

Lily Faulconer Recognized as a 2023 Trailblazer by Business North Carolina

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Business North Carolina is recognizing attorney Lily Faulconer as a 2023 Trailblazer.



This publication bestows this prestigious accolade upon

professionals and business owners under the age of 40, hailing from North Carolina cities and towns with fewer than 100,000 residents. According to BNC, these remarkable individuals are not only creating employment opportunities and providing services but also actively championing their communities.

Lily is among the 23 trailblazers selected from a diverse range of industries, including agriculture, entertainment, law, retail, and technology. Their outstanding achievements are prominently featured in Business North Carolina's October 2023 issue, with captivating profiles. Take a moment to meet Lily:

LILY FAULCONER

ATTORNEY | WARD AND SMITH

GREENVILLE

Age 27

Faulconer attended UNC School of Law as a Chancellors Scholar, its highest merit-based award.

She was also an East Carolina University Scholar (now Brinkley-Lane), its most prestigious scholarship. She worked with ECU's athletics department, and then the minor league baseball team in Kinston. Her sports background fits in Ward & Smith's Name, Image and Likeness practice group that involves compensation for college athletes. She also has legal expertise in sports betting, creditors' rights and healthcare. "I know it's cheesy, but I grew up in North Carolina (Smithfield), and I believe it's important to give back to the state that has given so much to me."

Education: Political science, master's in kinesiology, East Carolina University; law degree, UNC Chapel Hill

Biggest influencers: Law professor John Brooker taught me the most important part of a law practice is the relationships we form, and the way we treat people.

Cool fact about yourself: I am experienced in "pulling tarp" over a baseball field in the event of a rainstorm from time working for the Down East Wood Ducks in Kinston.

Organization's biggest success last year: Every client we serve is our biggest success. Without our clients, we would not have engaging, challenging and rewarding work to do every day.

Best place to show off your town: Greenville is a great place for year-round visitors. There's nothing better than a fall Saturday at Dowdy-Ficklen Stadium cheering on the Pirates. In the summer, there is the Concert on the Common series. The Little League Softball World Series at Elm Street Park provides the perfect setting to enjoy green space and connect with the community. First Friday Artwork takes place during all seasons. We also have fantastic small businesses and incredible local restaurants. Luna Pizza is my favorite.

Lily, a creditors' rights attorney, is the second attorney from the firm's Greenville office to be recognized by Business North Carolina. Peter von Stein was named a Trailblazer last year, and Joanne Badr, an Asheville attorney, was honored in 2018.

[Click here to view Business North Carolina's full 2023 Trailblazer list.](#)