chair

*Chief Economic Development and External Engagement Officer
Advance Community Health
LNC Class 30 Alumna and ECD Session Co-Chair*

Kristian Forslin, Co-Chair

*GIS Project Manager, Project and Portfolio Management
Wake County
LNC Class 30 Alumnus and ECD Session Co-Chair*

8:45 – 8:50 am

Greetings from Duke Energy

Amy Strecker

*President
Duke Energy Foundation
LNC Class 24 Alumna*

8:50 – 9:00 am

Local Welcome

Janet LaBar

*President and CEO
Charlotte Regional Business Alliance*

9:00 – 9:50 am

Economic Development 101: Part 1

Dan Gerlach

*Owner
Dan Gerlach LLC*

9:50 – 10:10 am

Morning Break

Snack and beverages will be provided

10:10 – 11:00 am	Economic Development 101: Part 2	Dan Gerlach <i>Owner Dan Gerlach LLC</i>
11:05 – 11:25 am	Class Business	LNC Team
11:25 am – 12:20 pm	Sports, Recreation, and Tourism	Wit Tuttell <i>Vice President, Tourism Economic Development Partnership of North Carolina</i> Greg Walter <i>Executive Vice President and General Manager Charlotte Motor Speedway</i> Caroline Wright <i>SVP and Chief Venues Officer Tepper Sports & Entertainment</i>
12:20 – 1:05 pm	Lunch	
1:05 – 2:00 pm	Meeting Workforce Challenges: Spotlight on NC's Military Community	Kimberly Williams <i>Founder and CEO, NC for Military Employment (NC4ME) Chief Human Resource Officer, City of Jacksonville, NC</i> Jacob Key <i>Program Manager, Military Outreach and Veterans Engagement (M.O.V.E) North Carolina Biotechnology Center</i> Blake Bourne <i>Executive Director Veterans Bridge Home</i>
2:00 – 2:30 pm	Economic Development Simulation: Introduction	Session Planning Committee
2:30 – 2:50 pm	Afternoon Break	
2:50 – 3:50 pm	Small Businesses: Opportunities and Impact	Kevin Dick <i>President and Chief Executive Officer Carolina Small Business Development Fund</i> Donny Hicks <i>Executive Director Gaston County Economic Development Commission</i>
3:50 – 4:00 pm	Wrap Up and Adjourn	
6:30 pm	Class Dinner Casual attire	204 North Kitchen and Cocktails

Thursday, March 7, 2024

Breakfast and Session: Duke Energy Plaza, 525 South Tryon Street, Room 740 B/C, 7th Floor, Charlotte. Business casual attire.

8:00 – 8:30 am	Breakfast (Optional) Advance RSVP Required	
8:30 – 8:50 am	Morning Reflections	Dr. Sara Imhof <i>Vice President, Focused Initiatives Team North Carolina Biotechnology Center LNC Class 30 Alumna and Class 31 Program Chair</i>
8:50 – 9:50 am	Transformational Impact: The Making of a Megasite	Brent Christensen <i>President and CEO Greensboro Chamber of Commerce</i> Kevin Franklin <i>President Randolph County Economic Development Corporation</i>
9:50 – 10:10 am	Morning Break Snack and beverages will be provided	
10:10 – 11:10 am	Connecting the Dots	Carolyn Coia <i>Vice President of Real Estate Research Triangle Park</i>
11:10 – 11:50 pm	Economic Development Simulation: Putting It All Together	Learning Teams Group Work
11:50 am – 12:20 pm	Economic Development Simulation: Pitch Presentations	LNC Class 31
12:20 – 1:05 pm	Lunch	
1:05 – 1:30 pm	Simulation Awards and Reflections	Session Planning Committee
1:30 – 2:20 pm	Leadership Profile	Sharon Decker <i>President, Carolinas Operations, Tryon Equestrian Partners Tryon Resort/Tryon International Equestrian Center LNC Class 1 Alumna</i>
2:20 – 2:30 pm	Wrap Up and Adjourn	LNC Team