

Registration Information

Registration Form

Scholarships

Upcoming IEDC Courses Available

Registration Deadline:

The deadline for registration is September 27, 2010.

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. The address is 2500 Coolidge Road, East Lansing, MI 48823. Call 517-627-8381 and ask for the 'MI Economic Developers Assoc.' room block to receive a group rate of \$65.00 per night for a studio suite. Reservations must be made by October 1, 2010, to receive the group rate.

Cancellation Policy:

Cancellations must be received in writing by Friday, October 1, 2010, 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
Register online: www.medaweb.org
Scan & email form: cjorae@medaweb.org

Economic Development Basic Course

MEDA Members: \$625.00

Non-MEDA Members: \$850.00

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

Name _____

Authorized Signature _____

Account # _____

Expiration Date _____

Zip Code that appears on statement _____

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



A unit of American Electric Power

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.org or call 202-223-7800.

- Midwest Basic Economic Development Course
July 19-23, 2010 - Duluth, MN
- Chesapeake Basic Economic Development Course
July 26-30, 2010 - Arnold, MD
- University of North Carolina Economic Development Course
August 2-5, 2010 - Chapel Hill, NC
- Northwest Basic Economic Development Course
August 22-27, 2010 - Ellensburg, WA
- Kentucky Basic Economic Development Course
August 23-26, 2010 - Lexington, KY
- Chihuahua Mexico Basic Economic Development Course
August TBD - Chihuahua, Mexico
- New England Basic Economic Development Course
September 13-16, 2010 - Portland, ME
- The New South Basic Economic Development Course
September 19-24, 2010 - Biloxi, MS
- Southern Illinois University Edwardsville Economic Development Course
October 1-2, 2010 - Edwardsville, IL
- Texas Basic Economic Development Course
October 5-8, 2010 - Houston, TX
- Keys to Successful Economic Development
October 10-15, 2010 - Fresno, CA
- Southern Illinois University Edwardsville Economic Development Course
October 18-20, 2010 - Naperville, IL
- University of South Florida 34th Basic Economic Development Course
November 1-3, 2010 - Tampa, FL
- Wisconsin Basic Economic Development Course
Date: November 8-11, 2010 - Madison, WI
- Basic Economic Development Course in Pennsylvania
December 6-10, 2010 - TBD, PA



1960 - Celebrating 50 Years - 2010

MEDA
Michigan Economic Developers Association

Economic Development Course

*October 4th - 7th
Eagle Eye Golf Club
East Lansing, Michigan*



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.

Monday, October 4th

7:30 a.m. – Registration/Breakfast

8:30 a.m. – State Incentives

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. – Case Study Introduction

10:00 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. – 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.

2:00 p.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.

4:00 p.m. – Case Study Work

5:00 p.m. – Adjourn

5:15 p.m. – Reception

Tuesday, October 5th

7:30 a.m. – Registration/Breakfast

8:00 a.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.

10:00 a.m. – Attraction and 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 and 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, October 6th

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. – Ethics for Economic Developers

Incorporating ethics into professional standards is critical for the ongoing growth of the economic development profession. Ethical standards ensure accountability, transparency and integrity. Learn what your economic development organization should include in its ethics policies and practices.

2:00 p.m. – Case Study Work

4:00 p.m. – Adjourn

Thursday, October 7th

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.



2009 Economic Development Basic Course Graduates

12:00 p.m. – Lunch

1:00 p.m. – Case Study Work and Presentations

4:00 p.m. – Adjourn

Speakers to Include:

- **Peter Anastor**, Director of Policy, Michigan Economic Development Corp.
- **Jill Bland**, CEcD, Vice President, Southwest Michigan First
- **JoAnn Crary**, CEcD, President, Saginaw Future, Inc.
- **Maureen Donohue Krauss**, Director, Oakland County, Economic Development and Community Affairs
- **Brian Eggers**, Principal, AKT Peerless Environmental and Energy Services

- **James Hettinger**, President, JH Urban Development Services, LLC
- **Rex LaMore**, Director, Center for Community and Economic Development, Michigan State University
- **Patricia Lucas**, CEcD, Executive Director, Lapeer Development Corp.
- **Susan M. C. Pigg**, Economic Development Educator, Ingham County Economic Development Corporation and Michigan State University Extension
- **Christine Quinn**, CWDP: BES, MS; CFM; cBSP, President, South Central Michigan Works!
- **Randy Thelen**, President, Lakeshore Advantage Corporation
- **Frederick E. Zorn, Jr.**, CEcD, Deputy City Administrator, City of Southfield