### 2015 Intensive Economic Development Training Course
**Economic & Community Development Institute, Auburn University**

**Session I: July 6-10**

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

Ballroom A Left, The Hotel at Auburn University & Dixon Conference Center

**Monday, July 6, 2015**

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<td>8:15</td>
<td>Welcome and Introductions</td>
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| 8:30 – 10:00 | Trends in Economic Development  
*Ted Abernathy, Managing Partner  
Economic Leadership, LLC (Research Triangle Park, NC)* |
| 10:00 – 10:15 | Break                                                      |

**WORKFORCE DEVELOPMENT AND TRAINING**

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| 10:15 - 11:30 | Re-imagining Workforce Development  
*Ted Abernathy, Economic Leadership, LLC* |
| 11:30 – 12:45 | Lunch                                                       |

**COMMUNITY / NEIGHBORHOOD DEVELOPMENT**

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| 12:45 – 2:45 | Community Development Fundamentals and Success Models  
*Joe A. Sumners, Ph.D., Director  
Economic & Community Development Institute  
Auburn University and Alabama Cooperative Extension System* |
| 2:45 – 3:00 | Break                                                        |
| 3:00 – 4:00 | Web and Social Media Marketing Strategies  
*Ellen Didier, President  
Red Sage Communications, Inc.* |

**SITE SELECTION CASE STUDY EXERCISE**

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| 4:00 – 5:00 | Case Study Introduction and Team Preparation Meeting  
*Facilitated by ECDI Staff* |

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| 5:00  | Welcome Reception in the Terrace Room  
*Sponsored by Alabama Municipal Electric Authority and Goodwyn, Mills & Cawood, Inc.* |
**Tuesday, July 7, 2015**

**MARKETING AND BUSINESS ATTRACTION**

8:00 – 9:00  **Fundamentals of Business Recruitment**  
*Greg Barker, Senior Vice President  
Marketing and Economic Development  
Alabama Power Company*

9:00 – 9:15  Break

9:15 – 10:15  **The Site Selection Process and Role of the Consultant**  
*Jay A. Garner, CEdD, CCE, President and Founder  
Garner Economics, LLC (Atlanta)*

10:15 – 10:45  Break and Class Picture

10:45 – 11:45  **Economic Development Marketing**  
*Steve Sewell, Executive Vice President  
Economic Development Partnership of Alabama*

11:45 – 1:00  Lunch

**WORKFORCE DEVELOPMENT AND TRAINING**

1:00 – 2:00  **Worker Recruitment and Training for New and Existing Industries**  
*Ed Castile, Executive Director  
AIDT, Alabama Department of Commerce*

2:00 – 2:15  Break

**REAL ESTATE DEVELOPMENT AND REUSE**

2:15 – 3:15  **Community Geography and Site Analysis**  
*Jim Teel, Regional Vice President  
Goodwyn, Mills & Cawood*

3:15 – 3:30  Break

3:30 – 4:45  **Real Estate Development and Reuse**  
*Deborah McGill Smith, Vice President  
Industrial Brokerage and Consulting  
EGS Commercial Real Estate, Inc.*
Wednesday, July 8, 2015

BUSINESS RETENTION AND EXPANSION
8:00 – 10:00 Business Retention and Expansion
Laith Wardi, CECd, President
Executive Pulse, Inc.

10:00 - 10:15 Break

SMALL BUSINESS AND ENTREPRENEURSHIP DEVELOPMENT
10:15 - 11:15 Business Incubation and Entrepreneurial Development
Devon Laney, President and CEO
Innovation Depot (Birmingham)

11:15 - 11:30 Break

11:30 – 12:30 Panel: Entrepreneurship and Small Business Development
Moderated by Devon Laney, Innovation Depot
Jason Wilson
Founder/President
Back Forty Beer Co.
Patricia Barnes
“Sister Schubert”
Founder and Vice Pres.
Sister Schubert’s Rolls
Nate Schmidt
Co-Founder and CEO
insta gift

12:30 – 1:45 Lunch

STRATEGIC PLANNING FOR ECONOMIC DEVELOPMENT
1:45 – 3:00 Strategic Planning for Community and Economic Development
Joe A. Sumners, Ph.D., Director
Economic & Community Development Institute
Auburn University and Alabama Cooperative Extension System

3:00 - 3:15 Break

3:15 – 4:00 Strategic Planning for Community and Economic Development
Joe A. Sumners, Ph.D., ECDI

SITE SELECTION CASE STUDY EXERCISE
4:00 – 5:30 Team Preparation for Site Selection Visit
Thursday, July 9, 2015

ECONOMIC DEVELOPMENT ETHICS

8:00 – 9:00  Case Study: Ethics in Economic Development
Tedra Cheatham, CEcD  Joy Wilkins
Executive Director  Independent Consultant
The Clean Air Campaign  Economic Development Consultant
(IEDC Board Member)  (IEDC Board Member)

9:00 – 9:15  Break

9:15 – 10:15  Case Study: Ethics in Economic Development
Tedra Cheatham, CEcD  Joy Wilkins
The Clean Air Campaign  Economic Development Consultant

10:15 – 10:30  Break

10:30 – 11:30  Your Turn: Class Discussion

11:30 – 12:45  Lunch

ECONOMIC DEVELOPMENT FINANCE

12:45 – 2:45  Economic Development Financing
Phillip Dunlap  Don Smith
Economic Dev. Director  Executive Director
City of Auburn  St. Clair County EDC

SITE SELECTION CASE STUDY EXERCISE

2:45 – 4:45  Site Selection Case Study: Prospect Site Visit / Selection

5:00  Reception in the Terrace Room
Sponsored by Economic Development Association of Alabama and Alabama Cooperative Extension System
Friday, July 10, 2015

MANAGING ECONOMIC DEVELOPMENT ORGANIZATIONS

8:00 – 9:15  Managing an Effective Economic Development Organization
Phillip Dunlap
Economic Development Director
City of Auburn

9:15 – 9:30  Break

9:30 – 10:45  Panel: The Role of Economic Developer

   Randy George, CEcD  Valerie Gray  Jim Searcy
   President  Director  Executive Director
   Montgomery Area  Chambers County  Economic Development
   Chamber of Commerce  Development Authority  Association of Alabama

10:45 – 11:15  Wrap Up and Course Graduation