### 34th INTENSIVE ECONOMIC DEVELOPMENT TRAINING COURSE
Government & Economic Development Institute, Auburn University
Week I: July 9-13, 2018

Auburn University Basic Economic Development Course  
*Accredited by the International Economic Development Council*

#### Monday, July 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15</td>
<td>Welcome and Introductions</td>
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<tr>
<td>8:30</td>
<td><strong>ECONOMIC DEVELOPMENT TRENDS</strong></td>
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</table>
| 8:30 – 9:30 | Trends in Economic Development  
*Ted Abernathy*  
President  
Economic Leadership, LLC (Research Triangle Park, NC) |
| 9:30 – 9:45 | Break                                      |
| 9:45 – 11:45 | **WORKFORCE DEVELOPMENT AND TRAINING**                                                   |
| 9:45 – 11:45 | Workforce Development  
*Ted Abernathy*, Economic Leadership, LLC |
| 11:45 – 1:00 | Welcome Luncheon                                                                          |
| 1:15 – 3:45 | **COMMUNITY / NEIGHBORHOOD DEVELOPMENT**                                                   |
| 1:15 – 3:45 | Community Development Fundamentals and Success Models  
*Vaughn L. Grisham, Ph.D.*  
Director and Professor Emeritus  
McLean Institute for Community Development  
The University of Mississippi |
| 4:00 – 5:00 | **MARKETING AND BUSINESS ATTRACTION**                                                     |
| 4:00 – 5:00 | Fundamentals of Business Recruitment  
*Greg Barker*  
Executive Vice President of Customer Services  
Alabama Power Company |
| 5:00   | Welcome Reception  
Sponsored by *Spire Energy* |
MARKETING AND BUSINESS ATTRACTION

8:00 – 9:00  The Site Selection Process and Role of the Consultant
   Jay A. Garner, CEcD, CCE
   President and Founder
   Garner Economics, LLC (Atlanta)

BUSINESS RETENTION AND EXPANSION

9:15 – 11:30  Business Retention and Expansion
   Laith Wardi, CEcD
   President
   Executive Pulse, Inc.

11:30 – 12:45  Lunch (On your own)

MARKETING AND BUSINESS ATTRACTION

12:45 – 1:45  Economic Development Marketing
   Steve Sewell
   Executive Vice President
   Economic Development Partnership of Alabama

WEBSITES AND SOCIAL MEDIA FOR ECONOMIC DEVELOPMENT

1:45 – 2:45  Web and Social Media Marketing Strategies
   Ellen Didier
   President
   Red Sage Communications, Inc.

2:45 – 3:00  Break and Class Picture

SITE SELECTION CASE STUDY EXERCISE

3:00 – 5:00  Case Study Exercise: Introduction and Team Preparation
Wednesday, July 11

STRATEGIC PLANNING FOR ECONOMIC DEVELOPMENT

8:00 – 10:00  Strategic Planning for Community and Economic Development  
Joe A. Sumners, Ph.D.  
Executive Director  
Government & Economic Development Institute  
Auburn University

10:00 – 10:15  Break

SMALL BUSINESS AND ENTREPRENEURSHIP DEVELOPMENT

10:15 - 11:15  Entrepreneurship and Small Business Development  
David Mixson  
Associate Director  
Government & Economic Development Institute, Auburn University

11:15 – 12:15  Panel: Entrepreneurship and Small Business Development  
Patricia Barnes  
Founder & Vice President  
Sister Schubert’s Rolls  
Tess Winningham  
Inventor and Creator of  
Alignment Simple Solutions  
Jason Wilson  
Founder and President  
Back Forty Beer

12:15 – 1:30  Lunch (On your own)

ECONOMIC DEVELOPMENT FINANCE

1:30 – 3:00  The Use of Data in Economic Development and Economic Impact Analysis  
Sharon Younger, Ph.D.  
President and Founder  
Younger Associates, LLC (Jackson and Memphis, TN)

3:00 – 3:15  Break

3:15 – 4:00  Economic Development Finance  
Ken Funderburk  
Executive Vice President  
Stifel-Merchant Capital Division

4:00 - 5:00  Panel: Economic Development Finance  
Don Smith  
Executive Director  
Economic Development Council  
Saint Clair County  
Hollie Pegg  
Assistant Director  
AL Dept. of Commerce  
Philip Dunlap  
Director  
City of Auburn  
Business Development

Thursday, July 12

**REAL ESTATE DEVELOPMENT AND REUSE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 8:00 – 9:00 | Community Geography and Site Analysis  
  *Galen Thackston, PE, LEED Green Associate*  
  Regional President, GMC South Region  
  Goodwyn, Mills & Cawood               |
| 9:00 – 9:15 | Break                                                                   |
| 9:15 – 11:30 | Real Estate Development and Reuse  
  *Deborah McGill Smith, CEcD*  
  Industrial Real Estate Broker  
  Cushman & Wakefield/EGS Commercial Real Estate |

11:30 – 12:45  Lunch (On you own)

**ECONOMIC DEVELOPMENT ETHICS**

| Time    | Case Study: Ethics in Economic Development  
  *Tedra Cheatham, CEcD*  
  Executive Director  
  The Clean Air Campaign  
  (IEDC Board Member)  
  *Todd Greene, CEcD*  
  Vice President, Community and Economic Development  
  Federal Reserve Bank of Atlanta  
  (IEDC Board Member) |

**SITE SELECTION CASE STUDY EXERCISE**

<table>
<thead>
<tr>
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<th>Case Study Exercise: Team Preparation and Prospect Site Visit</th>
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</thead>
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5:00  Reception  
Sponsored by *Economic Development Association of Alabama*
MANAGING ECONOMIC DEVELOPMENT ORGANIZATIONS

8:00 – 9:00  Managing an Effective Economic Development Organization
Phillip Dunlap
Economic Development Director
City of Auburn

9:00 - 9:15  Break

9:15 – 10:15  Panel: The Role of Economic Developer
Philis Belcher  Randy George  Jim Searcy
Executive Director  President  Executive Director
Greene County IDA  Montgomery Chamber  Economic Development
Association of Alabama

10:15 - 10:30  Break

ECONOMIC DEVELOPMENT REVIEW

10:30 – 11:00  Your Turn Discussion

11:30  Certificate Ceremony