

53nd Basic Economic Development Course

July 28–July 31, 2025

Agenda

School of Government, Chapel Hill, NC – Room 2603

Monday, July 28

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| 11:30 - 1:00 pm | Registration and box lunch available |
| 1:00 - 1:30 pm | Welcome and Orientation
Jonathan Morgan, Professor
UNC School of Government

Greetings from NCEDA
Gary Lanier, NCEDA President
Executive Director, Columbus County Economic Development |
| 1:30 - 3:00 pm | Trends in Economic Development
Barry Matherly, CECd, President & CEO
Hickey Global |
| 3:00 - 3:15 pm | Break |
| 3:15 - 4:15 pm | Ethical Dilemmas in Economic Development (Part I)
Crista M. Cuccaro, Assistant Professor
UNC School of Government |
| 4:15 - 4:30 pm | Break |
| 4:30 - 5:30 pm | Ethical Dilemmas in Economic Development (Part II)
Crista M. Cuccaro, Assistant Professor
UNC School of Government |
| 5:30 – 7:30 pm | Networking Reception |

DRAFTED AGENDA, SUBJECT TO CHANGE

Tuesday, July 29

8:00 - 8:30 am	Breakfast
8:30 – 9:30 am	Strategic Planning for Economic Dev. (Part I) Jonathan Morgan, 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, Professor UNC School of Government
10:45 - 11:00 am	Break
11:00 - 12:00 pm	Business Attraction: Marketing and Site Selection (Part I) Vicki Horton, Managing Partner-Location Strategies Evergreen Advisors
12:00 - 12:45 pm	Lunch
12:45 - 2:00 pm	Business Attraction: Marketing and Site Selection (Part II) Vicki Horton, Managing Partner-Location Strategies Evergreen Advisors
2:00 - 2:15 pm	Break
2:15 - 3:15 pm	Business Retention and Expansion (Part I) Crystal Morphis, CEcD, Founder and CEO Creative Economic Development Consulting
3:15 - 3:30 pm	Break
3:30 – 4:30 pm	Business Retention and Expansion (Part II) Crystal Morphis, CEcD, Founder and CEO Creative Economic Development Consulting



Wednesday, July 30

8:00 - 8:30 am	Breakfast
8:30 - 9:30 am	Financing Economic Development Projects (Part I) Toby Rittner, DFCP President & CEO Council of Development Finance Agencies (CDFA)
9:30 - 9:45 am	Break
9:45 - 10:45 am	Financing Economic Development Projects (Part II) Toby Rittner, DFCP, President & CEO Council of Development Finance Agencies (CDFA)
10:45 - 11:00 am	Break
11:00 – 11:45 am	Real Estate Development and Reuse (Part I) Emil Malizia, Research Professor UNC Department of City and Regional Planning
11:45 - 12:30 pm	Lunch
1:00 - 2:00 pm	Real Estate Development and Reuse (Part II) Emil Malizia, Research 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, Professor UNC School of Government
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Community Development (Part II) Tyler Mulligan, Professor UNC School of Government

Thursday, July 31

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| 8:00 - 8:30 am | Breakfast |
| 8:30 - 9:30 am | Workforce Development (Part I)
Ted Abernathy, Managing Partner
Economic Leadership |
| 9:30 - 9:45 am | Break |
| 9:45 - 10:45 am | Workforce Development (Part II)
Ted Abernathy, Managing Partner
Economic Leadership |
| 10:45 - 11:00 am | Break |
| 11:00 - 12:00 pm | Entrepreneurship and Business Creation (Part I)
Erik R. Pages, President
EntreWorks Consulting |
| 12:00 - 1:00 pm | Lunch |
| 1:00 - 2:00 pm | Entrepreneurship and Business Creation (Part II)
Erik R. Pages, President
EntreWorks Consulting |
| 2:00 - 2:15 pm | Break |
| 2:15 - 3:15 pm | Managing Economic Development Organizations (Part I)
Ronnie L. Bryant, CEcD, HLM, FM
Principal |
| 3:15 - 3:30 pm | Break |
| 3:30 - 4:30 pm | Managing Economic Development Organizations (Part II)
Ronnie L. Bryant, CEcD, HLM, FM
Principal |

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