

Tony Copeland Joins *Business North Carolina* Panel to Discuss State's Economic Outlook

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Brooks Pierce's Senior Economic Development and Corporate Strategist Tony Copeland recently participated in a roundtable discussion with *Business North Carolina* publisher Ben Kinney and five other state business, academic and political leaders. The group focused on North Carolina's 2023 economic outlook, remaining generally positive despite widespread fears of a looming recession.

There was unanimous agreement among the group that an economic slowdown is likely this year. Copeland remained upbeat about the Tar Heel state's ability to withstand a downturn, noting, "I think North Carolina will weather this and get through it. We have too many fundamental things in place. No. 1 is we have a tax structure, thanks to the legislature, that gives an authorizing environment for all of us, but allows individuals and companies to prosper and grow." He also praised the legislature's proactive infrastructure spending, the talent pipeline represented by North Carolina's colleges and universities, as well as the state's progressive recent economic development history.

Copeland is a former North Carolina secretary of commerce. During his tenure, he helped bring more than 81,000 jobs and more than \$18.4 billion of investment to the state. At Brooks Pierce, Copeland focuses on corporate strategy and business incentive solutions. Over the past 30 years, he has been involved in every aspect of the corporate relocation and site selection process. His work has been a key factor in the state's ability to attract, retain and grow national and international business investment.

The discussion was held at Campbell University's downtown Raleigh campus. Copeland was joined by fellow panelists Adam Currie, chief banking officer at First Bank; Chuck Mattina, senior vice president of insights and analytics at Sales Factory; State Representative Jason Saine; Dr. Mark Steckbeck, associate professor of economics at Campbell University's Lundy-Fetterman School of Business; and Patrick Woodie, president and CEO of NC Rural Center.

The complete article can be found [here](#).

PEOPLE

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