

NCAA 43rd ANNUAL CONFERENCE

“Airports-Leading the Way in Economic Development”

Pinehurst Resort

Pinehurst, North Carolina



The North Carolina Airports Association would like to invite you to attend the 43rd Annual Conference in Pinehurst, NC. This year's conference “Airports-Leading the Way in Economic Development” will focus on how to position your airport for economic development and success. Sessions are designed to provide stakeholders throughout the industry with additional tools to help prepare your airport to land the next development project.

AGENDA (subject to change)

Sunday, March 19, 2023

8:00am-7:00pm Registration
10:00 am-10:45 am Golf Tournament Sign-In
11:00 am Golf Tournament Shot Gun Start Course #3
5:30pm - 7:00pm Opening Reception w/Exhibitors
7:00pm Evening on Your Own

Monday, March 20, 2023

7:30am - 8:45am Breakfast w/Exhibitors
8:00am - 5:00pm Registration
9:00am Opening Ceremonies
9:30am - 10:30am General Session I

“Vison – Mindset – Grit: How to Stand Up to ANY Challenge”

Introduction: Eddie Madden, NCAA Vice-President & Conference Chair

Speaker: Scott Burrows

Scott Burrows is a motivational resilience speaker who brings the concepts of Vision, Mindset and Grit to life using his transformative personal story as the backdrop for sustainable business success. Scott reveals how to drive results using the same mental focus that helped him reinvent his life after a catastrophic accident. He will demonstrate there are no barriers or stop signs in life, just detours and workarounds. Scott teaches listeners how to apply the same timeless principles of Vision-Mindset-Grit that have had a profound impact in his life. Three simple, yet powerful words, that when put into action can help teams conquer adversity, master change and overcome seemingly ‘impossible’ odds.

10:30am - 11:15am **Coffee Break w/Exhibitors**

11:15am - 12:15pm **General Session II**

“State of Industry Update”

Panelist: Kevin Burke, President & CEO, Airports Council International, Inc.

Panelist: Bill Swelbar, Chief Industry Analyst, SWELBAR-ZHONG Consultancy

Panelist: Scott Dorney, Executive Director, North Carolina Military Business Center (NCMBC)

Panelist: Gael Le Bris, C.M., P.E., Senior Aviation Planner, Senior Technical Principal, WSP USA

Moderator: Lew Bleiweis, A.A.E., President & CEO, Asheville Regional Airport

Description: This session will provide an overall industry update from airport, airline and general aviation perspectives.

12:15pm - 1:00pm **Luncheon**

1:00pm - 2:15pm

“A Real Case Study - Boom”

Panelist: Kevin Baker, Airport Director, Piedmont Triad International Airport

Panelist: Michael Fox, Chairman, NC Board of Transportation; President, Piedmont Triad Partnership; Attorney, Tuggle Duggins

Panelist: Anne Bielecki, Commercial Operations Program Manager, BOOM

Panelist: Brent Christenson, CEO, Greensboro Chamber of Commerce

Moderator: Amanda Conner, Manager of Aviation Business Development, NC Dept. of Transportation, Division of Aviation

Description: The panel will discuss the overall process that culminated in the successful recruitment of Boom to GSO.

2:15pm - 3:00pm

Coffee Break w/Exhibitors

Monday, March 20, 2023 Continued:

3:00pm - 4:00pm

General Session III – PDH Credit

“How to Prepare Yourself to Land the Next Development Project”

Panelist: Christopher Chung, Chief Executive Officer, Economic Development Partnership of NC

Panelist: David Spratley, Director, Economic Development, Nexsen/Pruett

Panelist: Clark Duncan, MEDP, Executive Director & Senior Vice President of Economic Development, Coalition for Asheville-Buncombe County

Panelist: Kenny Flowers, Assistant Secretary, NC Dept of Commerce, Rural Economic Development Division or Secretary

Moderator: Pamela Keidel-Adams, Vice President, Kimley-Horn

Description: This session will cover identifying assets and inventory at airports, steps to take to land a project, local leverage, best practices, and how to make it happen.

4:00pm – 5:00pm

General Session IV – PDH Credit

“Community Marketing Strategies for Economic Development – A Collaborative Effort”

Panelist: Tina Kinsey, Director of Marketing, PR & Air Service Development, Asheville Regional Airport Authority

Panelist: Chris Johnson, Director, Economic Development, Johnston County

Panelist: Danna Stansbury, Executive Director, Foothills Regional Commission

Panelist: Chris Plate, Executive Director, Economic Development, Monroe-Union County EDC

Moderator: Bob Heuts, Airport Director, Raleigh Executive Jetport

Description: The panel will discuss how entities within the community must collaborate in economic development marketing efforts to be successful in the recruitment and retention of businesses at the airport. The strategies discussed can apply widely to many kinds of businesses that operate at an airport, from airlines to golf courses, or hotels to aeronautical businesses, and others. Creativity, relationship-building and clear and consistent communication is key. Incentives don't hurt, either.

5:00pm - 5:10pm

NCAA and Educational Foundation Annual Business Meeting

6:00pm - 7:00pm

Reception w/Exhibitors

7:00pm - 8:30pm

Banquet

8:30pm - 9:30pm

Banquet Keynote – Curtis Lee Brown Jr., (Colonel, USAF, retired) former NASA Astronaut

Tuesday, March 21, 2023

7:30am - 8:55am

Breakfast w/Exhibitors

7:30am - 11:45am

Registration

9:00am – 10:00am

General Session V – PDH Credit

“Economic Development - Knowing Your Funding Sources”

Panelist: Reginald Speight, State Director, North Carolina State Office, Rural Development

Panelist: Scott Hamilton, President, Chief Executive Officer, Golden Leaf

Panelist: Hillary Sherman, N.C. Economic Development Representative, U.S. Department of Commerce Economic Development Administration

Moderator: Alvester “Toney” Coleman, PhD, A.A.E., Airport Director, Fayetteville Regional Airport

Description: This session will cover funding opportunities outside of the normal airport grant programs. Many of these programs can assist in the development of infrastructure that will facilitate securing future economic development projects.

10:00am - 10:45am

Coffee Break w/Exhibitors

10:50am - 11:50pm

General Session VI – PDH Credit

“NC, Division of Aviation Update”

Panelist: Bobby Walston, Director, NC Department of Transportation, Division of Aviation

Panelist: Amanda Conner, Manager of Aviation Business Development, NC Department of Transportation, Division of Aviation

Moderator: John Ferguson, A.A.E., Airport Director, Statesville Regional Airport, President NCAA

Description: North Carolina's public airports innovated throughout the pandemic to continue driving the economy in their communities, advancing infrastructure improvements, expanded contactless services to keep travelers and staff safe, moving more cargo than ever before and recruiting new companies and jobs. This session will highlight results from the NCDOT's latest economic impact study and discuss aviation initiatives aimed at further expanding North Carolina's aviation economy, increasing airport impacts and building the talent pipeline.

12:00pm - 12:45pm

Luncheon

Tuesday, March 21, 2023 Continued:

12:45pm - 2:00pm

“Fireside Chat with the FAA – PDH Credit

Panelist: Shannetta Griffin, P.E., FAA Associate Administrator of Airports

Panelist: Steven Hicks, Director, Office of Airports, FAA Southern Region

Panelist: Tommy Dupree, Manager, FAA Memphis Airports District Office

Moderator: John Coon, Director of Operations and Maintenance, Asheville Regional Airport

Description: This session will include topics covering FAA-section 163 non-aviation development at airports, the 2023 re-authorization bill-entitlement, discretionary money, update on infrastructure funding-Bi-Partisan infrastructure law (BIL), Programs – VALE – additional new programs – microgrid funding, SMS rollout, PFAS and DBE updates-Part 23 & 26 (GA Part 23 construction projects).

2:00

Conference Adjourns