

Thursday, February 13, 2025  
Kannapolis Room

3:00pm	<b>Registration Check-In</b>
3:30pm	<b>Welcome</b> CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development
3:40pm	<b>Leading Through Disaster and Beyond</b> 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	<b>Micro Magic: Holding Impactful Small-Scale Conferences</b> SAMANTHA LIVESAY, Senior Director of Business Engagement, Onward NRV, VA ASHLEY CAGLE, Assistant Executive Director, Wake County Economic Development, NC
5:20pm	<b>SPARK! Sessions</b> 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	<b>How Are You Using AI?</b> Sharing Resources and Tips
6:10pm	<b>Networking Reception</b>
7:00pm	<b>Dinner</b>

**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	<b>Breakfast</b> - buffet in hotel dining area
8:00am	<b>Welcome</b> CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development Consulting
8:10am	<b>Workshop: Navigate, Elevate, Accelerate Success Through Adaptability, Resiliency, and Grit</b> DR. MELISSA FURMAN, Career Potential
10:10am	<b>Networking Break</b>
10:30am	<b>Stronger Together: Developing Joint Industrial Parks</b> CORRIE TEAGUE BOBE, Director of Economic Development, City of Danville, VA DONNY HICKS, Executive Director, Gaston County EDC, NC
11:20am	<b>Showcase: SC Power Team FDI Tool</b> REBECCA BRELAND, P.E., Vice President, Community Preparedness, South Carolina Power Team
11:30am	<b>FDI Trends &amp; Catching the Big Fish: How Greenville Landed Project Bluefin</b> 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	<b>Lunch, Table Conversations and Keynote Address: Energy Demands and Other Site Location Trends</b> JEANNETTE GOLDSMITH, Vice President, Strategic Development Group
1:45pm	<b>Closing Comments</b> CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development
2:00pm	<b>Adjourn</b>

## 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.



### 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.



### 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.



### 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.



### 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.



### 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.



### 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.



### 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.



### 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.



### 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.



### SAMANTHA LIVESAY

*Senior Director of Business Engagement, Onward NVR, VA*

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

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