



WEDN
Women's Economic
Development Network

Celebrating
— 10 YEARS —
LEARN AND LEAD 2025

Embassy Suites
5400 John Q. Hammons Dr. NW.
Concord, NC 28027

Thursday, February 13, 2025
Kannapolis Room

3:00pm	Registration Check-In
3:30pm	Welcome CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development
3:40pm	Leading Through Disaster and Beyond BRITTANY BRADY, President and CEO, Henderson County Partnership, NC DAJA DAVIDSON, Senior Director of Public and Community Relations, Blue Ridge Electric Cooperative, SC
4:30pm	Micro Magic: Holding Impactful Small-Scale Conferences SAMANTHA LIVESAY, Senior Director of Business Engagement, Onward NRV, VA ASHLEY CAGLE, Assistant Executive Director, Wake County Economic Development, NC
5:20pm	SPARK! Sessions CASEY VERBURG, Senior Economic Developer, ElectriCities of N.C., Inc. SHANNON JOHNSON, Community & Economic Development Director, Town of Zebulon, NC BROOKS HEARN, Associate Public Relations Director, Chernoff Newman KENDALL HENDERSON, Director of Business Services, Rowan EDC, NC
5:40pm	How Are You Using AI? Sharing Resources and Tips
6:10pm	Networking Reception
7:00pm	Dinner

Things to Know:

- Hotel check-in is at 4:00pm.
- Thursday dinner is assigned seating. Look for your table number on your name badge.
- Breakfast buffet is included with your hotel stay. If not staying at the hotel, get a voucher at the registration desk.
- Drop off gently used career clothes donations at registration.

Friday, February 14, 2025
Kannapolis Room

7:30am	Breakfast - buffet in hotel dining area
8:00am	Welcome CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development Consulting
8:10am	Workshop: Navigate, Elevate, Accelerate Success Through Adaptability, Resiliency, and Grit DR. MELISSA FURMAN, Career Potential
10:10am	Networking Break
10:30am	Stronger Together: Developing Joint Industrial Parks CORRIE TEAGUE BOBE, Director of Economic Development, City of Danville, VA DONNY HICKS, Executive Director, Gaston County EDC, NC
11:20am	Showcase: SC Power Team FDI Tool REBECCA BRELAND, P.E., Vice President, Community Preparedness, South Carolina Power Team
11:30am	FDI Trends & Catching the Big Fish: How Greenville Landed Project Bluefin TRACY DELLINGER, Director of Existing Industry, Economic Development Partnership of North Carolina UCONDA DUNN, Vice President of Business Development, Greenville ENC Alliance, NC

Carolina Room

12:30pm	Lunch, Table Conversations and Keynote Address: Energy Demands and Other Site Location Trends JEANNETTE GOLDSMITH, Vice President, Strategic Development Group
1:45pm	Closing Comments CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development
2:00pm	Adjourn



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SPEAKERS



CORRIE TEAGUE BOBE

Director of Economic Development, City of Danville, VA

Corrie Teague Bobe joined the Danville Office of Economic Development in 2009. She is responsible for leading the organization's mission to improve the economic health and quality of life of the City of Danville through the creation and retention of jobs, building of local wealth, and increasing the tax base. She also serves as staff to two Regional Industrial Facility Authorities.



DAJA DAVIDSON

Senior Director of Public and Community Relations, Blue Ridge Electric Cooperative, NC

Daja Davidson is the Senior Director of Public and Community Relations at Blue Ridge Electric Cooperative, which provides electric power to more than 70,000 customers across five counties in the northwestern corner of South Carolina. Through a partnership called Upcountry Fiber, the cooperative also delivers high-speed internet to over 20,000 customers.



JEANNETTE GOLDSMITH

Vice President, Strategic Development Group

Jeannette's career in site selection and incentive negotiations spans nearly 25 years. After two decades of itinerant work for other site selection firms and her own company, Goldsmith Strategy, Jeannette found her forever home at Strategic Development Group. Jeannette relishes the challenge of helping companies make complex location decisions.



BRITTANY BRADY

President and CEO, Henderson County Partnership, NC

Brittany Brady, a proud native of Henderson County, is the President and CEO of the Henderson County Partnership for Economic Development. She began her career in economic development in 2010 as the Marketing Coordinator for the Partnership, where she gained invaluable experience in marketing, business development, and workforce initiatives.



TRACY DELLINGER

Director of Existing Industry, Economic Development Partnership of North Carolina

Tracy Dellinger oversees the Economic Development Partnership of North Carolina's Regional Industry Managers and manages activities related to the NC Manufacturing Extension Partnership grant program. Prior to working with EDPNC, she held roles with the NC Department of Commerce, the Piedmont Triad Entrepreneurial Network, and Northwest Piedmont Workforce Development Board.



DONNY HICKS

Executive Director, Gaston County Economic Development Commission, NC

Donny Hicks manages business recruitment, existing industry retention and business park development. He is a cum laude graduate of the University of North Carolina at Charlotte and earned a Master of Public Administration degree from the University of North Carolina at Chapel Hill.



REBECCA BRELAND, P.E.

Vice President, Community Preparedness, South Carolina Power Team

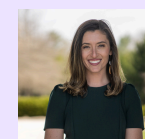
Rebecca's primary focus is working with the 19 electric cooperatives and community partners to develop market-ready sites, ensuring sites are competitive throughout the selection process for project decisions in electric cooperative service territory. She provides high-level consulting and product development services to communities, as well as to the organization's global business development team.



UCONDA DUNN

Vice President of Business Development, Greenville ENC Alliance, NC

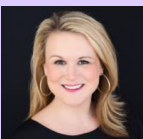
Uconda Dunn is an economic development professional with more than 15 years of experience at local, state, and regional levels. As the Vice President of Business Development with the Greenville Eastern North Carolina (ENC) Alliance, she leads business recruitment and expansion efforts in Greenville-Pitt County. She works to attract new industry with well-paying jobs while also retaining existing companies and assisting them with growth plans.



SAMANTHA LIVESAY

Senior Director of Business Engagement, Onward NVR, VA

As Senior Director of Business Engagement at Onward NRV, Samantha works closely with investors, local employers, and educational institutions to foster business attraction, retention, and economic vitality in Virginia's New River Valley.



ASHLEY CAGLE

Assistant Executive Director, Wake County Economic Development, NC

Ashley leads Wake County Economic Development's comprehensive business expansion, recruitment, and relocation efforts focused on four key market segments: Information Technology, Life Sciences, Cleantech, and Advanced Manufacturing. She also oversees Wake County's talent attraction, retention and pipeline strategy, focused on growing and recruiting highly skilled talent in the Triangle.



DR. MELISSA FURMAN

Owner and Founder, Career Potential, LLC

Dr. Melissa Furman has a rich academic background in business, counseling, and psychology and her true passion lies within workforce, leadership, and professional development. This passion led her to launch Career Potential, a speaking, consulting, training, and coaching organization.

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