



LEADERSHIP North Carolina

Class XVI – Economic Development Session

December 3-5, 2008

Charlotte

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Leadership North Carolina ~ 2700 Wycliff Rd, Suite 402 ~ Raleigh, North Carolina 27607

919.890.6250 ~ www.leadershipnc.org

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LODGING

Charlotte City Center Holiday Inn
230 North College Street
Charlotte, NC 28202
704-335-5400
www.hicharlotte.com

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

Goldie Byrd Ph.D

Professor and Chair of Biology, NC A&T State University
Durham

Kenny McDonald, Session Co-Chair

Senior Vice President, Charlotte Regional Partnership
Mecklenburg County

Jeff Stewart, Session Co-Chair

Director - Corporate Financial Systems
Vice President, Wachovia
Cabarrus County

Cliff Aldrin

Tax Manager, Davenport Marvin Joyce & Co. LLP
Guilford County

Scott Anderson

President, Bank of Granite
Catawba County

Michael Chen

Vice President, Corporate Marketing
Red Hat Inc.
Wake County

Diane Cherry

Manager of Policy Initiatives
Institute for Emerging Issues
NC State University
Wake County

Kerry Giles

Director of Marketing and Commercial Development
Rutherford County Economic Development Commission
Rutherford County

Cadie Jessup

Senior Program Manager, Wachovia Corporation
Mecklenburg County

Todd Lanham

Regional Director, External Affairs
AT&T North Carolina
Mecklenburg County

Cindy Messer

Western Regional Manager
NC Department of Commerce
Haywood County

Joe Piacentino

Vice President / Controller
Balfour Beatty Construction
Mecklenburg County

Al Richmond

Project Manager for Health Disparities
NC Institute of Minority Economic Development
Wake County

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

AGENDA

Wednesday, December 3 *(Optional Activities)*

| | | |
|------------------|---|--|
| 11:30 – 12:30 pm | Optional buffet lunch (on your own) | Speedway Club <i>Lowe's Motor Speedway</i> |
| 1:00 - 2:00 pm | Sports Panel (Infield Media Center) | Chris Kouri <i>Director, Government Relations & General Counsel Lowe's Motor Speedway</i> Kym Hougham <i>Wachovia Championship</i> Jeff Wise <i>Executive Director, US National Whitewater Center</i> |
| 2:00 – 4:00 pm | Tour of Lowes Motor Speedway | Chris Kouri |
| 6:00 – 7:30 pm | Welcoming Reception – Mint Museum of Craft & Design | |

AGENDA

Thursday, December 4

Meeting Location: *Morning – Harris Alumni Center, UNC-Charlotte*
Space provided by UNC-Charlotte

| | | |
|---------------------|---|---|
| 7:15- 7:30 am | Meet in hotel lobby. Bus will leave promptly at 7:30. (NOTE: Parking is extremely limited at site, so please consider using transportation or carpooling, even if you are local to the Charlotte area.) | |
| 8:00 – 8:05 am | Announcements / LNC Business | Brian Etheridge <i>LNC President</i> |
| 8:05 – 8:15 am | Welcome and Session Overview | Kenny McDonald & Jeff Stewart <i>Session Co-Chairs</i> |
| 8:15 – 8:45 am | Economic Development 101 | Tony Almeida <i>Vice President, Business Relations & Economic Development, Duke Energy</i> |
| 8:45– 9:30 am | A Day in the Life of an Economic Developer | Donny Hicks <i>Economic Developer, Gaston County</i> |
| 9:30 – 9:45 am | Break | |
| 9:45 – 10:15 am | Current State of NC's Economy | Harry Davis, Ph.D. <i>Economist, NC Bankers Association & Professor of Banking, Appalachian State University</i> |
| 10:15 – 11:00 am | Current State of NC's Economy – Panel | Dr. Harry Davis Scott Millar <i>President, Catawba County EDC</i> Richard Wiley <i>Director of Business Recruitment NC Department of Commerce</i> |
| 11:00 am – 12:15 pm | Traditional NC Industries | Ron Ensley <i>Senior Vice President for Manufacturing Worldwide American & Efird</i> Mitch Peele <i>Senior Director of Public Policy, NC Farm Bureau</i> Jay Reardon <i>President, Hickory Chair</i> |

Thursday PM , December 4

| | | |
|-----------------|---|---|
| 12:15 – 1:00 pm | Lunch at Harris Alumni Center, UNC-Charlotte Space provided by UNC-Charlotte | |
| 1:00 – 2:30 pm | Emerging NC Industries | |
| | Travel/Tourism | Tim Newman <i>CEO, Charlotte Regional Visitors Authority</i> |
| | Partnerships for Innovative Development | Clyde Higgs <i>Vice President, Business Development North Carolina Research Campus</i> |
| | Grape Growers and the Wine Industry | Margo Knight Metzger <i>Executive Director, NC Wine & Grape Council</i> |
| | NC's Film Industry | Beth Petty <i>Director, Charlotte Regional Film Commission</i> |
| 2:30 – 2:45 pm | Travel to UNCC Campus Tour | |
| 2:45 – 4:00 pm | Tour of Charlotte Research Institute, UNCC | |
| 4:00 – 4:30 pm | Travel back to hotel | |
| 4:30 – 5:45 pm | Free time | |
| 5:45 – 6:00 pm | Meet in Lobby at 5:45 pm. Group will walk to the museum for dinner. | |
| 6:00 – 8:30 pm | Class Dinner—Levine Museum of the New South | |

Friday, December 5

Meeting Location: **Discovery Ballroom, Holiday Inn-Charlotte City Center**

| | | |
|-----------------|---------------------------------------|--|
| 8:00 – 8:05 am | Announcements / LNC Business | Brian Etheridge <i>LNC President</i> |
| 8:05 – 9:00 am | Minority Economic Development | Andrea Harris <i>President, NC Institute of Minority Economic Development</i> |
| 9:00 – 10:30 am | Urban v. Rural Development Strategies | Michael Smith <i>Director, Center City Partners</i> Patrick Woodie <i>Vice President, Rural Development Programs NC Rural Economic Development Center</i> |
| 10:30–10:45 am | Break | |
| 10:45 am – Noon | The Economic Development Game | Kenny McDonald <i>Senior Vice President, Charlotte Regional Partnership & other members of Economic Development Planning Team</i> |
| Noon – 1:00 pm | Lunch | |
| 1:00 – 2:15 pm | Planes, Trains and Automobiles | Bill Carstarphen <i>Intergovernmental Relations Contractor Charlotte Area Transit System</i> Kevin Lacy <i>State Traffic Engineer, NC Department of Transportation</i> Jerry Orr <i>Director of Aviation, Charlotte Douglas International Airport</i> |
| 2:15 – 2:30 pm | Break | |
| 2:30 – 3:30 pm | Leadership Profile | Richard "Stick" Williams <i>Vice President for Diversity & Employee Development, LNC Class II Duke Energy</i> |
| 3:30 – 4:00 pm | Learnings and Takeaways | |
| 4:00 pm | Adjourn | |

DIRECTIONS

[BASE HOTEL – Charlotte City Center Holiday Inn – 230 North College Street, 28202- \(704\) 335-5400](#)

From I-77 South:

Take exit 10-C (5th Street/ Trade Street). Turn Left On 5th Street. Follow 5th Street to the 7th traffic light (College Street). Turn left on College Street. Hotel entrance is one block on the right at the corner of 6th and College. The front entrance goes around to the parking deck. You can also enter 6th street and 5th street. The name of the deck is the Trade Center Parking Deck. You may also choose to valet for 16.00 at the front door.

From I-77:

Take exit 10 (Trade Street). At bottom of the ramp, turn right onto Trade Street. Follow Trade Street to the 6th traffic light (College Street). Turn left on College Street. Hotel entrance is two blocks on the right at the corner of 6th and College. The front entrance goes around to the parking deck. You can also enter 6th street and 5th street. The name of the deck is the Trade Center Parking Deck. You may also choose to valet for \$16.00 at the front door.

FROM I-85:

From I-77 North or South: Take exit 38. Follow the signs to I-77 South. Follow I-77 South directions listed above. The front entrance goes around to the parking deck. You can also enter 6th street and 5th street. The name of the deck is the Trade Center Parking Deck. You may also choose to valet for 16.00 at the front door.

OPTIONAL ACTIVITY – [Lowe's Motor Speedway- 704-455-3200](#)

From I-85 South: Take the Concord Mills/Bruton Smith Boulevard exit (49), and take a left at the top of the ramp. Travel approximately 2 miles, and you will dead-end into the Speedway Parking Lot at the main building (Smith Tower). Parking is available anywhere around the main building (you are allowed to park in reserved spaces as long as there is not a person's name on the space). Meet with the rest of the group choosing to dine in the Speedway Club. After Lunch it will be necessary to move your cars out of the parking lot and to the right until Gate 26. At this gate, you will sign a release form to travel under the speedway and then you will follow the road to the media center. There will be signs for parking.

From I-85 North: Take the Concord Mills/Bruton Smith Boulevard exit (49), and take a right at the top of the ramp. Travel approximately 2 miles, and you will dead-end into the Speedway Parking Lot at the main building (Smith Tower). Parking is available anywhere around the main building (you are allowed to park in reserved spaces as long as there is not a person's name on the space). Meet with the rest of the group choosing to dine in the Speedway Club. After Lunch it will be necessary to move your cars out of the parking lot and to the right until Gate 26. At this gate, you will sign a release form to travel under the speedway and then you will follow the road to the media center. There will be signs for parking.

To Hotel: Turn left onto Speedway Blvd and merge onto I-85 toward Charlotte. Merge onto 1-77/US21 via exit 38 toward Columbia. Take the Fifth Street/Trade Street exit. Turn left on W. 5th Street. Turn left on N. College St.

[RECEPTION – Mint Museum of Craft and Design- 220 North Tryon Street, 28202- 704-337-2000](#)

From Interstate 77 Northbound: Take the Trade Street/Fifth Street exit (exit 10). Turn right on Trade Street and head east toward downtown. Follow Trade Street for approximately one mile. It will cross Tryon Street. At the next stoplight, turn left on College Street. Follow College Street for three blocks, and turn right on Seventh Street. Turn right into the Seventh Street Station parking deck, which offers 90 minutes of free parking. Exit the deck and head two blocks north on either Sixth or Seventh Street. Turn left on Tryon Street. Museum is on the left between Fifth and Sixth Streets.

From Interstate 77 Southbound and Interstate 85: Take 77 South to the Trade Street East Exit (exit 10B). Turn right on Trade Street, and head east toward downtown. Follow Trade Street for approximately one mile. It will cross Tryon Street. At the next stoplight, turn left on College Street. Follow College Street for three blocks, and turn right on Seventh Street. Turn right into the Seventh Street Station parking deck, which offers 90 minutes of free parking. Exit the deck and head two blocks north on either Sixth or Seventh Street. Turn left on Tryon Street. Museum is on the left between Fifth and Sixth Streets.

Parking: Free parking is available for 90 minutes in the Seventh Street Station parking deck accessible from Sixth or Seventh Street at the intersection with College Street. Exit the deck on the sixth street side and walk two blocks north towards N. Tryon Street. (Turn away from the light rail tracks) Turn left onto Tryon Street. The museum will be on your left.

From the Hotel: **Please consider walking (0.21miles)!** Start out going Northeast on N. College Street toward E. 6th Street. Turn left on E. 6th Street. Turn left on N. Tryon. The building is on the left.

THURSDAY MEETING – Harris Conference Center, UNCC – 9201 University City Boulevard, 28223-(704)-687-7799 *GROUP TRANSPORTATION PROVIDED. Very limited parking available so please consider using the group transportation even if you do not stay at the hotel!*

From the Hotel: Start out going north east on N. College Street towards E. 6th Street. Turn left on E. 12th Street. Merge onto I-277N/US-21 N via Exit 5A toward I-85/Statesville. Merge onto I-85 N. via Exit 13A toward Greensboro. Merge onto US-29 BYP N via Exit 42 toward US-29/NC-49. Stay straight to go onto N. Tryon St/US-29 N/NC-49 N. Continue to follow NC-49 N. Turn left at the South Entrance onto Cameron Blvd. Stay straight on this street and pass the Bissel House. The next building on the left is the Harris center. If you pass the South entrance, turn left at the main entrance with large sign and go around the traffic circle until you reach Broadrick Blvd. Remain straight until University Rd and take a left. After you pass Bocker Building veer left. Building is located at the intersection of Broadrick/Cameron Rd and Toby Creek Road. There are approximately eight spaces available in the parking lot behind the building. Additional parking is along Toby Creek Rd. on the grass on both sides of the street.

Return Trip to hotel: Go south on NC-49/University City blvd towards Mary Alexander Road. Merge onto US-29 Byp S towards I-85 Gastonia. Merge onto I-85 South. Merge onto I-77 S via Exit 38 toward Columbia. Take the 5th Street West/Trade Street West exit 10C. Take the Fifth street West/Trade Street exit, and then take the Fifth Street/Trade Street ramp. Turn Left on W. 5th Street; turn left on N. College Street.

From North via I-77: Go south on I-77. Take exit 18 (Harris Blvd). Turn left onto Harris (go 7 miles to the exit for UNC Charlotte/Hwy 49). At bottom of exit ramp, turn left on NC-49 / University City Blvd. Turn left at the South Entrance onto Cameron Blvd. Stay straight on this street and pass the Bissel House. The next building on the left is the Harris center. If you pass the South entrance, turn left at the main entrance with large sign and go around the traffic circle until you reach Broadrick Blvd. Remain straight until University Rd and take a left. After you pass Bocker Building veer left. Building is located at the intersection of Broadrick/Cameron Rd and Toby Creek Road. There are approximately eight spaces available in the parking lot behind the building. Additional parking is along Toby Creek Rd. on the grass on both sides of the street.

via I-85: Go south on I-85 and merge onto I-485 S via EXIT 48 toward US-29. Take the NC-49 exit- EXIT 33. Turn RIGHT onto NC-49 S / University City Blvd. Go past the main entrance (on right) and take a right into the South Entrance onto Cameron Blvd. Stay straight on this street and pass the Bissel House. The next building on the left is the Harris center. There are approximately eight spaces available in the parking lot behind the building. Additional parking is along Toby Creek Rd. on the grass on both sides of the street.

From South via I-77: Go north on I-77 and merge onto I-85 N via EXIT 13A toward Greensboro. Follow I-85 directions below...

via I-85: Go north on I-85 and merge onto US-29 BYP N via EXIT 42 toward NC-49 / US-29. Stay STRAIGHT to go onto US-29N/NC-49N/N. Tryon St. Continue to follow NC-49 N. Turn left at the South Entrance onto Cameron Blvd. Stay straight on this street and pass the Bissel House. The next building on the left is the Harris center. If you pass the South entrance, turn left at the main entrance with large sign and go around the traffic circle until you reach Broadrick Blvd. Remain straight until University Rd and take a left. After you pass Bocker Building veer left. Building is located at the intersection of Broadrick/Cameron Rd and Toby Creek Road. There are approximately eight spaces available in the parking lot behind the building. Additional parking is along Toby Creek Rd. on the grass on both sides of the street.

From East via US 74: Turn right onto Harris Blvd. Travel 9 miles to UNC Charlotte\Hwy 49 exit. At bottom of exit ramp, turn left on 49. Turn left at the South Entrance onto Cameron Blvd. Stay straight on this street and pass the Bissel House. The next building on the left is the Harris center. If you pass the South entrance, turn left at the main entrance with large sign and go around the traffic circle until you reach Broadrick Blvd. Remain straight until University Rd and take a left. After you pass Bocker Building veer left. Building is located at the intersection of Broadrick/Cameron Rd and Toby Creek Road. There are approximately eight spaces available in the parking lot behind the building. Additional parking is along Toby Creek Rd. on the grass on both sides of the street.

CLASS DINNER- Levine Museum of the New South-200 E. Seventh Street, 28202- 704.333.1887

Walking from the Hotel: Start out going NORTHEAST on N COLLEGE ST toward E 6TH ST. End at 200 E 7th St.

Friday Session-Charlotte City Center Holiday Inn- See directions above
Please note that the parking garage charges 12.00 per day to park.