

## **Southeast Regional Conference**

**October 1 – 2, 2009**

**Cabarrus Economic Development Corporation  
3003 Dale Earnhardt Boulevard  
Kannapolis, North Carolina**

### **Agenda**

#### **Thursday, October 1st**

**10:30 a.m. – 11:30 a.m. Arrival at Embassy Suites Concord**

*The new Embassy Suites Hotel Resort and Conference Center Charlotte-Concord is located right where you want to stay. As a guest, you'll enjoy spacious, two-room Charlotte hotel suites with a complimentary cooked-to-order breakfast and nightly Manager's Reception. High-speed Internet access, free parking, fitness center, onsite casual dining in the Rocky River Grille, golf at the Rocky River Golf Course and the full service Spa Botanica are available daily for your use.*

**11:30 a.m. Depart Embassy Suites for Cabarrus EDC Office**

**12:00 p.m. – 1:00 p.m. Welcome Luncheon**

**1:00 p.m. – 1:15 p.m. Welcome and Overview  
Steve Morris, Chair, Cabarrus Regional Chamber  
of Commerce**

*Cabarrus County benefits from a diverse economy focused on research and technology. Motorsports is a vital industry in Cabarrus and employs thousands. Lowe's Motor Speedway, Zmax Dragway @ Concord, Hendrick Motorsports, Roush Fenway Racing, Stewart Haas, Earnhardt Ganassi Racing, and over 200 other motorsports businesses call Cabarrus home. The North Carolina Research Campus in Kannapolis has transformed Cabarrus into a leader in life sciences. With unprecedented collaboration between 8 universities and private industry, the NCRC will further advancements in science.*

**1:15 p.m. – 2:00 p.m. Compared to What?  
Benchmarking Your Regional Economy  
Harry Campbell, Associate Professor of  
Geography, University of North Carolina at  
Charlotte**

*Tracking the performance of our regional economy is an important part of what we do. Benchmarking our region – comparing it to other metropolitan areas across a variety of dimensions – is particularly important, especially during times of uncertainty. For the past two*

years, the Charlotte Chamber and the University of North Carolina at Charlotte have benchmarked the Charlotte region against other metro areas in terms of their economic, demographic and quality of life characteristics. Using these reports as examples, the presentation focuses on important considerations in conducting a benchmark study including the choice of comparison areas, time frame, variable selection and communication of results. Potential pitfalls are also discussed.

**2:00 p.m. Break**

**2:15 p.m. – 3:15 p.m. Electric Power in a CO<sub>2</sub>-Constrained Future  
Jeffrey N. Phillips, Senior Program Manager,  
Electric Power Research Institute**

*Growing concerns of the impact that increasing concentrations of greenhouse gases such as carbon dioxide (CO<sub>2</sub>) will have on the global climate may result in restrictions on CO<sub>2</sub> emissions from power plants which burn fossil fuels (coal and natural gas). Since much of North Carolina's electricity is generated from fossil fuels, what impact could such restrictions have on future electricity prices? The Electric Power Research Institute is a non-profit, scientific research organization which studies issues impacting electric power. This presentation will provide EPRI's view on what the electric power sector could do to decrease CO<sub>2</sub> emissions and the potential cost impact.*

**3:30 p.m. – 5:30 p.m. C2ER Idea Fair – Roundtable Discussion  
Tony Crumbley, Vice President, Research,  
Charlotte Chamber of Commerce**

*Bring your ideas and challenges for open discussion.*

**6:30pm Meet in Lobby for Transportation to Lowe's Motor  
Speedway**

**7:00pm Dutch Treat Dinner at Speedway Club**

*Located high above Lowe's Motor Speedway front stretch, The Speedway Club has more than 4,500 members who look to the club to assist in entertaining friends and clients. Open year-round, The Speedway Club's dining room offers the area's finest cuisine and entertainment along with a spectacular view of the legendary 1.5-mile superspeedway.*

### **Friday, October 2nd**

**9:15 a.m. Depart Embassy Suites for Cabarrus EDC Office**

**9:45 a.m. – 10:15 a.m. Preparing for the NC Research Campus  
Irene Sacks, Director of Business and Community  
Affairs, City of Kannapolis**

*What is the role of a research institution on the local economy? In 2006, the City of Kannapolis retained Market Street Services, an economic and community development consulting firm based in Atlanta, Georgia, to conduct an economic impact analysis and SWOT (strengths, weaknesses, opportunities and threats) analysis of the North Carolina Research Campus.*

**10:30 a.m.**

**Depart for North Carolina Research Campus**

*The NC Research Campus is poised to be a major economic driver for the Charlotte region. What steps have been taken to prepare for and support its development? Local and regional organizations conducted an economic impact analysis, SWOT (strengths, weaknesses, opportunities and threats) analysis, and developed plans related to the NC Research Campus.*

**11:00 a.m.**

**NCRC tour**

**11:30 a.m.**

**Return to Cabarrus EDC | Conference Adjourns**