

AGENTS OF CHANGE

*Transforming Change
to a Strategic Vision*

VEDA Annual Meeting & Winter Membership Luncheon



Tuesday, Dec 4 – Wednesday, Dec 5, 2018
Charlottesville, Virginia

SPEAKER PROFILES

In Order of Appearance

THE HONORABLE BRIAN BALL SECRETARY OF COMMERCE AND TRADE COMMONWEALTH OF VIRGINIA



Brian Ball was appointed Secretary of Commerce and Trade in April of 2018. He previously served in the Northam Administration as Special Advisor for Economic Development and Deputy Secretary of Commerce and Trade.

Prior to joining the Northam Administration, Brian was an attorney at Williams Mullen where he concentrated his practice in mergers and acquisitions, securities laws and corporate governance matters. Brian served as a trusted advisor to senior management, boards of directors and audit and special board committees handling such matters as internal investigations and activist shareholders. He also regularly represented clients before state and federal administrative agencies and the Virginia General Assembly. Brian served on the firm's board of directors and as its General Counsel.

Brian graduated with high distinction from the University of Virginia where he was an Echols Scholar and a member of Phi Beta Kappa. He received his Juris Doctor degree from the University of Virginia. He is admitted to practice in Virginia, the District of Columbia and California. He served as an assistant U.S. Attorney for the Central District of California from 1981 to 1982.

Brian and his wife Jennifer, formerly of Waynesboro, reside in Richmond. They have two children.

ERNEST C. PEARSON
MEMBER
NEXSEN PRUET, LLC

Ernie Pearson is an attorney with Nexsen Pruet and is the founding partner of Sanford Holshouser Economic Development Consulting. He has been involved in economic development matters at the state, regional, and local levels since 1989. From 1989 to 1993, Ernie served as Assistant Secretary of Economic Development for the North Carolina Department of Commerce. Ernie believes that experience, hard work and creative approaches lead to the best results for clients faced with new challenges and opportunities. Throughout his career, he has depended upon these foundations in building what has been recognized as one of the most successful economic development practices in the country. For several consecutive years, Ernie has been recognized by *Best Lawyers in America* magazine as one of the top economic development lawyers in the country.



Ernie's expertise is broad within economic development but with particular focus on incentive development and negotiation, establishment of multi-jurisdictional partnerships, economic development policy and creative site/building development strategies. His professional experiences include:

- North Carolina Department of Transportation – Director of Special Projects (1975-1977)
- North Carolina Industrial Commission – Chairman (1987-1989)
- North Carolina Department of Commerce - Assistant Secretary of Economic Development (1989-1993)
- Board Member, NC State Board of Community Colleges
- Chaired the 2016 North Carolina Economic Developers Association Annual Conference (June) “Legal Authority for Multi-Jurisdictional Industrial Park Projects”
- President - Board of Directors for the North Carolina State University School of Physical and Mathematical Sciences
- Member of Town Board of Commissioners for Holly Springs, N.C.
- Board, Vice President and President of the N. C. Economic Developers Association
- Board - Triangle Growth Strategies, Inc. Vice Chairman

On a personal note, Ernie allocates a significant amount of time in activities to which he is called by his faith. For more than 17 years he has co-led a bible study class at Harnett Correctional Institute. He serves on the Board of Directors of Disciple Bible Outreach Ministries – NC, Inc. which promotes prison bible study in NC, and Disciple Bible Outreach Ministries – National, Inc. which is expanding the North Carolina model for bible study to other states around the country. When time allows he enjoys working with home improvement ministries.

**HELEN CAUTHEN
PRESIDENT
CENTRAL VIRGINIA PARTNERSHIP FOR ECONOMIC DEVELOPMENT**



Helen Cauthen serves as president of the Central Virginia Partnership for Economic Development, a nonprofit, public/private regional economic development organization with the mission of fostering job creation and new capital investment in eight counties and the City of Charlottesville. Ms. Cauthen also oversees three initiatives housed with the Partnership: GO Virginia Region 9; Virginia Career Works – Piedmont Region; and the Central Virginia Small Business Development Center.

A certified economic developer, Ms. Cauthen was founding president & CEO of Team Volusia Economic Development Corporation in Daytona Beach, Florida and vice president of the Greensboro Economic Development Alliance in North Carolina.

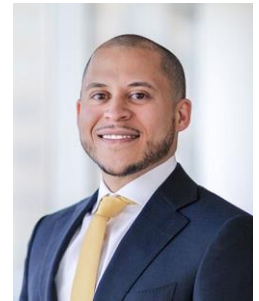
Ms. Cauthen has more than twenty-five years of experience in nonprofit management, including the Louisville Area Chamber of Commerce, The Valley Hospital Foundation in the New York City area, and the National Electrical Manufacturers Association in Washington, D.C. She is a graduate of University of Missouri where she majored in business administration.

**SEAN BRAZIER
VICE PRESIDENT, ECONOMIC COMPETITIVENESS
VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP**

Sean Brazier serves as VEDP's Vice President of Economic Competitiveness, responsible for development and implementation of strategies and initiatives to improve Virginia's business environment, supporting productivity and prosperity growth for its citizens.

Before joining VEDP in September 2017, Brazier helped start Purpose Built Schools Atlanta, an organization that partners with Atlanta Public Schools to manage schools on behalf of the district. Brazier also spent five years at McKinsey & Company where, among other roles, he served as an Engagement Manager for clients across public and private sectors, including one year as the U.S Program Manager for scaling operations for Generation U.S., a workforce development program preparing 18-29-year-olds for successful careers.

Brazier's education includes: B.A., Economics – Morehouse College; MSc., International Political Economy – London School of Economics; and MBA – Harvard Business School.



**DEBORAH VAN EERSEL
CAO & DIRECTOR OF MARKETING
UVA FOUNDATION**



Deborah joined the Foundation in November of 2001 to promote the University of Virginia Research Parks and to help foster collaborative research relationships between Park tenants and the University of Virginia. Since then, her role at the Foundation has evolved to include other important aspects of the Foundation's operations, including oversight of all corporate human resources and information technology functions, strategic planning, and Foundation marketing and communications programs. Deborah is active in the community and serves on several volunteer Boards, including the Thomas

Jefferson Area United Way.

Prior to coming to the Foundation, Deborah served as Chief Executive Officer of the Charlottesville Area Association of REALTORS® for 10 years - focusing on business, process and professional development, information technology, strategic planning, leadership development, and legislative affairs. During her tenure, she was instrumental in establishing the Real Estate Weekly, the Central Virginia School of Real Estate and the Charlottesville Albemarle Legislative Action Coalition (CALAC) – now known as the Free Enterprise Forum. In 1997, she received her CAE (Certified Association Executive) designation from ASAE - the American Society for Association Executives.

Deborah received a BA in International Business and French from the University of Nebraska at Omaha, studied for a year at the Université de la Sorbonne in Paris, and is fluent in French. She is married to Michel van Eersel, a professional meeting planner and has a daughter, Katja, a recent graduate of the University of Virginia.

**PHIL GEER
DIRECTOR OF ECONOMIC DEVELOPMENT
ORANGE COUNTY**



Phil Geer is the Director of Economic Development for Orange County. He went to Virginia Tech to receive a Bachelor's Degree in Urban Affairs Planning, with a concentration in Environment Policy & Planning. He received a Graduate Certificate in Local Government Management, and a Master of Public Administration Degree, both from Virginia Tech. Prior to working for Orange County, he gained experience in the economic development field as the ED and Workforce Manager for the Central Virginia Partnership for Economic Development. He went on to serve as the Assistant Director of the Piedmont

Workforce Network, the workforce development component of the Central Virginia Partnership.

CHRISTOPHER D. LLOYD
SENIOR VICE PRESIDENT & DIRECTOR, INFRASTRUCTURE & ECONOMIC DEVELOPMENT
MCGUIREWOODS CONSULTING, LLC

Chris leads the McGuireWoods Consulting infrastructure and economic development team where he specializes in site selection and economic development incentives negotiations. Chris has also worked closely with clients on numerous public-private partnership projects for transportation and other infrastructure as well as playing a leading role in the development and passage of Virginia's public-private partnership laws. These statutes have since become model legislation for use in other states. As a result of this work, Chris has become a frequent speaker on economic development policy issues and public private partnership projects around the country.



Prior to joining McGuireWoods Consulting, Chris served for nearly five years in the Office of the Secretary of Commerce and Trade under Virginia Governors Allen and Wilder. In this position, he was responsible for legislative, budgetary, and regulatory coordination and development for the 15 agencies within that Secretariat which oversees the state's economic development programs. Chris graduated from the College of William and Mary in 1993. He lives in Richmond with his wife, Megan and children, Ryan and Meredith.

MICHAEL WOODS
SENIOR MANAGER
TROUTMAN SANDERS STRATEGIES



Mike Woods serves as Senior Manager for State Government Affairs with Troutman Sanders Strategies. Mike works with clients on business issues, including property and casualty insurance, tax policy, natural resources, public safety, procurement, economic development, privatization and public-private partnerships. Since joining the Troutman Sanders Strategies, LLC, Mike has represented a number of national business interests and associations before the Virginia General Assembly and the Executive Branch. He actively monitors legislative and regulatory issues before the Virginia General Assembly and various state regulatory agencies and provides analysis of their impact on our clients' and their business.

Mike joined Troutman Sanders after serving as the Political Director for House Majority Leader, Morgan Griffith. Mike has successfully managed Republican campaigns for a number of General Assembly members, as well as federal, state and local officials. He has also served as Deputy Political Director for the Republican Party of Virginia. In addition to campaign work, Woods most recently handled Attorney General Bob McDonnell's election recount and also served as a member of the Attorney General's Transition Team.

With his extensive experience working with state government and in Virginia politics, Mike offers our clients a valuable resource in assessing the political landscape in Virginia. Additionally, Mike utilizes his vast experience for our clients to develop winning strategies for both business development and procurement opportunities

**STEPHEN MORET
PRESIDENT & CEO
VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP**

Stephen Moret is president and CEO of the Virginia Economic Development Partnership (VEDP), the economic development authority for the Commonwealth of Virginia.

Prior to VEDP, Moret served as president and CEO of the LSU Foundation, where he crafted a blueprint for the future of development at LSU, preparing the institution to launch the largest capital campaign of any kind in state history. Concurrently he served as executive director of the LSU Property Foundation, working to launch a \$180-million, mixed-use real-estate development that will revitalize the western edge of the LSU campus.



From 2008 through early 2015, Moret served as secretary of the Louisiana Department of Economic Development (LED), which he transformed into one of America's top state economic development agencies. At LED, he directed business development efforts and cultivated higher education partnerships that helped secure a diverse array of economic development projects in urban and rural communities, including software/IT centers (e.g., CGI, CSC, GE Capital, and IBM), food/agricultural processing facilities, and a few of the largest foreign direct investment manufacturing projects in U.S. history. Altogether Moret and his team helped secure private-sector capital investments in excess of \$62 billion. He also established LED FastStart, which *The Economist* called "probably the most notable statewide workforce-development initiative [in America]."

During Moret's tenure, LED repeatedly was recognized as one of the top-performing state economic development agencies in the U.S., and Louisiana improved to its highest-ever position in every national ranking of state business climates. *Business Facilities* ranked LED FastStart the best state workforce training program in the U.S. every year from 2009 through 2015.

Moret previously served as president and CEO of the Baton Rouge Area Chamber of Commerce; a management consultant with McKinsey & Company; a public policy fellow with the Public Affairs Research Council of Louisiana (a good-government think tank); a consultant to Harvard Business School; assistant to the chancellor of LSU; and an environmental consultant to industry at Trinity Consultants.

Moret earned a B.S. in mechanical engineering from LSU and an M.B.A. from Harvard Business School. He earned a doctorate (Ed.D.) in higher education management, with Distinction for Dissertation, from the University of Pennsylvania, where his research focused on linkages between higher education and the labor market in the United States.

Moret resides in Richmond with his wife, Heather, and their four children.