

## Registration Information

### **Registration Deadline:**

The deadline for registration is September 14, 2009.

### **Course Location:**

The course will be presented at the Eagle Eye Golf Club, 15500 Chandler Rd., East Lansing, MI 48823

### **Attendance Policy:**

Only those attendees who attend all classes will receive a certificate of completion. If an attendee misses more than 10 percent of the class time, credit for the course cannot be awarded. No excuses for absence other than illness, family or other emergency can be considered. The course director has discretion over specific issues.

### **Hotel Accommodations:**

MEDA has arranged accommodations and nightly rates at the Hampton Inn, 2500 Coolidge Road, East Lansing, MI 48823. Call 517-324-2072 and ask for the 'Michigan Economic Developers' room block to receive a group rate of \$109.00 per night. Reservations must be made by August 20, 2009, to receive group rate.

### **Cancellation Policy:**

Cancellations must be received in writing by Friday, September 11, 2009, to receive a full refund. Those received after are subject to a \$75 cancellation fee. Registrants who do not attend and have not cancelled will be charged full price of registration.

**Mail or fax registration form to MEDA at:**  
**P.O. Box 15096, Lansing, MI 48901-5096**  
**Phone: 517-241-0011 Fax: 517-241-0089**  
**Web registration: [www.medaweb.org](http://www.medaweb.org)**

## Registration Form

### **Economic Development Basic Course**

\$625 MEDA Members  
\$850 Non-MEDA Members

### **Registration Form**

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

MEDA Member       Non-Member

Make checks payable to MEDA.

Pay by credit card:

VISA       MasterCard

Confirm Amount \_\_\_\_\_

Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Zip Code that appears

## Scholarship Information

Tuition-only scholarships to attend the Economic Development Course are being provided by the following organizations. Please contact MEDA to learn more about qualifications.



## Other IEDC Courses

Colorado Basic Economic Development Course  
June 8-12, 2009 – Denver, CO

Basic Development Course at State University of New York at Albany  
June 2009 – Albany, NY

Chesapeake Basic Economic Development Course  
July 27-31, 2009 – Aberdeen, MD

Upper Midwest Basic Economic Development Course  
July 20-24, 2009 – Duluth, MN

University of North Carolina Economic Development Course  
August 3-6, 2009 – Chapel Hill, NC

Keys to Successful Economic Development  
August 11-14, 2009 – TBD, CA

Northwest Basic Economic Development Course  
August 16-21, 2009 – Ellensburg, WA

Kentucky Economic Development Course  
August 24-27, 2009 – Lexington, KY

Chihuahua Mexico Basic Economic Development Course  
August 31 - Sept. 4, 2009 – TBD, Chihuahua, Mexico

New England Economic Development Course  
September 14-17, 2009 – Portland, ME

The New South Economic Development Course  
September 20-25, 2009 – Biloxi, MS

Texas Economic Development Course  
September 28 - October 1, 2009 – San Antonio, TX

Southern Illinois University Edwardsville Economic Development Course  
October 19-21, 2009 – Naperville, IL

University of South Florida 33rd Basic Economic Development Course  
November 3-5, 2009 – Tampa, FL

Wisconsin Basic Economic Development Course  
November 9-12, 2009 – Madison, WI

Economic Development Course in Pennsylvania  
December 6-11, 2009 – Grantville, PA

**MEDA**  
Michigan Economic Developers Association  
P.O. Box 15096  
Lansing, MI 48901-5096



# MEDA

Michigan Economic Developers Association

## Economic Development Course

*September 21 - 24, 2009*  
*Eagle Eye Golf Club*  
*East Lansing, Michigan*

Take All Courses  
for Your CEcD in  
Michigan!

*See a List of Courses Inside*



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

MEDA has partnered with the International Economic Development Council (IEDC) and Western Michigan University to offer this Economic Development Course. This week long course is a comprehensive educational opportunity with focus on the critical areas of economic development.

For those seeking national certification, the Economic Development Course is the first requirement in the process towards receiving your CEcD certification. CEcD certification through the IEDC is a national recognition that denotes a mastery of principal skills in economic development, professional attainment, and a commitment to personal and professional growth.

See the panel after the program speakers for more information on obtaining national CEcD certification in Michigan!

The Michigan Economic Development Course is accredited by the International Economic Development Council, a non-profit membership organization dedicated to helping economic developers do their job more effectively and raising the profile of the profession. This course qualifies as a professional development training requirement needed to sit for the Certified Economic Developer (CEcD) Examination. For more information, see [www.iedconline.com](http://www.iedconline.com) or call 202-223-7800.

### Monday, September 21

7:30 a.m. - Registration/Breakfast

#### 8:00 a.m. - Economic Development; A Historical Perspective

The role of the economic professional has dramatically changed over the years. To better understand this ever-changing role, we will look at where we came from, what do we do, and who we are today. Furthermore, we will focus on areas of improvement that need to be faced, and the new roles economic developers are facing.

#### 9:00 a.m. - Influence of the Global Economy on Economic Development

You've heard of the "global economy", but what is it? This session will address the global economy, what it is, how it influences business and how economic developers need to adapt to assist business with the challenges of the global economy.

#### 10:00 a.m. - Case Study Introduction

#### 11:00 a.m. - Strategic Planning

Strategic planning for a community or organization envisions its future and develops necessary procedures and actions to achieve that future. This session will focus on the background understanding of strategic planning and its process, how to design and organize the process, and developing strategies and formulating action plans.

12:00 p.m. - Lunch

1:00 p.m. - Strategic Planning

2:00 p.m. - Entrepreneurship; Small Business Development

This session will provide an overview of the role of small business in the U.S. economy, creation of jobs, a brief profile of the small business creation process, and an introduction to the new and emerging areas of small business creation.

4:00 p.m. - Case Study Work

5:00 p.m. - Adjourn

#### 5:15 p.m. - Reception

This reception is designed to meet instructors, staff and fellow students in an informal relaxed environment.

### Tuesday, September 22

7:30 a.m. - Registration/Breakfast

#### 8:00 a.m. - Managing an Economic Development Organization

This session will cover the issues specific to economic development organizations such as; working with leaders, developing a vision for the organization and community, delegation of available resources to the right programs and the development of the most appropriate programs for that organization and community.

#### 10:00 a.m. - Attraction & Marketing

As an economic developer, it is important that you have basic knowledge of the marketing process and its benefits. This session will focus on the marketing process, geographic and economic considerations, suspects vs. prospects, and advertising & promotion. Also addressed will be market research and targeting.

12:00 p.m. - Lunch

#### 1:00 p.m. - Retention & Expansion

Business retention and expansion is critical in today's economy. The objectives of this session will include how to organize a business retention and expansion program. We will cover how to provide examples of programs and activities that foster the growth of existing business, to recommend strategies helpful in implementing a successful program, and identify valuable local resources.

3:00 p.m. - Case Study Work

5:00 p.m. - Adjourn

### Wednesday, September 23

7:30 a.m. - Registration/Breakfast

#### 8:00 a.m. - Real Estate Development and Reuse

In this session, participants will be introduced to the land development process, with an emphasis on the role that the economic developer plays. Participants will learn about the various tools that are available at the local level, including tax increment financing, bonds, land assembly and eminent domain, in addition to the many federal programs available.

#### 10:00 a.m. - Financing

This session will focus on several key elements, including: blending of sources, capital availability, source of long-term financing, returns to the lender, and leveraging. Once we have a better understanding of the structure, we will then look at the two sectors in financing: public and private.

12:00 p.m. - Lunch

1:00 p.m. - Case Study Work

4:00 p.m. - Adjourn

### Thursday, September 24

7:30 a.m. - Registration/Breakfast

#### 8:00 a.m. - Workforce Development

Workforce development is quickly becoming the #1 focus for economic development organizations. A skilled and educated workforce is crucial in today's economy. This interactive session will focus on the need for the creation of workforce development programs that address both community and business needs.

#### 10:00 a.m. - Community Development

This session will provide an understanding of the steps in the community development process, and the challenges of community development in economic development practice.

12:00 p.m. - Lunch

1:00 p.m. - Case Study Work

2:00 p.m. - Case Study Presentations

4:00 p.m. - Adjourn

### Speakers to Include:

- **Donna Hanley Crudder**, Consultant Detroit Regional Chamber, Advanced Manufacturing Skills Alliance
- **Maureen Donohue Krauss**, Deputy Director, Oakland County Economic Development and Community Affairs
- **James Hettinger**, President JH Urban Development Services, LLC
- **Ronald R. Kitchens, CEcD**, Chief Executive Officer, Southwest Michigan First
- **Patricia Lucas, CEcD**, Executive Director Lapeer Development Corporation
- **Susan M.C. Pigg**, Economic Development Educator, Ingham County MSU Extension and Economic Development Corporation
- **Randy Thelen**, President Lakeshore Advantage Corporation
- **Barry Visel, CEcD**, Community Relations Manager, Indiana Michigan Power
- **Thomas Wackerman, CHMM, CET**, Director, Brownfield Redevelopment ASTI Environmental
- **Frederick E. Zorn, Jr., CEcD**, Deputy City Administrator City of Southfield

# BECOME A CERTIFIED ECONOMIC DEVELOPER (CEcD)! COURSES BEING HELD IN MICHIGAN 2009 - 2010!

The Economic Development Course is your first step. Below are additional courses that will qualify you to sit for the exam.

**Business Retention and Expansion**  
October 15 and 16, 2009 - Required

**Real Estate Development and Reuse**  
December 10 and 11, 2009 - Required

**Economic Development Finance Programs**  
February 17-19, 2010 - Elective

**Economic Development Credit Analysis**  
May 5-7, 2010 - Required

**Marketing and Attraction**  
June 17 and 18, 2010 - Elective

**Tech Led Economic Development**  
August 26 and 27, 2010 - Elective

**CEcD Exam**  
Fourth Quarter 2010 TBD - Required

\* You must take all required courses and two of the three elective courses to obtain sit for the exam.

VISIT THE MEDA WEB SITE AT  
[WWW.MEDAWEB.ORG/CECD](http://WWW.MEDAWEB.ORG/CECD)  
FOR LOCATION, FEE SCHEDULE,  
COST, AND REGISTRATION INFORMATION.