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MEDA

Michigan Economic Developers Association



2010 Economic Development Course

October 4th – 7th

Eagle Eye Golf Club

East Lansing, MI

AGENDA

Monday, October 4th

7:30 a.m. – 8:00 a.m.

Registration/Continental Breakfast

8:30 a.m. – 9:00 a.m.

State Incentives

Speaker TBD

Need basic information on a State incentive? Not sure where to find information on the web or who to contact? This session will give a quick overview of incentives and tell you how you can access information with ease.

9:00 a.m. – 10:00 a.m.

Case Study Introduction

Susan M. C. Pigg, Economic Development Educator, Ingham County Economic Development Corporation and Michigan State University Extension

10:00 a.m. – 10:15 a.m.

Networking Break

10:15 a.m. – 12:00 a.m.

Strategic Planning

Susan M. C. Pigg, Economic Development Educator, Ingham County Economic Development Corporation and Michigan State University Extension

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. – 1:00 p.m.

Lunch

1:00 p.m. – 2:00 p.m.

Influence of the Global Economy on Economic Development

James Hettinger, President, JH Urban Development Services, LLC

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.

2:00 p.m. – 4:00 p.m. Managing an Economic Development Organization

JoAnn Crary, CECD, President, Saginaw Future, Inc.

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.

4:00 p.m. – 5:00 p.m. Case Study Work

5:00 p.m. Adjourn

5:15 p.m. – 6:30 p.m. Reception on the Patio

Tuesday, October 5th

7:30 a.m. – 8:00 a.m. Registration/Continental Breakfast

8:00 a.m. – 10:00 a.m. Entrepreneurship; Small Business Development

Ronald R. Kitchens, CECD, Chief Executive Officer, Southwest Michigan First

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.

10:00 a.m. – 10:15 a.m. Networking Break

10:15 a.m. – 12:15 p.m. Attraction and Marketing

Maureen Donohue Krauss, Director, Oakland County, Economic Development and Community Affairs

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.

12:15 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 3:00 p.m. Retention and Expansion

Randy Thelen, President, Lakeshore Advantage Corporation

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. – 5:00 p.m. Case Study Work

5:00 p.m. Adjourn

Wednesday, October 6th

7:30 a.m. – 8:00 a.m. Registration/Continental Breakfast

8:00 a.m. – 10:00 a.m. Real Estate Development and Reuse

Brian Eggers, Principal, AKT Peerless Environmental Services

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. – 10:15 a.m. Networking Break

10:15 a.m. – 12:15 p.m. Financing

Patricia Lucas, CEcD, Executive Director, Lapeer Development Corp.

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.

12:15 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 2:00 p.m. Business Ethics

Rex LaMore, Director, Center for Community and Economic Development, Michigan State University

2:00 p.m. – 4:00 p.m. Case Study Work

4:00 p.m. Adjourn

Thursday, October 7th

7:30 a.m. – 8:00 a.m. Registration/Continental Breakfast

8:00 a.m. – 10:00 a.m. Workforce Development

Christine Quinn, CWDP: BES, MS; CFM; cBSP, President, South Central Michigan Works!

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. – 10:15 a.m. Networking Break

10:15 a.m. – 12:15 p.m. Community Development

Frederick E. Zorn, Jr., CEcD, Deputy City Administrator, City of Southfield

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

12:15 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 2:00 p.m. Case Study Work

2:00 p.m. – 4:00 p.m. Case Study Presentations

Susan M. C. Pigg, Economic Development Educator, Ingham County Economic Development Corporation and Michigan State University Extension

4:00 p.m. Adjourn