

# LEARN AND LEAD 2017 AGENDA



# WEDN

Women's Economic  
Development Network

[www.creativeedc.com](http://www.creativeedc.com)

February 22-23, 2017  
Hilton University Place  
8629 J M Keynes Dr.  
Charlotte, NC 28262

Wednesday Sessions:  
University B&C  
Reception: University

## Thursday Sessions: University D&E

Share your experience using  
**#WEDN2017**

WEDNESDAY, FEBRUARY 22ND, 2017

4:00-4:05 pm	<b>Welcome</b> CRYSTAL MORPHIS, Founder and CEO, Creative Economic Development Consulting
4:05-4:50 pm	<b>How I Learned to Stop Worrying and Love Social Media</b> COLLEEN WALTON, Brand Strategist, Brand Acceleration
4:50-5:35 pm	<b>When the Writing is on the Wall</b> ASHLEY CAGLE, Director of Talent and Product Development, Wake County Economic Development
	PEGGY MCLEAN, Director of Economic Development, Kershaw County Economic Development
	<i>Panel Moderator:</i> PENNY WHITEHEART, Senior Consultant, Creative Economic Development Consulting
5:35-6:00 pm	<b>SPARK! Sessions</b>
	TRACI BLIDO, Bedford County Office of Economic Development: From Classroom to Careers - How EDO's can take the lead on engaging schools and industry
	LEIGH HOWE, Applied Marketing: Getting the Most Out of Lead Generation Activities
	LESLIE SCOTT, Entrepreneurial Places: Building your Entrepreneurial Infrastructure
6:00-7:00 pm	<b>Networking Reception</b>
7:00 pm	<b>Dinner</b>
<b>THURSDAY, FEBRUARY 23RD, 2017</b>	
8:30 am	<b>Continental Breakfast</b>
9:00-9:15 am	<b>Welcome</b> CRYSTAL MORPHIS, Founder and CEO, Creative Economic Development Consulting
9:15-10:15 am	<b>Improv Training for Economic Developers</b> ZACH WARD, Founder, DSI Comedy Theater
10:15-10:30 am	<b>SPARK! Sessions</b>
	NANCY JOHNSTON, NC Biotechnology Center: Technology-led Economic Development: The People. The Place. The Prize.
	TESSA FAILOR, SC Department of Commerce: Buy South Carolina
	FELICIA MALONEY, Columbia Empowerment Zone: Vacant Abandoned Building Incentive Program
10:30-10:50am	<b>Networking Break</b>
10:50-11:00 am	<b>30-Second Elevator Pitch</b>
11:00-11:55 am	<b>How Shifting Demographics Impact Economic Development</b> REBECCA TIPPETT, Director, Carolina Demography at UNC Chapel Hill
11:55-12:10 pm	<b>SPARK! Sessions</b>
	KARA BROWN, Lincoln Economic Development: Yes to Workforce Development
	LEEANN NIXON, Cabarrus Economic Development: GO BOLD! Bold Women in Bold Careers
	JOANNA HELMS, Town of Apex: Co-Working Space: It's All Greek to Me!
12:10-1:30 pm	<b>Lunch</b>
	<b>Leadership Development for Getting Things Done</b> TED ABERNATHY, Managing Partner, Economic Leadership, LLC
1:40-2:25 pm	<b>Three Keys to Making a Bold Career Move</b> SHERRY ESSIG, Executive and Life Coach, Flow Dynamix, LLC
2:25-3:00 pm	<b>Women are the Key to Fueling Economic Prosperity</b> ZEE WORSTELL, CEO, AccelerateHER
3:00 pm	<b>Closing Comments</b>

## REBECCA TIPPETT

Director, Carolina Demography  
at UNC Chapel Hill



With more than a decade of experience analyzing demographic and economic data, Dr. Rebecca Tippett has spent the last 7 years translating research into specific, usable information and knowledge to inform decision-making, evaluation, and policy. Dr. Tippett has authored more than 200 articles and reports about the impact of demographic and social trends in North Carolina.

## SHERRY ESSIG

Executive and Life Coach, Flow Dynamix, LLC



Sherry Essig, founder of Flow Dynamix, helps heart-centered, purpose-driven women make bold professional moves, while simultaneously their lives get better in unexpected ways. She's known for helping her clients get unstuck and on track with creating success AND happiness. She's the creator of the Bold Move Coaching Program™, a credentialed coach, certified yoga instructor, and holds a CPA license (inactive status).

## ZACH WARD

Founder, DSI Comedy Theater



Chief Optimist and founder of YesAndLife, owner and Artistic Director of DSI Comedy, founder and Executive Producer of the NC Comedy Arts Festival, Zach Ward has been performing and directing comedy professionally for more than 20 years.

Zach spends the majority of his day speaking and consulting on the use of applied improvisation for organizational development and communication, and delivering improv-inspired programs internationally.

Sponsored by



The Women's Economic Development Network is sponsored by Creative Economic Development Consulting. It is one of our many nonprofit programs designed to give back to the field of economic development.

## RECEPTION AND DINNER SPONSORS



## ZEE WORSTELL

CEO, AccelerateHER



A lifelong entrepreneur, Zee Worstell has started 5 businesses and has experienced both success and failure as a small business owner. She has made it her focus to help other women business owners learn the importance of understanding business basics and setting them firmly on the path to long-term profitability and success. She started AccelerateHER™ in 2011 to focus on driving attention to the importance that pricing plays in the success of women-owned businesses. AccelerateHER™ was awarded the 2016 SBA Growth Accelerator Award for their remote business growth accelerator platform The JunipHER Project.

## COLLEEN WALTON

Brand Strategist, Brand Acceleration



As a marketing strategist for Brand Acceleration, Colleen oversees brand identification and marketing program implementation for communities, counties, and regions in seventeen states. She also trains clients on establishing a strong social media presence through easy-to-use strategies. In order to keep up to date on the economic development industry, Colleen has been a member of the Southern Economic Development Council since 2013.

## TED ABERNATHY

Managing Partner, Economic Leadership



Ted is the Managing Partner of Economic Leadership, LLC, a consultancy that is currently working in more than a dozen states to develop economic strategies. Ted has 35 years of experience in directing economic development

and workforce development programs. In the past two years Ted has worked with state Chambers of Commerce in North Carolina, Arkansas, Missouri and Kentucky to develop economic development plans and with another dozen regions, counties and organizations on strategic plans and has served as economic development policy advisor to the Southern Governors Association.

## PEGGY MCLEAN

Director of Economic Development,  
Kershaw County Economic Development



Peggy McLean has served as Kershaw County's Director of Economic Development for five years. She began her economic development career 20 years ago when she joined the South Carolina Department of Commerce as Manager of Prospect Research. She then moved to Progress Energy where she served as Senior Business Development Executive, responsible for all company economic development programs – business recruitments, retention and expansion, and community development – in South Carolina.

## ASHLEY CAGLE

Director of Talent and Product Development,  
Wake County Economic Development



Ashley oversees and implements WCED's talent attraction, retention and cultivation strategy, largely anchored by our Work in the Triangle initiative. This includes identification and cultivation of workforce partners and relationships, exploring and demonstrating the talent pipeline in Wake County, and communicating about our efforts as a resource to prospective and existing companies and key stakeholders. Ashley also oversees WCED's Site Assessment Program which helps municipalities within Wake County identify and prioritize land for industrial development.

**CRYSTAL P. MORPHIS, CECD, LEED GREEN ASSOCIATE**  
Founder and CEO, Creative Economic Development Consulting, LLC

Crystal Morphis formed Creative Economic Development Consulting, LLC in 2012 to bring a new approach to economic development. The entrepreneurial firm owns three proprietary programs: Certified Entrepreneurial Community®, CreativeSiteAssessment.com, and Certified Industrial Buildings. The firm has consulted across the Southeast U.S. with companies and EDOs.



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## WEDN FORUM GIFT

*How Remarkable Women Lead*  
by Joanna Barsh and Susie Cranston

