



Things to Know:

- Hotel check-in is at 4pm. We extended the Networking Reception time if you want to check in then.
- Breakfast 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 during check-in.

Thursday February 22, 2024-Kannapolis Room

3:00–3:25 pm **Registration**

3:30–3:40 pm **Welcome**
CRYSTAL MORPHIS, Founder & CEO,
Creative Economic Development
Consulting

3:40–5:10 pm **Burn Bright–An interactive
workshop on avoiding burn out.**
MARIN BURTON, Center for Creative
Leadership

5:10–5:40 pm **Structuring for Success: A Panel
Discussion of Advantages and
Disadvantages of EDO Structures**
JENN BOSSER, President & CEO, Iredell
County EDC
LIBBY LEAR, Director, Chesterfield
County ED
VICTORIA HANSON, Executive Director,
Amherst EDA

5:40–5:50 pm **SPARK! Sessions**
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5:50–6:15 pm **Structured Networking**

6:15–7:00 pm **Networking Reception**

7:00 pm **Dinner**

Friday February 23, 2024-Kannapolis Room

8:00 am **Breakfast**–in the hotel dining area

8:30–8:35 am **Welcome**
CRYSTAL MORPHIS, Founder & CEO,
Creative Economic Development
Consulting

8:35–10:35 am **Crisis Communications Workshop**
KAT SAUNDERS, Economic Leadership

10:35–11 am **Networking Break**

11–11:15 am **SPARK! Sessions**
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11:15–11:45 am **Show Me the Money: Private Sector
Fundraising Best Practices**
REAGAN GURAL, President & CEO,
Alamance Chamber
RICK KIERNAN, Principal, Convergent
Nonprofit Solutions

11:45–12:15pm **Building for Success: Spec Building
Best Practices**
JULIE PRUETT, Development Manager,
Marlboro Development Team
JENNIFER LANTZ, Executive Director,
Wilson Economic Development
Council

12:15–1:35 pm **Lunch**
**Commerce + Conservation:
Sustainability in Economic
Development**
CYNTHIA DAVIS, PhD, Senior Vice
President, Sustain SC

1:35–1:45 pm **Closing Comments**
CRYSTAL MORPHIS, Founder & CEO,
Creative Economic Development
Consulting