

LEARN AND LEAD 2018 AGENDA



WEDN

Women's Economic
Development Network

www.creativeedc.com

February 21-22, 2018
Hilton University Place
8629 J M Keynes Dr.
Charlotte, NC 28262

Wednesday Sessions:
University B&C
Reception: University
Ballroom Foyer
Thursday Sessions:
University D&E

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The Women's Economic Development Network is sponsored by Creative Economic Development Consulting. It is one of our many nonprofit programs designed to give back to the field of economic development.

Wednesday, February 21st, 2018

4:00-4:10 pm

Welcome

CRYSTAL MORPHIS, Founder & CEO,
Creative Economic Development Consulting

4:10-4:50 pm

Amazing Women of Influence and the Lessons I Learned

JAMES CHAVEZ, President & CEO, South Carolina Power Team

4:50-5:35 pm

Exploring Career Pathways Panel

CINDY DANCY, Founder, Dancy Research

AMY SULLIVAN HICKS, Director of Business Development, ECS, Ltd.

DONNA PHILLIPS, Senior Economic Development Manager,
Duke Energy Carolinas

Panel Moderator: PENNY WHITEHEART, Senior Consultant,
Creative EDC

5:35-5:45

SPARK! Session - If You Build It They Will Come:

Best Practices for Innovative Project Support

ASHLEY ANDERSON, Attorney, Sanford Holshouser Law

5:45-6:30 pm

SPARK! Session - Cross Sector Partnerships to Better Align Your Workforce

JESSICA STEWART, Environmental Team Manager, ECS Southeast

6:30 pm

Networking Reception

Dinner and a Conversation about #MeToo

Thursday, February 22nd, 2018

8:30 am

Continental Breakfast

9:00-9:10 am

Welcome

CRYSTAL MORPHIS, Founder and CEO,
Creative Economic Development Consulting

9:15-9:55 am

Let's Talk 'Talent': Creative Strategies for the Modern Economic Developer

KRISTIN REESE, Executive Director, Cleveland County Economic Development Partnership

9:55-10:25 am

Go Bold! Bold Women in Bold Careers!

LEEANN NIXON, Existing Industry Project Manager,
Cabarrus Economic Development

10:25-10:30 am

SPARK! Session - Holly Springs CEC® Investing in Your Entrepreneurs

IRENA KRSTANOVIC, Economic Development Director, Town of Holly Springs

10:30-10:55 am

Networking with Purpose Break

10:55-11:45 am

Work-Life Balance Panel

11:45-1:30 pm

ASHLEY CAGLE, Director of Talent & Product Development,
Wake County Economic Development

ERIN FARRIS, Senior Business Developer, S&ME

VICTORIA HANSON, Executive Director, Amherst County EDA

Panel Moderator: HEATHER BEARD, Research Analyst, CreativeED

Lunch, Table Conversations, & Keynote Presentation

1:30-1:45 pm

The Rise of the City Superfan: How Places Can Build Them... and How You Can Become One

MELODY WARNICK, Author: *This is Where You Belong: Finding Home Wherever You Are*

1:45-2:20 pm

Book Signing & Break

2:20-3:00 pm

How to Be Yoshimi: Women Creating Places Where People Can Thrive

STEPHANIE MONSON DAHL, Strategic Development Office Director,

City of Asheville

3:00 pm

Women are the Key to Fueling Economic Prosperity

ZEE WORSTELL, Co-Owner, AccelerateHER

Closing Comments

CRYSTAL MORPHIS, Founder & CEO,
Creative Economic Development Consulting

ASHLEY CAGLE



Ashley Cagle leads Wake County Economic Development's comprehensive expansion, recruitment, and relocation efforts. As a component of this, she also oversees WCED's talent attraction, retention and cultivation strategy, largely anchored by the

Work in the Triangle initiative. Prior to joining WCED, Ashley was the Executive Director of the Montgomery County (NC) Economic Development Corporation. Ashley holds a BA in Organizational Communications from UNC-Charlotte and a certificate in nonprofit management from Duke University.

CYNDI DANCY



Cyndi Dancy is Principal at Dancy Research, an economic development research firm. She has held various positions in economic development including Vice President at Greensboro Partnership Economic Development, and Director of Research

at High Point Economic Development, Charlotte Regional Partnership, Asheville Area Chamber of Commerce, and York County Economic Development Board. Cyndi earned a Bachelor of Arts in History and Political Science from High Point University and completed professional training and graduate level coursework.

ERIN FARRIS



Erin Farris has been with S&ME in Business Development for 13 years. She has over 30 years of experience having previously served as a Senior Project Manager, South Carolina Department of Commerce, Business Planning, Union Switch &

Signal and Business Development, Sanders Brothers Industrial Contractor. She shares her life with 4 boys: her husband, 2 sons at Clemson (23 and 20) and one son (18) who is a Senior in High School.

LEEANN NIXON



LeeAnn Nixon has invested eight years in economic development. She served five years at Surry County Economic Development Partnership as vice president of existing business services and three years at Cabarrus Economic Development as existing

industry project manager. She graduated from Liberty University with a bachelor degree in Business Administration and Project Management.

KRISTIN REESE



Kristin Reese has been spearheading Cleveland County, NC's economic development efforts for over 12 years. Under her leadership, the County has recruited over 85 companies, totaling over \$6 billion dollars in new capital investment and more than 4,500 new jobs. She attributes her community's success to creative collaboration that normally happens quietly behind the scenes, and a whole lot of caffeine that fuels her staff on the long work days required to get the job done.

VICTORIA HANSON



Victoria Hanson has worked for the EDA of Amherst County since July 2014 and has more than 20 years of diverse experience in economic development, non-profit leadership and management, housing finance and development, commercial real estate, higher education, international business, and communications. Other experience includes working for the U.S. Air Force in Germany and the Air Force Special Operations Command. Hanson earned a master's degree from the University of Oklahoma.

AMY SULLIVAN HICKS



Amy Sullivan Hicks is the Director of Business Development for ECS Southeast, LLP covering the Charlotte market. Her role involves developing office initiatives and activities related to improving marketing orientation and market leadership. Amy's initiatives consist of brand awareness and leveraging key contacts in the community by develop long-lasting business relationships. She has over 20 years of experience in sales, business development, customer service and team management.

DONNA PHILLIPS



Donna Phillips is a Senior Economic Development Manager for Duke Energy and responsible for new and expanding industrial and commercial business recruitment in the eastern portion of Duke Energy's Carolina's service territory. Phillips

joined Duke Energy in September 2015 after gaining economic development experience at the North Carolina Department of Commerce/Economic Development Partnership of North Carolina along with experience in Wayne and Duplin County Economic Development offices.

MELODY WARNICK



Melody Warnick is the author of "This Is Where You Belong: Finding Home Wherever You Are". The book explores the science behind the groundbreaking concept of place attachment and leads longtime residents and newcomers alike to commit to a more passionate relationship with their community. A chronic mover, Warnick managed to fall madly in love with her adopted town of Blacksburg, Virginia.

ZEE WORSTELL



A lifelong entrepreneur, Zee Worstell has started six businesses, experiencing both great success and failure as a small business owner. She founded AccelerateHER® in 2011 to focus attention on the importance that female-centric training

plays in the success of women-owned businesses. AccelerateHER® partners with organizations focused on ecosystem development to help equip and empower women business owners to achieve significant scalability and economic impact in their communities.

STEPHANIE MONSON DAHL



Stephanie Monson Dahl has worked as an Urban Planner at the City of Asheville for a dozen years and currently serves as the City of Asheville's Strategic Development Director. Asheville's Mayor and City Manager have charged Dahl and her co-workers to help the community create the most livable city they can imagine. She is happy to be helping develop Asheville so that all types of residents can thrive.

JAMES CHAVEZ



The instant South Carolina Power Team was introduced to James he knew his career path had prepared him to lead the organization. His ability to develop and maintain relationships and track-record of success, were necessities for moving this organization forward. Call it chance or fate, when a friend presented an opportunity for him to work in economic development it changed his course and began his 20-year career in economic development.

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*This Is Where You Belong:
Finding Home Wherever You Are*
by Melody Warnick



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