

SPEAKER BIOS

ASHLEY CAGLE



Vice President Economic Development, 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. As a component of this, she also oversees Wake County's talent attraction, retention and pipeline strategy.

CHRISTINA M. DANIS, PH.D, AICP



Assistant Director Community Economic Development, Centralina Regional Council

Christina has 25 years of city and regional economic development experience related to community

revitalization, affordable housing, housing rehabilitation, infrastructure enhancements, regional resilience, downtown innovation and small business growth.

LISA FINALDI



Community Engagement Leader, NC Early Childhood Foundation

Lisa leads the NC Campaign for Grade-Level Reading and the Family Forward NC initiative.

She is an experienced

non-profit leader at the state, national and international levels. As National Campaigns Director at Greenpeace US, Lisa directed numerous successful environmental and public health policy initiatives.

AMANDA FORRESSTER



Director, Roanoke Regional SBDC, VA

Amanda is an experienced small business owner with a multi-disciplinary background. She believes small business is the heart of a community and leads

to strong economic impact for the region. She is the Director of the Roanoke Regional SBDC and supports the Roanoke and New River Valleys and Alleghany Highlands.

TIFFANY HARRISON



Director, Georgetown County Economic Development, SC

Tiffany has more than 21 years of experience in economic development. She was Deputy Director at Richland County Economic Development for six years, and prior to that was the

economic development director in Fairfield County for more than nine years. She was named director in Georgetown County in November 2021.

STEPHANIE LANDRUM



President & CEO, Alexandria Economic Development Partnership, VA

Appointed by the Board of Directors in April 2015, Stephanie has held leadership roles in

the organization since 2005. Stephanie serves in various capacities on Boards, Commissions and Committees related to development, marketing and business throughout the Washington, DC region and statewide.

HEATHER MCWHORTER, P.E.



Regional Service Center Director, Small Business & Technology Development Center, NC

Heather is passionate about empowering individuals and communities to succeed

through entrepreneurship, innovation, and sustainability. She is the Regional Center Director of the UNCW Small Business and Technology Development Center which serves a large multi-county region in southeast NC.

ELISE PARTIN



Partner, Partin Enterprises

As a public speaking and leadership coach, Elise Partin empowers clients with tangible skills to support their leadership growth, increase their opportunities for success, and hone their

communication skills in every setting from one-on-one meetings to the national stage.

ASHLEY ROGERS



Senior Market Analyst, CoStar Group

Ashley has covered the Raleigh and Durham areas for CoStar Group. since joining the team in June 2021. Ashley brings more than seven

years of experience as a researcher within the commercial real estate and economic development sectors.

CRYSTAL MOPHIS

Founder & CEO, Creative Economic Development Consulting



Crystal formed Creative Economic Development Consulting, LLC to solve economic development challenges with new ideas. The entrepreneurial firm owns four proprietary innovations programs: Certified Entrepreneurial Community®, CreativeSiteAssessment.com, Certified Industrial Buildings, and the Creative Back

Office Suite of Services. WEDN and the Creative Give Back are just a couple of ways we pay it forward in the economic development profession.

THANK YOU TO OUR SPONSORS



**SOUTH CAROLINA
POWER TEAM**
Powering Growth in Electric Cooperative Territory



PO Box 706, Elkin, NC 28621
336-526-1332
www.creativeedc.com

COVID Accelerated Everything, What's Next?

Thursday, April 7, 2022-Kannapolis Room

3:00-3:55 pm	Registration Check-In
4:00-4:05 pm	Welcome <i>CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development Consulting</i>
4:05-4:50 pm	What Happens After the Big Project? <i>ASHELY CAGLE, Vice President Economic Development, Wake County Economic Development, NC</i> <i>STEPHANIE LANDRUM, President & CEO, Alexandria Economic Development Partnership, VA</i> <i>TIFFANY HARRISON, Director, Georgetown County Economic Development, SC</i>
4:50-5:20 pm	Family Forward Certification and Conversations <i>LISA FINALDI, Community Engagement Leader, NC Early Childhood Foundation</i>
5:20-5:30 pm	SPARK! Sessions
5:30-6:00 pm	Structured Networking
6:00-6:45 pm	Networking Reception
6:45 pm	Dinner

Friday, April 8, 2022-Kannapolis Room

8:00 am	Breakfast-in hotel dining area, included with room, vouchers available for those not staying at the hotel
8:30-8:35 am	Welcome <i>CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development Consulting</i>
8:35-10:45 am	Negotiation Skills Workshop <i>ELISE PARTIN, Leadership and Public Speaking Coach</i>
10:45-11:00 am	Networking Break
11:00-11:35 am	What do Bubble Wrap, Post Pandemic Cities and Economic Resilience have in Common? <i>CHRISTINA M. DANIS, Ph.D., AICP, Assistant Director Community Economic Development, Centralina Regional Council, NC</i>
11:35-12:15 pm	How to Leverage Record New Business Starts in Your Community <i>HEATHER MCWHORTER, Regional Service Center Director, Small Business & Technology Development Center, NC</i> <i>AMANDA FORRESTER, Director, Roanoke Regional SBDC, VA</i>
12:15-1:45 pm	Lunch, Table Conversations & Keynote Presentation
Concord J Room	Industrial Market Forecast <i>ASHELY ROGERS, Senior Market Analyst, CoStar Group</i>
1:45-2:00 pm	Closing Comments <i>CRYSTAL MORPHIS, Founder & CEO, Creative Economic Development Consulting</i>