



2018 REGIONAL LEADERSHIP TRIP

Winston-Salem, North Carolina

October 28-30, 2018

PRELIMINARY ITINERARY

SUNDAY, OCTOBER 28

- 1:30 PM **Bus Departs Roanoke**
- 3:30 **Arrive Winston-Salem, Check-in at Kimpton Cardinal Hotel**
(401 North Main Street, Winston-Salem, NC 27101)
- 5:00 – 6:00 **Reception at the Cardinal Hotel**
Welcoming Remarks by Joyce Waugh, President of the Roanoke Regional Chamber of Commerce and Wayne Strickland, Executive Director of the Roanoke Valley-Alleghany Regional Commission
- 6:00 PM **Dinner on Your Own**

MONDAY, OCTOBER 29

- 8:15 – 9:00 AM **Buffet Breakfast at Hotel**
- 9:00 – 9:30 **Welcome from the Honorable Allen Joines, Mayor of Winston-Salem**
- 10:15 – 11:15 **Walking Tour of Innovation Quarter**
Tour Led by Samantha Bentley, Project Management Staff, Innovation Quarter
Home to more than 170 companies, five leading academic institutions, more than 3,700 workers, 1,800 degree-seeking students and more than 8,000 workforce trainee participants, the Innovation Quarter is a place for research, business and education in biomedical science, information technology, digital media, clinical services and advanced materials.

11:45 – 12:30

Regional Collaboration to Promote Economic Development

Penny Whiteheart, Executive Vice President, Piedmont Triad Partnership
Robert Leak (CECD), President, Winston-Salem Business, Inc.

A look at how Winston-Salem and the surrounding area have worked cooperatively to expand the regional economy and how a new brand (the Carolina CORE), with a larger footprint along the U.S. 421 corridor, will provide a more expansive multi-regional perspective on economic growth.

12:30 – 2:00

Luncheon at the Hotel

Speaker: Michael Suggs, President. Goler Community Development Corp.

Discussion on how the Goler CDC has been working to make sure the benefits of the City's renaissance are widely shared, especially by working-class areas like East Winston (an African-American neighborhood just to the east of the Innovation District). Goler has recently begun implementation of a \$100 million mixed use development plan adjacent to the Innovation Quarter.

2:00 – 5:30

Free Time to Explore Winston-Salem

5:30 – 8:00 PM

Dinner at the Spring House Restaurant

Dinner Speaker

Bill Dean, Bill Dean Strategies, LLC

The first Director of the Research Park (before it became the Innovation Quarter) will give his perspective on the evolution of the Quarter

TUESDAY, OCTOBER 30

8:00 – 9:00 AM

Buffet Breakfast at Hotel

9:00 – 10:00

The Winston-Salem Region's Approach to Workforce Development

Wendy Walker-Fox, Director, Piedmont Triad Workforce Development Board
Kay Carter, Workforce Development Manager, Piedmont Triad Workforce Development Board

Jessica Raby, Workforce Development Strategic Initiatives Specialist, Piedmont Triad Workforce Development Board

Examine the workforce programs the region has been pursuing to accommodate new technology related jobs. Strategic initiatives include: (1) Dream It. Do It. - an initiative that helps connect local manufacturers, schools, community colleges, community-based organizations and other stakeholders. (2) Establishing career pathways in the areas of Advance Manufacturing, Aviation, Healthcare/Nursing, and Transportation and Logistics.

- 10:00 – 10:30 **Break – Check Out of Hotel – Luggage Loaded on Bus**
- 10:30 – 11:30 **Downtown Development – Focus on Arts/Culture and Tourism**
Jason Thiel, President, Downtown Winston-Salem Partnership, Inc.
Richard Geiger, President, Visit Winston-Salem
An examination how the downtown has evolved over time and how it experienced a renaissance based on arts & culture and eclectic entertainment venues which have helped to boost tourism in the region.
- 11:30 – 1:00 **Working Lunch and Leadership Trip Debriefing Session –
Participants discuss what they learned on the trip**
- 1:15 PM **Depart Winston-Salem**