



Leadership North Carolina
Class XXIX
Duke Energy Economic Development Session

March 1-3, 2022
Beaufort and Carteret County

[#LNCXXIX]

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Leadership North Carolina
Class XXIX Duke Energy Economic Development Session
March 1-3, 2022
Beaufort and Carteret County

Base Hotel

Beaufort Hotel
2440 Lennoxville Road
Beaufort
(252) 728-3000
[Beaufort Hotel Website](#)

Session Goals

1. Offer an overview of economic development in North Carolina, including strategies, opportunities, and challenges.
2. Highlight why North Carolina is a great place for business.
3. Explore economic development in North Carolina from the perspective of those left on the margins.
4. Examine the importance of infrastructure and planning to economic development and discuss differences across urban and rural areas.
5. Discuss workforce dynamics, development, and trends for different regions and populations across North Carolina.
6. Explore how economic development connects to and intersects with government, education, health and human services, and the environment and highlight opportunities for engagement.

Planning Committee

Naomi Irvin, Program Chair
Chief of Staff - Government Markets
Blue Cross and Blue Shield of North Carolina
Durham

Andy Coe, Session Co-Chair *Wake*
Principal
Convergent Nonprofit Solutions

Natalie Jenkins Peel *Pasquotank*
Community Leadership Officer
North Carolina Community Foundation

Jennifer Harriss, Session Co-Chair *Chowan*
Development Manager, Vidant Bertie Hospital, Vidant
Chowan Hospital
Vidant Health

Claudie Johnson *Out of State*
President and Chief Executive Officer
1st Choice Credit Union

Erika Bell *Mecklenburg*
Community Development Regional Manager
Federal Reserve Bank of Richmond

Kevin Platé *Mecklenburg*
Senior Vice President, Levine Cancer Institute &
Clinical Network Development
Atrium Health

Kelly Bennett *Wake*
Vice President, Total Rewards
Martin Marietta

Chester Williams *Halifax*
Chief Executive Officer
A Better Chance A Better Community

Todd Griffin *Catawba*
Director, Customer Experience and Delivery
Cisco Systems, Inc.

Julia Wright *Wake*
Economic Development and Local Government
Manager
Dominion Energy North Carolina

Syretta Hill *Durham*
Executive Director
StepUp Durham

Tuesday, March 1, 2022

Optional Tour: NC Aquarium at Pine Knoll Shores, 1 Roosevelt Boulevard, Pine Knoll Shores. Business casual attire with comfortable, non-slip shoes.

Optional Reception: NC Aquarium at Pine Knoll Shores, 1 Roosevelt Boulevard, Pine Knoll Shores. Business casual attire.

There will be no virtual content shared on Tuesday.

3:00 – 5:00 pm	Tour of the NC Aquarium at Pine Knoll Shores (Optional) Advance RSVP required	Wayne Justice <i>Special Activities Coordinator</i> North Carolina Aquarium at Pine Knoll Shores
		Emily Foy <i>Special Activities Coordinator</i> North Carolina Aquarium at Pine Knoll Shores
5:30 – 7:00 pm	Session Reception (Optional) Advance RSVP required	

Wednesday, March 2, 2022

Session Programming: Beaufort Hotel Ballroom, 2440 Lennoxville Road, Beaufort. Business casual attire.

Class Dinner: Core Sound Waterfowl Museum and Heritage Center, 1785 Island Road, Harkers Island. Casual attire.

[Wednesday Zoom Link for Remote Participants](#)

8:00 – 8:30 am	Breakfast (Optional) Advance RSVP Required	Beaufort Hotel Ballroom
8:30 – 9:00 am	Setting the Stage	Naomi Irvin <i>Chief of Staff - Government Markets</i> <i>Blue Cross and Blue Shield of North Carolina</i> <i>LNC Class XXVIII Alumna and Class XXIX Program Chair</i>
		Andy Coe <i>Principal</i> <i>Convergent Nonprofit Solutions</i> <i>LNC Class XXVIII Alumnus and ECD Session Co-Chair</i>
		Jennifer Harriss <i>Development Manager, Vidant Bertie Hospital, Vidant Chowan Hospital</i> <i>Vidant Health</i> <i>LNC Class XXVIII Alumna and ECD Session Co-Chair</i>
9:00 – 9:15 am	North Carolina: Where Ideas Take Root and Innovation Takes Flight	The Honorable Machel Baker Sanders <i>Secretary</i> <i>North Carolina Department of Commerce</i>
9:15 – 10:10 am	The Nuts and Bolts of Economic Development in NC	The Honorable Machel Baker Sanders <i>Secretary</i> <i>North Carolina Department of Commerce</i>
		Christopher Chung <i>Chief Executive Officer</i> <i>Economic Development Partnership of North Carolina</i>
		Brian Etheridge, Moderator <i>President</i> <i>Leadership North Carolina</i>
10:10 – 10:30 am	Morning Break Snack and beverages will be provided	

10:30 – 11:20 am	Why NC Is a Great Place for Business: Diverse Strategies and Opportunities	Gary Salamido <i>President and Chief Executive Officer North Carolina Chamber LNC Class VIII Alumnus</i>
11:25 – 11:40 am	Becoming LNC Alumni	Leah Friedman <i>Communications and Public Policy Consultant Owner, Leah Friedman Consulting LNC Class XXVIII Alumna and Alumni Representative</i>
11:40 am – 12:00 pm	Class Business	LNC Team
12:00 – 12:45 pm	Lunch <i>William Garrett Fund committee will gather over lunch.</i>	
12:45 – 1:20 pm	Who's Not in the Room?	Kevin Platé <i>Senior Vice President, Levine Cancer Institute & Clinical Network Development Atrium Health LNC Class XXVIII Alumnus and ECD Session Planning Committee Member</i>
		Kelly Bennett <i>Vice President, Total Rewards Martin Marietta LNC Class XXVIII Alumna and ECD Session Planning Committee Member</i>
1:25 – 2:15 pm	Labor Market and Workforce Development	Dr. Laura Ullrich <i>Senior Regional Economist Federal Reserve Bank of Richmond</i>
2:15 – 2:35 pm	Break <i>Snack and beverages will be provided.</i>	
2:35 – 3:50 pm	Equity and the Economy	Danya Perry <i>Director of Diversity, Equity, and Inclusion Wake County</i>
		Girard Newkirk <i>Co-Founder and Chief Executive Officer Genesis Block</i>
3:50 – 4:00 pm	Wrap Up and Adjourn	
6:30 pm	Group Transportation to Class Dinner Departs from the Beaufort Hotel	
7:00 pm	Class Dinner at the Core Sound Waterfowl Museum and Heritage Center <i>Advance RSVP required</i>	Karen Amspacher <i>Executive Director Core Sound Waterfowl Museum and Heritage Center LNC Class XVI Alumna</i>

Thursday, March 3, 2022

Session Programming: Beaufort Hotel Ballroom, 2440 Lennoxville Road, Beaufort. Business casual attire.

[Thursday Zoom Link for Remote Participants](#)

8:00 – 8:30 am	Breakfast (Optional) <i>Advance RSVP Required</i>	Beaufort Hotel Ballroom
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8:30 – 8:50 am	Morning Reflections	Naomi Irvin <i>Chief of Staff - Government Markets Blue Cross and Blue Shield of North Carolina LNC Class XXVIII Alumna and Class XXIX Program Chair</i>
8:50 – 9:50 am	Leadership Profile	Joan Maxwell <i>President Regulator Marine, Inc.</i>
9:50 – 10:10 am	Break <i>Snack and beverages will be provided.</i>	
10:10 – 11:30 am	Infrastructure and Economic Development: Rural and Urban Connections	Patrick Woodie <i>President NC Rural Center</i>
		Julie White <i>Deputy Secretary for Multi-Modal Transportation North Carolina Department of Transportation LNC Class XIX Alumna</i>
		Marshall Cherry <i>President and Chief Operating Officer Roanoke Electric Cooperative LNC Class XXVI Alumnus</i>
11:30 am – 12:15 pm	Lunch	
12:15 – 12:55 pm	Partnering for Success	Ryan Nance <i>Director of Economic Development North Carolina's Electric Cooperatives LNC Class XXI Alumnus</i>
1:00 – 2:20 pm	Putting It All Together	Todd Griffin <i>Director, Customer Experience and Delivery Cisco Systems, Inc. LNC Class XXVIII Alumnus and ECD Session Planning Committee Member</i>
		Natalie Jenkins Peel <i>Community Leadership Officer North Carolina Community Foundation LNC Class XXVIII Alumna and ECD Session Planning Committee Member</i>
		LNC Class XXIX
2:20 – 2:30 pm	Wrap-Up and Adjourn	

Session Locations and Directions

Beaufort Hotel—Base Hotel and Location for Wednesday and Thursday Presentations

2440 Lennoxville Road
Beaufort
(252) 728-3000

[Beaufort Hotel Website](#)

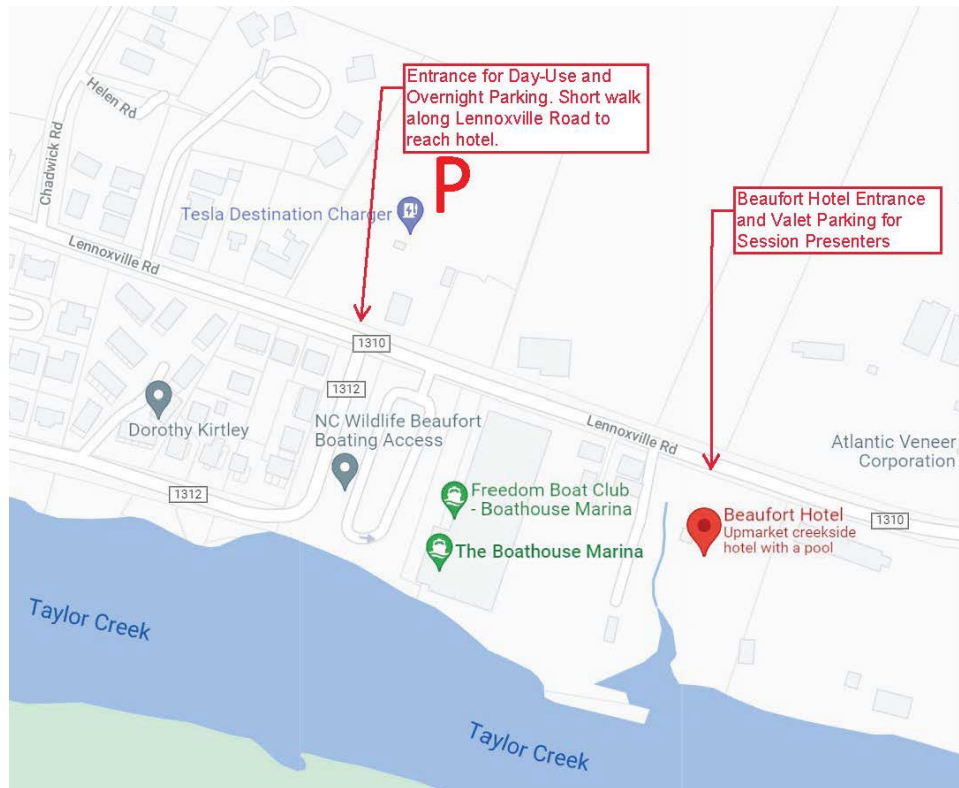
[Beaufort Hotel Google Map Link](#)

All session presentations will be held at the Beaufort Hotel

Hotel Parking

Free parking is available across the street from the hotel (see map below). Hotel guests are invited to use short-term parking in front of the hotel to check in and drop off luggage before moving their vehicles to the long-term lot. Allow 5-10 minutes to walk between the hotel and the parking lot.

Session presenters may use valet parking compliments of LNC by giving the attendant their names at the main hotel entrance. Valet parking for other attendees is available in front of the hotel for \$15/day.



North Carolina Aquarium at Pine Knoll Shores—Location for Tuesday Tour and Reception

1 Roosevelt Boulevard
Pine Knoll Shores

[Aquarium Website](#)

[Aquarium Google Map Link](#)

Core Sound Waterfowl Museum and Heritage Center—Location for Wednesday Class Dinner

1785 Island Road
Harkers Island

[Museum Website](#)

[Museum Google Map Link](#)

Group transportation will be provided to and from the class dinner.