

## Registration Information

## Registration Form

## Scholarships

## Upcoming IEDC Courses Available

### **Registration Deadline:**

The deadline for registration is November 28, 2011.

### **Course Location:**

The course will be presented at the: DoubleTree Hotel Detroit/Dearborn 5801 Southfield Expressway Detroit, MI 48228

### **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 DoubleTree Hotel. The address is 5801 Southfield Expressway, Detroit, MI 48228. Call 313-336-3340 and ask for the 'Michigan Economic Developers Association' room block to receive a group rate of \$65.00 per night. Reservations must be made by November 4, 2011, to receive the group rate.

### **Cancellation Policy:**

Cancellations must be received in writing by Friday, December 2, 2011, 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](http://www.medaweb.org)**  
**Scan & email form: [cjorae@medaweb.org](mailto:cjorae@medaweb.org)**

### **Economic Development Basic Course**

**MEDA Members:** \$625.00

**Non-MEDA Members:** \$850.00

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 \_\_\_\_\_

Address on Billing Statement \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3-Digit Security Code \_\_\_\_\_

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



**Consumers Energy**

*Count on Us*

**DTE Energy**



**AEP INDIANA MICHIGAN POWER**

*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](http://www.iedconline.org) or call 202-223-7800.

Northwest Basic Economic Development Course  
August 21-25, 2011 - Ellensburg, WA

Kentucky Basic Economic Development Course  
August 22-25, 2011 - Lexington, KY

Chihuahua Mexico Basic Economic Development Course  
August TBD - Chihuahua, Mexico

Southern Illinois University Edwardsville Economic Development Course  
September 10-11, 2011 - Edwardsville, IL

New England Basic Economic Development Course  
September 12-15, 2011 - Portland, ME

New South Basic Economic Development Course  
September 18-23, 2011 - Hattiesburg, MS

Southern Illinois University Edwardsville Economic Development Course  
September 24-25, 2011 - Edwardsville, IL

Southern Illinois University Edwardsville Economic Development Course  
October 8-9, 2011 - Edwardsville, IL

43rd Annual Dr. Robert Koepke Illinois BEDC  
The Principles and Practice of Successful Economic Development  
October 17-20, 2011 - Naperville, IL

Introduction to Economic Development Certificate Program  
October 18-20, 2011 - Fresno, CA

Texas Economic Development Course  
October 25-28, 2011 - Austin, TX

35th University of South Florida Basic Economic Development Course  
October 31-November 3, 2011 - Tampa, FL

University of Alaska Center for Economic Development  
November 30-December 3, 2011 - Anchorage, AK

Economic Development Course in Pennsylvania  
December 5-9, 2011 - TBD, PA



**MEDA**  
Michigan Economic Developers Association

**Economic Development Course**

*December 5th - 8th, 2011  
DoubleTree Hotel  
Detroit/Dearborn  
Detroit, 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, December 5th

**8:00 a.m. – Registration/Breakfast**

**8:30 a.m. – Case Study Introduction**

**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. – Networking Break**

**10:15 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 understanding of strategic planning and its process, how to design and organize the process, developing strategies and formulating action plans.

**12:15 p.m. – Lunch**

**1:00 p.m. – Community Development**  
This session will provide an understanding of the steps in the community development process as well as the challenges of community development in economic development practice.

**3:00 p.m. – Case Study Work**

**4:00 p.m. – Reception**

## Tuesday, December 6th

**7:30 a.m. – Registration/Breakfast**

**8:00 a.m. – Case Study Presentation**

**9:00 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.

**11:00 a.m. – Networking Break**

**11:15 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.

**12:15 p.m. – Lunch**

**1:00 p.m. – Attraction and Marketing continued...**

**2:00 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.

**4:00 p.m. – Case Study Work**

**5:00 p.m. – Adjourn**

## Wednesday, December 7th

**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. – Networking Break**

**10:15 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.

**12:15 p.m. – Lunch**

**1:00 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.

**3:00 p.m. – Networking Break**

**3:15 p.m. – State Incentives**  
State business development incentives play a role at all levels of economic development. Become familiar with what each incentive provides as well as how businesses can obtain them. Also learn how and where you can easily obtain information about them at any time.

**4:15 p.m. – Case Study Work**

**5:00 p.m. – Adjourn**

## Thursday, December 8th

**7:30 a.m. – Registration/Breakfast**

**8:00 a.m. – Case Study Presentations and Open Dialog**

**10:00 a.m. – Networking Break**

**10:15 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.

**12:15 p.m. – Lunch**



**2010 Economic Development Basic Course Graduates**

**1:00 p.m. – Ethics for Economic Development**  
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.

**3:30 p.m. – Adjourn**

### Speakers to Include:

- **Peter Anastor**, Policy Director, Michigan Economic Development Corporation
- **Rick Chapla**, Vice President, Business Development, The Right Place, Inc.

- **Maureen Donohue Krauss**, Director, Oakland County, Economic Development and Community Affairs
- **Jeff Hawkins**, President, Envirollogic Technologies, Inc.
- **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 Corp.
- **Susan M. C. Pigg**, CEcD, Executive Director, Tri-County Regional Planning Commission
- **Frederick E. Zorn, Jr.**, CEcD, Deputy City Administrator, City of Southfield