



## **LEADERSHIP North Carolina**

**Class XVII – Economic Development Session**

**March 3-5, 2010**

**Elizabeth City**

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### SESSION SPONSORS

**Norfolk Southern Corporation**

**GREEN SESSION SPONSOR**

**Arts of the Albemarle**

**Elizabeth City State University**

*Session Sponsors provided funds or in-kind services for portions of this Session.  
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Leadership North Carolina | 2700 Wycliff Rd, Suite 402 | Raleigh, North Carolina 27607

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# LEADERSHIP North Carolina

## Class XVII – Economic Development Session

*March 3-5, 2010*

*Elizabeth City*

### LODGING

Fairfield Inn & Suites  
1640 City Center Blvd  
Elizabeth City, NC 27909  
1-252-333-1003

### SESSION GOALS

1. To define economic development.
2. To present the state of our North Carolina's economy and the challenges to our state's economic well-being.
3. To present the economic goals and strategies of the state, as well as the issues of attracting and maintaining businesses.
4. To look at emerging business and industry, as well as traditional business and industry, and determine their respective past, current and future impacts on the economy.
5. To explore the role of global, national and regional influences on economic development.
6. To provide opportunities for class members to interact and share opinions and experiences.

### PLANNING COMMITTEE

#### **Jeff Zirker**

Senior Director of Business Development, Cisco Systems, Inc.  
*Wake County*

#### **Aletha Magyaros, Session Co-Chair**

Chief Deputy Magistrate  
Stark County Probate Court  
*Ohio*

#### **K. Paul Knott, Session Co-Chair**

Manager  
NCCCS BioNetwork BioBusiness Center  
*Henderson County*

#### **Karen Willis Amspacher**

Executive Director  
Core Sound Waterfowl Museum & Heritage Center  
*Carteret County*

#### **Stephanie Ayers**

Director of Planning and Development  
North Carolina State Ports Authority  
*New Hanover County*

#### **Yolanda Brown**

Principal  
YB Consulting  
*Durham County*

#### **Stacy Griffin, SPHR**

Personnel Director  
Randolph County Government  
*Randolph County*

#### **Reggie Randolph**

Agency President  
Nationwide Financial Network  
*Wake County*

#### **Chilton Rogers**

NC STEP Program Coach  
NC Rural Economic Development Center  
*Ashe/Wake County*

#### **Bob Saunders**

Partner  
Brooks Pierce McLendon Humphrey & Leonard, LLP  
*Orange County*

#### **Jennifer Tolle Whiteside**

CEO/President  
North Carolina Community Foundation  
*Wake County*

Each session's Planning Committee is made up of members of LNC Class XVI.

**Wednesday, March 3 (Optional Activities)**

2:00 – 4:00 p.m. Tour of Arts of the Albemarle **Meet at Arts of the Albemarle** Ray Meiggs  
*Executive Director, Arts of the Albemarle*  
Extreme Makeover, Port Discover Edition! Luanne Pendergraft  
*Executive Director, Port Discover Science Museum*  
Dottie Dixon  
*Director, Boys & Girls Club of Elizabeth City*  
6:00 – 8:00 p.m. Reception –Arts of the Albemarle

**Thursday, March 4**

**Meeting Space: Elizabeth City State University – K. E. White Graduate Center – Group Transportation Provided**

7:15 am Group Transportation to Elizabeth City State University – Meet in Hotel Lobby  
7:45 – 7:55 am Session Welcome and LNC Announcements Katie-Rose Darby  
*Program Director, LNC*  
Jeffrey Zirker  
*Program Chair*  
*Class XVI*  
7:55 – 8:10 am Welcome to Elizabeth City State University Dr. Willie J. Gilchrist  
*Chancellor*  
*Elizabeth City State University*  
8:10 – 9:00 am Session Goals and Activity Overview Paul Knott  
*Manager*  
*North Carolina Community College System BioNetwork BioBusiness Center*  
*Class XVI*  
Aletha Magyaros  
*Chief Deputy Magistrate*  
*Stark County Probate Court*  
*Class XVI*  
9:00 – 9:15 am Break  
9:15 – 10:00 am History of North Carolina's Economy Karl Smith  
*Assistant Professor of Public Economics and Government*  
*The University of North Carolina at Chapel Hill's School of Government*  
10:00 – 10:45 am Tools of Economic Development C. Tyler Mulligan  
*Assistant Professor of Public Law and Government*  
*The University of North Carolina at Chapel Hill's School of Government*  
10:45 – 11:00 am Break  
11:00 – 12:00 pm Players in Economic Development Vann Rogerson  
*President and CEO*  
*North Carolina Northeast Commission for Economic Development*  
Susan Fleetwood  
*Director of Business and Industry*  
*North Carolina Department of Commerce*  
James K. 'Jay' Tilley  
*Executive Director*  
*Granville County Economic Development Commission*  
12:00– 1:00 pm Lunch & Small Group Work  
**(Group 1: 107, Group 2: 114A, Group 3: Main Room, Group 4: Break Out 1, Group 5: Break Out 2)**  
1:00 – 2:30 pm Physical Infrastructure: Air, Roads, Rails, Water/Sewer and Ports Dale Carroll  
*Deputy Secretary*  
*North Carolina Department of Commerce*  
The Honorable Gene Conti  
*Secretary*  
*North Carolina Department of Transportation*  
Durwood Laughinghouse  
*Resident Vice President, Public Affairs*  
*Norfolk Southern Corporation*  
Jimmy Yokeley  
*Director, Distribution Services and Economic Development*  
*North Carolina Ports Authority*  
Patrick Woodie  
*Vice President of Rural Development Programs*  
*North Carolina Rural Economic Development Center*

**Thursday Continued on Next Page...**

2:30 – 2:45 pm	Break	
2:45 – 3:30 pm	Leadership Profile	Billy Ray Hall <i>President</i> North Carolina Rural Economic Development Center
3:30 – 4:30 pm	Small Group Work <b>(Group 1: 107, Group 2: 114A, Group 3: Main Room, Group 4: Break Out 1, Group 5: Break Out 2)</b>	
4:30– 5:00 pm	XVIII Planning	Martin Banning & Katie-Rose Darby
5:00 – 6:30 pm	Travel to hotel, free time, individual travel to class dinner	
6:30 pm	Class Dinner at Montero's <a href="#">(Directions attached)</a>	

### **Friday, March 5**

**Meeting Space: Elizabeth City State University – K. E. White Graduate Center**  
**Individual Travel to Meeting Space – Parking at the K.E. White Graduate Center**

7:45 – 8:00 am	LNC Announcements	Katie-Rose Darby <i>Program Director</i> Leadership North Carolina
8:00 – 8:15 am	Pre-Session Discussion	
8:15 – 9:00 am	North Carolina's Tourism Industry	Lynne Minges <i>Assistant Secretary, Tourism, Marketing and Global Branding</i> North Carolina Department of Commerce
9:00 – 9:15 am	Break	
9:15 – 10:00 am	A Creative Economy	Mikki Sager <i>Vice President</i> The Conservation Fund of North Carolina
10:00 – 11:00 am	Economic Sustainability	Tom Hendrickson <i>Principal</i> LookOut Ventures, Inc.
		Lyle Estill <i>Executive Director</i> Piedmont Biofuels, LLC
11:00 – 12:00 pm	Lunch and Small Group Activity <b>(Group 1: 130, Group 2: 114A, Group 3: Main Room, Group 4: Break Out 1, Group 5: Break Out 2)</b>	
12:00 – 1:15 pm	Change Comes Knocking – A History of The North Carolina Fund	
1:15 – 2:15 pm	The Military's Economic Impact on the State	Colonel (Ret.) Mike Alexander <i>Colonel (Ret) Military Affairs</i> State of North Carolina
		Will Austin <i>Executive Director</i> North Carolina Military Foundation
2:15 – 2:30 pm	Break	
2:30 – 3:30 pm	Workforce Development: Developing and Sustaining Competitive Skills	Jackie Savage <i>Executive Director</i> Connect Inc.
		Roger Shackelford <i>Executive Director of Workforce Development</i> North Carolina Department of Commerce
3:30 – 4:00 pm	Learnings and Takeaways	
4:00 pm	Adjourn	



### **BASE HOTEL**

Fairfield Inn & Suites Elizabeth City  
1640 City Center Boulevard  
Elizabeth City, NC 27909  
1-252-333-1003

### **Optional Activity AND Wednesday Evening Reception**

Arts of the Albemarle  
609 East Main Street  
Elizabeth City, NC 27909-4431

#### **To Arts of the Albemarle from All Points West**

From 40 Eastbound, take the right split for Wade Avenue (just past Exit 287/Harrison Avenue).  
Follow Wade to the second exit ramp for I-440 East/US 1 N toward Wake Forest/Rocky Mount.  
Take exit 14 for 64 E/264 E and continue to follow 64 E.  
Merge onto US 13 N.  
Stay straight to go onto US 17 BYP N.  
US 17 BYP N then becomes US 17 East  
US 17 E then becomes US 17 BYP N/NC 37 N  
US 17 BYP N/NC 37 N becomes US 17 N & S  
Stay straight to go onto US 17 BYP N  
Take the NC 344/Halstead Blvd. Exit 258  
Turn right onto NC 344/Halstead Blvd. exit  
Turn left onto S. Hughes Blvd.  
Turn right onto W. Elizabeth St. / US 158  
Turn right onto N. Poindexter Steet  
Turn right onto E. Main Street

#### **To Arts of the Albemarle from All Points South:**

Take 17 North toward Elizabeth City, taking all bypass routes when possible to make the best time.  
Once in Elizabeth City, turn right onto Water Street.  
Turn right at E Main Street, which is the second cross street.  
Arts of the Albemarle will be on your left.

#### **To Arts of the Albemarle from Base Hotel**

Turn right at Ridgefield Dr.  
Turn right at N Carolina 344 S/Halstead Exd.  
Take the 1st left onto S Hughes Blvd.  
Turn right at W Elizabeth St/U.S. 17 Truck Business S.  
Continue to follow W Elizabeth St.  
Turn right at N Water St.  
Turn right at the 2nd cross street onto E Main St.  
Destination will be on the left.

#### **From Arts of the Albemarle to Base Hotel:**

Turn Right onto E. Main Street.  
Turn Right onto N. Rd. Street  
Turn Left onto Elizabeth Street/US 17 N Busines.  
Turn Left onto N. Hughes Blvd.  
Turn Right at Halstead Exd/NC 344 N  
Take your first Left onto Ridgefield Drive,  
Turn Left at City Center Boulevard.

## Elizabeth City State University Campus Map



### [TO Elizabeth City State University – K.E. White Graduate Center](#)

#### **From Hotel:**

Right onto Ridgefield Road  
 Right onto NC 344/Halstead Exd  
 Continue on NC 344/Weeksville Road  
 Left onto Edgewood Drive after passing entrance to ECSU  
 KE White Graduate Center will be on your right as you turn onto Edgewood Drive

#### **From Raleigh and points West:**

Travel on US-64 East from Raleigh toward Wilson/Rocky Mount  
 Continue onto US-13 N  
 Continue onto US-17 Bypass N  
 Continue onto US-17 N  
 Exit onto US-17 N toward Elizabeth City  
 Turn right at Halstead Ext.  
 Continue onto NC 344S/Weeksville Road  
 Travel past the ECSU entrance  
 Turn left onto Edgewood Drive  
 KE White Graduate Center will be on your right as you turn onto Edgewood Drive

#### **From Wilmington and points South:**

Travel North on I-40  
 Take exit 328B to merge onto I-95 N toward Rocky Mt/Smithfield  
 Take exit 138 toward US-64 E  
 Keep right at the fork, follow signs for US-64 E/Tarboro/Rocky Mt. and merge onto US-64 E  
 Continue onto US-13 N  
 Continue onto US-17 Bypass N  
 Continue onto US-17 N  
 Exit onto US-17 N toward Elizabeth City  
 Turn right at Halstead Ext.  
 Continue onto NC 344S/Weeksville Road  
 Travel past the ECSU entrance  
 Turn left onto Edgewood Drive  
 KE White Graduate Center will be on your right as you turn onto Edgewood Drive

## Thursday Evening Class Dinner: Montero's Restaurant

Montero's Restaurant  
414 North McArthur Street  
Elizabeth City, NC 27909-4566

### **From the Base Hotel to Montero's**

Head west on City Center Blvd toward Ridgefield Dr  
Turn right at Ridgefield Dr  
Turn right at N Carolina 344 S/Halstead Exd  
Take the 1st left onto S Hughes Blvd  
Slight right at Sunset Cir  
Continue onto N McArthur St  
Destination will be on the left

### **From Montero's to Base Hotel:**

Head northwest on N McArthur St toward Sunset Cir  
Continue straight onto Sunset Cir  
Slight left at S Hughes Blvd  
Take the 1st right onto N Carolina 344 N/Halstead Exd  
Take the 1st left onto Ridgefield Dr  
Turn left at City Center Blvd  
Destination will be on the left

## Heading Home from Elizabeth City State University

### **To Raleigh and points West:**

Head northwest on NC 344 N/ Weeksville Road (Right turn onto Edgewood Drive)  
Turn Right onto NC 344/Weeksville Road  
Turn left at S. Hughes Blvd/US 17 S  
Take the ramp onto US-17 Bypass S  
Continue straight onto US-17 Bypass S  
Continue onto US-13 S/US-17 S  
Continue onto US-64 West

### **To Wilmington and Points South:**

Head northwest on NC 344 N/ Weeksville Road (Right turn onto Edgewood Drive)  
Turn Left at S. Hughes Blvd/US-17 S  
Take the ramp onto US-17 S  
Slight right toward US-17 Bypass S  
Continue onto US-13 S/US-17 S  
Continue to follow US-13 S  
Continue onto US-64 W  
Take I-95 S exit toward 464A/Wilson/Fayetteville  
Keep left at the fork to continue toward I-95 S and merge onto I-95 S  
Take exit 81B to merge onto I-40 E toward Wilmington/Clinton