

**(Mailed 9-25-06)**  
**FOR IMMEDIATE RELEASE**  
**Contact: Jill Yesko, 336-334-3890**

## **Top Business Leaders Gather for UNCG Corporate Expo**

**GREENSBORO** – Top level business leaders from across North Carolina will convene on Tuesday, Oct. 24, at the Elliott University Center at The University of North Carolina at Greensboro for the inaugural UNCG Corporate Expo.

The event brings together executives from corporations such as Microsoft Corp., the University of North Carolina system and the Triad corporate community for a half-day of networking, seminars and discussions.

Among the topics to be addressed is how higher education and the business community should best partner for effective economic development to advance the Triad. The Expo will facilitate access between businesses and resources to enhance mutually beneficial initiatives and partnerships and promote dialogue.

The event begins with a breakfast at 7:45 a.m. and concludes with a campus tour at 11 a.m. Dr. Patricia A. Sullivan, UNCG chancellor, is to offer opening remarks.

Robert McDowell, vice president for information worker business value at Microsoft Corp. will give the keynote address: "What Should Business and Higher Education Expect of Each Other?" Leslie Boney, associate vice president for economic development research, policy and planning for The University of North Carolina will discuss how the UNC system is leading the state's economic transformation. Dr. Rosemary Wander, UNCG associate provost for research and public/private sector partnerships will moderate a question and answer session for CEOs and upper-level management following Boney's presentation.

Valerie McMurray, vice president, human resources and leadership at Weaver Investment Company will moderate a panel discussing how human resource professionals can benefit from access to UNCG resources such as recruitment, internships, leadership training and original research.

"It has become abundantly clear that it is necessary for universities to be engaged if the Triad is to move from a manufacturing-based to a knowledge-based economy," said Wander. "The Corporate Expo allows us to begin the dialogue necessary to determine the most effective way in which to implement this engagement."

The Expo is sponsored by American Express, Wachovia, Key Resources Inc., the Bryan School of Business and Economics, the UNCG Office of Research and Public/Private Sector Partnerships and the UNCG Office of Development.

For more information, contact Susan Larson at (336) 256-1280 or  
susan\_larson@uncg.edu; or David Arneke at (336) 334-5001; david\_arneke@uncg.edu.

###