



AGENDA

Thursday, November 15, 2018

12:30PM REGISTRATION AND NETWORKING, Grand Ballroom Lobby
Presented by First Citizens Bank

1:30PM PLENARY SESSION, Grand Ballroom
Welcome and Overview: Patrick Woodie, NC Rural Center

AWARD: Rural Leader of the Year

AWARD: Rural Advocate of the Year

OPENING KEYNOTE: COMMUNITY CAPITAL DRIVES EQUITY & RURAL TRANSFORMATION
Speaker Introduction: Dan Gerlach, Golden LEAF Foundation
Speaker: Bill Bynum, CEO
HOPE (Hope Enterprise Corporation, Hope Credit Union, & Hope Policy Institute)

2:45PM PANEL: BUILDING EQUITY AND OPPORTUNITY IN RURAL NORTH CAROLINA
Moderator: Mebane Rash, EdNC
Health: Zulayka Santiago, Libélula Consulting
Education: Brenda Berg, BEST NC
Economics: Tara Kenchen, NC Community Development Initiative

AWARD: Community Bank of the Year

3:45PM UPDATES FROM THREAD CAPITAL AND BREAK
Presented by Carolina Farm Credit

4:00PM RURAL RESOURCE FAIR AND RECEPTION, Capital Ballroom
Presented by Thread Capital

5:30PM WELCOME AND DINNER, Grand Ballroom

6:00PM DINNER KEYNOTE DISCUSSION
Moderator: Anita Brown-Graham, UNC School of Government
Speakers: James and Deborah Fallows, Authors of *Our Towns*

7:15PM DESSERT RECEPTION, Grand Ballroom Lobby
Presented by United Community Bank

7:00AM BREAKFAST AND NETWORKING, Grand Ballroom Lobby
Presented by First National Bank

8:00AM PLENARY SESSION, Grand Ballroom
Welcome and Overview: Barry Ryan, NC Rural Center

AWARD: Small Town of the Year

OPENING KEYNOTE: HOW INNOVATIVE LEADERSHIP & INITIATIVES BUILD NEW CAPACITY & ENHANCE REGIONAL IDENTITY

Introduction: Misty Herget, NC Rural Center

Speaker Introduction: Olivia Collier, Appalachian Regional Commission (ARC)

Speakers: Scott Hamilton, Appalachian Regional Commission (ARC)
Ferrel Guillory, UNC School of Media & Journalism

9:05AM REMARKS FROM GOVERNOR ROY COOPER

9:20AM PANEL: THINK LOCALLY, ACT REGIONALLY: HOW PARTNERSHIPS HELP EVERYONE

Moderator: Ferrel Guillory, UNC School of Media & Journalism

Panelists: John Chaffee, NC East Alliance
Kenny Flowers, NC Department of Commerce
Sheila Pierce Knight, Jacksonville Onslow Economic Development

AWARD: Rural Entrepreneur of the Year

10:15AM BREAK

10:30AM BREAKOUT SESSIONS

Presented by NC State Extension

- 1. Branding & Marketing Your Town for Success, Salon A/B**
David Joyner, Joyner Media & Strategies
- 2. Faith Communities as Partners in Innovation, Salon C**
Pastor Shawn Maynor, Gospel Harvest Church of God in Christ
Rev. Dr. Denise Honeycutt, Pastor of Merritt's Chapel UMC
- 3. Innovation in Rural Food & Community Partnership, Salon D**
Laura Lauffer, Local Food Systems, NC Growing Together Project
Lee Woodard, Duplin County Small Business Center
Gabe Cummings, Working Landscapes
Gini Knight, Community Food Strategies
- 4. Connecting the Last Mile: Learning about Broadband Grants Program, Salon E**
Jeff Sural, NC Department of Information Technology

10:45AM BREAK

Presented by Carolina Farm Credit

12:00PM LUNCH: INNOVATION IN RURAL EDUCATION

Presented by Carolina Complete Health

Welcome: Grant Godwin, Chair of NC Rural Center Board of Directors

Remarks from Peter Hans, NC Community Colleges

Speaker Introduction: Mike Hawkins, Transylvania County Commissioner

Speakers: Jaime Laughter & Page Lemel, Transylvania County

12:45PM CLOSING PRESENTATION

REGIONAL COLLABORATION: A SUCCESS STORY

Introduction: Jason Gray, NC Rural Center

Presenters: David Smitherman, Pittsylvania County, Virginia
Jennifer Gregory, Middle Border Forward
Telly Tucker, City of Danville, Virginia

1:25PM CLOSING REMARKS: PATRICK WOODIE, NC RURAL CENTER

1:30PM ADJOURN

