

# 2008 Intensive Economic Development Training Course

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## Session 1, July 14- 18, 2008

*Hotel at Auburn University and Dixon Conference Center*

Moderator – Joe A. Sumners, Ph.D.,  
Director Economic & Community Development Institute  
Auburn University and Alabama Cooperative Extension System

### Monday, July 14, 2008

8:00 – 8:15 Welcome and Introductions

8:15 – 9:45 Trends in Economic Development

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J. Mac Holladay,  
CEO and Founder, Market Street Services, Inc.

9:45 – 10:00 Break and Load Bus for Montgomery

10:00 – 5:00 Field Trip to Hyundai (Montgomery) & Auburn Industrial Parks

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10:00 – 11:00 Travel to Hyundai

11:00 – 11:45 Lunch at East Chase (On your Own)

11:45 – 12:15 Travel to Hyundai

12:30 – 1:30 Tour of HMMA

1:30 – 2:15 Recruiting Hyundai: The Montgomery Experience

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Ellen G. McNair, CED  
Vice President, Economic Development  
Montgomery Area Chamber of Commerce

2:15 – 2:30 Break (Browse gift shop and load bus to Auburn)

2:30 – 3:30 Travel to Auburn

3:45 – 4:45 Tour the Auburn Industrial Parks

Ben McGhee

5:00 Arrive at the AU Hotel and Dixon Conference Center

5:30 Reception

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Courtesy of Goodwyn, Mills, & Caywood, Inc. – Billy Belk, Host

## Tuesday, July 15, 2008

8:00 – 9:00	Planning for Community and Regional Prosperity
	Joe A. Sumners, Ph.D. Director, ECDI
9:00 – 9:15	Break
9:15 – 10:15	Continued...Planning for Community and Regional Prosperity
	Joe A. Sumners, Ph.D. Director, ECDI
10:15 – 10:30	Break
10:30 – 12:00	Fundamentals of Economic Development
	Cecil B. Medders Economic Development Project Manager, Alabama Power Company
12:00 – 1:15	Lunch on your own
1:15 - 2:45	Website Design and Maintenance to Maximize your Site Selection Potential
	Kate McEnroe, Site Selection Consultant
2:45 – 3:00	Break
3:00 – 4:00	Environmental Issues in Economic Development
	Galen Thackston, P.E. Goodwyn, Mills, & Cawood
4:00 – 5:00	Community Geographic Structure
	Steve Cawood, P.E. Goodwyn, Mills & Cawood, Inc.

## Wednesday, July 16, 2008

8:00 – 9:30	Panel: Business Retention & Expansion and “Foundations of Growth” <hr/>
	Ernie Cowart Senior Economic Development Analyst Economic Development Partnership of Alabama
	Grady L. Batchelor, Jr., Ph.D. Executive Director, Industrial Development Authority of Winston County
9:45 – 11:00	Real Estate Development and Reuse <hr/>
	Deborah J. McGill, CEcD Executive Director Jefferson County Economic and Industrial Development Authority
11:00 – 12:15	Lunch on your own
12:15 – 1:15	Developing and Using Speculative Buildings <hr/>
	Peggy Smith Director, Cullman Economic Development Agency
1:15 – 1:30	Break
1:30 – 2:30	Environmentally- Sustainable Economic Development <hr/>
	W. Peter Conroy Director, Environmental Policy and Information Center Jacksonville State University
2:30 – 2:45	Break
2:45 – 3:45	The use of Information for Economic Development <hr/>
	Sharon Younger, Ph.D. President, Younger Associates, LLC
3:45 – 4:00	Break
4:00 – 5:00	Economic Impact Analysis <hr/>
	Sharon Younger, Ph.D. President, Younger Associates, LLC

## Thursday, July 17, 2008

8:00 – 9:00	International Trade Investment
	<hr/> Brian Davis Director, Alabama International Trade Center University Center for Economic Development, University of Alabama
9:00 – 9:15	Break
9:15 – 10:15	Entrepreneurship and Small Business Development
	<hr/> Wayne Averett, Vice President Entrepreneurship & Small Business Development Community Development Foundation/Renasant Center for IDEAs
10:15 – 10:30	Break
10:30 – 11:30	Economic Development Marketing
	<hr/> Steve Sewell Executive Vice President, Economic Development Partnership of Alabama
11:30 – 12:30	Lunch
12:30 -1:30	Panel : Economic Development Financing
	<hr/> Phillip Dunlap Ed Gardner Jim Byram
1:30 – 1:45	Break
1:45 – 2:45	Retail as an Essential Economic Development Strategy
	<hr/> Robert A. Robicheaux, Ph.D. Marshall Scholar, Professor of Marketing and Executive Director Marketing & Industrial Distribution, University of Alabama at Birmingham
2:45 – 3:00	Break
3:00 – 4:00	Your Turn: Open Forum
	<hr/> Moderated by Joe A. Sumners, Ph.D., Director, ECDI
4:00 – 4:10	Break

## Friday, July 18, 2008

8:00 – 9:00 Building an Effective Economic Development Organization

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Phillip Dunlap

Director of Economic Development, City of Auburn, Alabama

9:00 – 9:15 Break

9:15 – 10:15 Continued...Building an Effective Economic Development Organization

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Phillip Dunlap

Director of Economic Development, City of Auburn, Alabama

10:15 – 10:30 Break

10:30 – 11:00 2008 IEDTC Session 1 Wrap-up

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Moderated by Joe A. Sumners, Ph.D., Director, ECDI

11:00 Adjourn