



Leadership North Carolina
Class XXVIII
Duke Energy Economic Development Session

March 2-4, 2021
Virtual

[#LNCXXVIII]

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Leadership North Carolina
Class XXVIII Duke Energy Economic Development Session
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Virtual

Zoom Links

[Virtual Tour](#)

[Virtual Reception](#)

[Wednesday Program](#)

[Thursday Program](#)

Session Goals

1. Define economic development and explore strategies, challenges, opportunities, and impact in the context of North Carolina.
2. Demonstrate different approaches to economic development for urban, suburban, and rural areas with a focus on key components such as infrastructure, education, and the regulatory environment.
3. Highlight the importance of resiliency in economic development.
4. Explore the economic development foundations and structures needed to attract the kinds of businesses and services that citizens want.
5. Explore how economic development connects to government, education, health and human services, and the environment in North Carolina and highlight opportunities for engagement.

Planning Committee

David Bohm, Program Chair

Director of Development
myFutureNC
Wake

Laura Lee, Session Co-Chair *Forsyth*
Senior Vice President - Economic Development
Greater Winston-Salem Inc.

Carl Rees, Session Co-Chair *Wilson*
Senior Economic Developer
ElectriCities of NC

Jacob Crawford *Mecklenburg*
Vice President of Health System Partnerships
Atrium Health

Dana Davis *Wake*
Director, Human Resources
North Carolina Electric Membership Corporation

Scott Eckholdt *Carteret*
Market Executive
Dogwood State Bank

Ryan Homer *Guilford*
Head of Talent Experience
Fidelity Investments

Sean O'Brien *Wake*
Senior Vice President, Education
SAS

Carmen Pevette *Wake*
Director of Customer Communications
Duke Energy

Beth Rubin *Harnett*
Dean, Adult and Online Education
Campbell University

Lee Snodgrass *Mecklenburg*
Director, Facilities Operations
The University of North Carolina at Charlotte

Allen Suttle *Forsyth*
Director, Business Banking
Piedmont Federal Savings Bank

Napoleon Wallace *Durham*
Senior Fellow
Frontline Solutions

Denise Warren *Wake*
Independent Board Director
Audit and Compensation Committee Chair

Each planning committee for the Class XXVIII program year is made up of members from LNC Class XXVII

Tuesday, March 2, 2021

2:25 – 2:30 pm	Zoom Link: Log into Zoom Waiting Room for Conversation and Tour	
2:30 – 4:30 pm	Travel and Tourism in NC (Optional) A Conversation with Wit Tuttell	Wit Tuttell <i>Vice President, Tourism Economic Development Partnership of North Carolina Executive Director, VisitNC</i>
		Laura Lee <i>Senior Vice President - Economic Development Greater Winston-Salem Inc LNC Class XXVII Alumna and ECD Session Co-Chair</i>
	Virtual Tour of the NC Aquarium at Pine Knoll Shores	Wayne Justice <i>Special Activities Coordinator North Carolina Aquarium at Pine Knoll Shores</i>
4:30 – 5:00 pm	Break Grab your favorite beverage to enjoy during the reception.	
4:55 – 5:00 pm	Zoom Link: Log into Zoom Waiting Room for Virtual Reception	
5:00 – 6:00 pm	Virtual Session Reception (Optional) Advance RSVP required	Scott Mason <i>The Tar Heel Traveler WRAL-TV</i>

Wednesday, March 3, 2021

8:25 – 8:30 am	Zoom Link: Log into Zoom Waiting Room for Wednesday Program	
8:30 – 9:10 am	Setting the Stage	David Bohm, Program Chair <i>Director of Development myFutureNC LNC Class XXVII Alumnus and Class XXVIII Program Chair</i>
		Laura Lee <i>Senior Vice President - Economic Development Greater Winston-Salem Inc LNC Class XXVII Alumna and ECD Session Co-Chair</i>
		Carl Rees <i>Senior Economic Developer ElectriCities of NC LNC Class XXVII Alumnus and ECD Session Co-Chair</i>
9:10 – 9:55 am	North Carolina's Economy: Past, Present, and Future	Ted Abernathy <i>Managing Partner Economic Leadership</i>
9:55 – 10:25 am	Morning Break Stay logged in, mute mic and camera. Return at 10:20 am for bonus content.	
10:25 – 11:25 am	Growing North Carolina's Economy	Christopher Chung <i>Chief Executive Officer Economic Development Partnership of North Carolina</i>

11:25 – 11:55 am	Building Connections	Class XXVIII
11:55 am – 12:10 pm	Class Business	
12:10 – 1:10 pm	Lunch <i>Stay logged in, mute mic and camera. Return at 1:05 pm for bonus content.</i>	
1:10 – 1:25 pm	Becoming LNC Alumni	Matt Smith <i>Vice President, Development and Strategic Partnerships Wake Technical Community College LNC Class XXVII Alumnus LNC Board of Directors Alumni Committee Chair-Elect</i>
1:25 – 3:35 pm	Speed Dating: Mega Forces Impacting Our Economy <i>Speakers will rotate through breakout groups in five 15-minute rounds.</i>	
	Global Trade and Export Opportunities	Dr. Kuldip Wasson <i>Director of Global Operations Economic Development Partnership of North Carolina</i>
		Aaron Brott <i>Senior Director, Key Client and Trade Development North Carolina Ports</i>
	Infrastructure	Marshall Cherry <i>Chief Operating Officer Roanoke Electric Cooperative LNC Class XXVI Alumnus</i>
		Anna Lea Moore <i>Vice President, Economic Development North Carolina Railroad Company</i>
	Talent Pipeline and Workforce Development	Maureen Little <i>Vice President of Economic Development North Carolina Community Colleges LNC Class XIX Alumna</i>
		Tanya McGhee <i>Senior Director of STEM Outreach / BioNetwork North Carolina Community Colleges</i>
	Unique Assets	Scott Dorney <i>Executive Director North Carolina Military Business Center</i>
		Dr. Laura Rowley <i>Director, Life Science Economic Development North Carolina Biotechnology Center</i>
	Placemaking and Product Development	Amanda Conner <i>Manager of Aviation Business Development Division of Aviation, NC Department of Transportation</i>
		Lindsey Schwab <i>Director, Community Relations Innovation Quarter</i>

3:35 – 4:00 pm

William Garrett Fund

William Garrett Committee

Thursday, March 4, 2021

8:25 – 8:30 am

[Zoom Link: Log into Zoom Waiting Room for Thursday Program](#)

8:30 – 8:50 am

Morning Reflections

David Bohm, Program Chair

Director of Development

myFutureNC

LNC Class XXVII Alumnus and Class XXVIII Program Chair

8:50 – 9:35 am

Leadership Profile

Sharon Decker

President, Carolinas Operations, Tryon Equestrian Partners

Tryon Resort/Tryon International Equestrian Center

LNC Class I Alumna

9:35 – 9:45 am

Break

9:45 – 11:15 am

Espresso Sessions: Innovation and Entrepreneurship

Christopher Gergen

Founding Partner, Forward Impact

Founding Partner, Raleigh Founded

LNC Class XXIV Alumnus

Dr. Richard Linton

Dean, College of Agriculture and Life Sciences

North Carolina State University

Magalie Yacinte

Owner, YES and SO-IN

Interim Executive Director, HUSTLE Winston-Salem

Ginger Krieg Dosier

Chief Executive Officer

bioMASON

11:15 – 11:30 am

Break

11:30 am – 12:15 pm

Inclusive and Equitable Economic Development

Danya Perry

Director of Equitable Economic Development,

Wake County Economic Development

Director of Diversity, Equity, and Inclusivity,

Raleigh Chamber of Commerce

12:15 – 12:45 pm

Grab-Your-Lunch Break

12:45 – 2:20 pm

Working Lunch and Simulation: Putting It All Together

Dr. Beth Rubin

Dean, Adult and Online Education

Campbell University

LNC Class XXVII Alumna and ECD Planning Committee Member

Class XXVII Economic Development Session Planning Committee

2:20 – 2:30 pm

Wrap-Up and Adjourn