

DAVID LONG CONSULTING

3034 Lake Forest Drive Greensboro, NC 27408
336.972.5216 preferred 336.545.5717 optional
dlongwork@earthlink.net

DAVID LONG has served as a professional planner and facilitator, primarily within the State of North Carolina, since 1974. He has led numerous retreats and goal-setting sessions, and has assisted clients in developing a broad range of plans. Clients include elected officials, planning boards, boards of education, chambers of commerce, economic development agencies, tourism organizations, special task forces, grassroots organizations, non-profit organizations and regional partnerships.

From 1974-2004, David served with the NC Department of Commerce as a liaison between state and local governments based in Winston-Salem, Asheville, Wilmington and Fayetteville. From 1986-2004 he served as the chief planner in a twenty county area of the Piedmont region of North Carolina, based in Winston-Salem, with responsibility for delivering planning services to over 150 communities in the fields of community planning, public management, and economic development.



He is deeply understanding of the unique roles of elected officials, managers, and non-profit leaders and is exceptionally skilled in working with these valued leaders to advance steadily on solid ground.

In 2004, David initiated a private consulting practice and continues to serve public, non-profit and private organizations. Responding to the competitive realities of the global economy, he has committed much of his energy to assisting communities in adapting to challenging economic times. He especially enjoys helping communities find common ground and reach their full potential by gaining traction and achieving a shared sense of purpose, vision and overall direction.

David has assisted over 425 organizations in conducting retreats/input sessions and in crafting creative plans and policies. He served on the adjunct

faculty of the University of North Carolina at Greensboro, where he taught a popular course in strategic planning. David is a recipient of the Order of the Long Leaf Pine, awarded by the Governor for lifetime service to the State of North Carolina.

David's recent work has focused on consensus building, strategic planning, growth management, economic development, and public policy. Along with colleagues Carol Rhea and Jeff Michael, he organized and led a groundbreaking regional planning initiative, the Yadkin/Pee Dee Lakes Project, built on principles of grassroots public participation; has assisted in establishing many local and regional tourism organizations; and has advised the Blue Ridge National Heritage Area.

David was instrumental in the late 1970s and early 1980s in laying some of the foundations for the highly successful revitalization of the City of Asheville as well as the resurgence of the broader mountain region. He also assisted many communities in the coastal region in implementing the initial phases of the Coastal Area Management Act.

David holds a BA from the University of North Carolina at Chapel Hill, a Master of Public Affairs (MPA) from Western Carolina University, a certificate in nonprofit management from Duke University, and was a longtime member of the American Institute of Certified Planners.

David is a tenth generation North Carolinian with deep roots in the State, and operates as a fully independent practitioner. He and his wife Ann, a retired teacher, reside in Greensboro. Twin daughters Sarah and Elizabeth (age 30) are his heroes and constant inspiration for creating communities that value the unique talents and perspectives of each and every citizen.

Please see client list next page.

Examples of Clients Served: Retreats, Strategic Plans, Goal-Setting

Advantage West	Montgomery County EDC
Apex, Town of	Moore County Planning Department
Archdale-Trinity Chamber of Commerce	Morrisville, Town of
Asheboro-Randolph Chamber of Commerce	Mount Airy, City of
Bethania, Town of	Mount Airy Chamber of Commerce
Black Mountain, Town of	Newton, City of
Blue Ridge Parkway Foundation	North Carolina Arts Council
Blue Ridge National Heritage Area	North Carolina Department of Commerce
Camden County	North Carolina Department of Cultural Resources
Carthage, Town of	North Wilkesboro, Town of
Central Carolina Education Consortium	Northwest Piedmont Council of Governments
Chapel Hill Downtown Partnership	Piedmont Land Conservancy
Chapel Hill, Town of	Piedmont Triad Partnership
Chatham County	Pittsboro, Town of
Chinqua-Penn	Randolph County
Clemmons, Village of	Reidsville, City of
Dan River Basin Association	Rockingham County
Danbury, Town of	Rockingham County Chamber(s) of Commerce
Davidson County	Rockingham County EDC
Davidson County Schools	Rockingham County United Way
Davie Chamber of Commerce	Spencer, Town of
Davie County	Stanly County Chamber of Commerce
Deerfield Beach FL, City of	Stokes County EDC
Downtown Mocksville	Stokesdale, Town of
Downtown Salisbury	Surry Arts Council
Garner, Town of	Surry County
Graham County	Surry County Board(s) of Education
Greenville, City of	Wadesboro, Town of
Historic Salisbury	Waynesville, Town of
Kannapolis, City of	Wilkes County Chamber of Commerce
Kernersville, Town of	Yadkin/Pee Dee Lakes Project
Lewisville, Town of	Yadkin County Schools
Lexington, City of	Yadkin County
Lexington Tourism Authority	Yanceyville, Town of
Marshville, Town of	
Mebane, Town of	