# 2024 INTENSIVE ECONOMIC DEVELOPMENT TRAINING COURSE

**Fueled by Spire**
Government & Economic Development Institute
Auburn University

**Week I Agenda**
Accredited by the International Economic Development Council
Grand Ballroom II, The Hotel at Auburn University

### Monday, July 8th

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<th>Time</th>
<th>Session</th>
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| 1:00 – 1:30 | **Welcome and Introductions**  
Jeremy L. Arthur; Director, Government & Economic Development Institute (GEDI)  
GEDI Staff and Course Participant Introductions |
| 1:30 – 3:00 | **Introduction to Economic Development and Trends in ED**  
Megan A. Lucas, CCE, CEcD, IOM  
CEO and Chief Economic Development Officer, Lynchburg Regional Business Alliance |
| 3:00 – 3:15 | Break – Sponsored by Spire |
| 3:15 – 3:30 | **Case Study Introduction**  
Amelia Hall Stehouwer; Research & Information Manager, GEDI |
| 3:30 – 5:00 | **Fundamentals of Economic Development Marketing and Attraction**  
Steve Sewell; Executive Vice President, Economic Development Partnership of Alabama (EDPA) |
| 5:00 - 6:30 | **Opening Reception (Terrace Room)**  
Sponsored by |

### Tuesday, July 9th

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<th>Time</th>
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<tr>
<td>7:30 – 8:00</td>
<td>“Grab and Go” Breakfast</td>
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| 8:00 – 9:00 | **The Site Selection Process and Role of the Consultant**  
Jay A. Garner, CEcD, CCE; President and Founder, Garner Economics, LLC |
| 9:00 – 9:15 | Class Photo and Break – Sponsored by |
| 9:15 – 11:15 | **Business Retention and Expansion**  
Laith Wardi, CEcD; President, Executive Pulse, Inc. |
| 11:15 – 12:30 | Lunch On Your Own |
| 12:30 – 2:30 | **Community Development Fundamentals**  
Megan A. Lucas, CCE, CEcD, IOM  
CEO and Chief Economic Development Officer, Lynchburg Regional Business Alliance |
| 2:30 – 2:45 | Break |
| 2:45 – 3:30 | **Case Study Project Time** |
| 3:30 – 5:30 | **Ethics in Economic Development**  
Megan A. Lucas, CCE, CEcD, IOM  
CEO and Chief Economic Development Officer, Lynchburg Regional Business Alliance |
**Wednesday, July 10th**

7:30 – 8:00  “Grab and Go” Breakfast

8:00 – 10:00  **Strategic Planning for Economic Development**  
Jeremy L. Arthur; Director, GEDI

10:00 – 10:15  Break

10:15 – 12:00  **The Use of Data in Economic Development and Economic Impact Analysis**  
Sharon Younger, Ph.D.; President and Founder, Younger Associates, LLC

12:00 – 1:15  Lunch On Your Own

1:15 – 2:15  **Overview of Workforce Development**  
Jeff Lynn; President, Central Alabama Community College

2:15 – 3:15  **Panel: Workforce Development and Talent Attraction**  
Moderator: Jeff Lynn; President, Central Alabama Community College  
Panel Members:
- Denise McNair-Batton; HR Manager, Briggs and Stratton (Auburn, Alabama)
- Sarah Mills; Regional Workforce Council Assistant Manager, Alabama Department of Commerce
- Griffin O’Connor; Project Manager - Workforce Development, Opelika Economic Development

3:15 – 3:30  Break

3:30 - 5:00  Case Study Project Time

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**Thursday, July 11th**

7:30 – 8:00  “Grab and Go” Breakfast

8:00 – 9:00  **Community Geography and Site Analysis**  
Brandon Bias, AICP  
Community and Regional Planner, Goodwyn Mills Cawood

9:00 – 9:15  Break

9:15 – 10:45  **Real Estate Development and Reuse**  
Deborah McGill Smith, CEcD; Vice President – Industrial Brokerage and Consulting / Partner  
Cushman & Wakefield / EGS Commercial Real Estate

10:45 – 11:00  Break

11:00 – 12:00  **Entrepreneurship and Small Business Development**  
David Mixson; Associate Director, GEDI

12:00 – 1:15  Lunch On Your Own (Optional Case Study Project Time)

1:15 – 2:30  **Panel: Entrepreneurship and Small Business**  
Moderator: David Mixson; Associate Director, GEDI  
Panel Members:
- Aleia Shipman; Founder and CEO, 3G Chemical Solutions (Bessemer)
- Boyd Stephens; Founder, Netelysis and I85Cyber.org (Montgomery)
- Jason Wilson; Founder and CEO, Coldwater Mountain Brewpub (Anniston)

2:30 – 2:45  Break

2:45 – 4:15  **Economic Development Finance**  
Don Smith; Executive Director, St. Clair County Economic Development Council

4:15 – 5:00  Case Study Project Time

5:00 - 6:30  Closing Reception (Terrace Room)
### Friday, July 12th

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<th>Event</th>
<th>Speaker/Panel Members</th>
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<tr>
<td>7:15 - 8:15</td>
<td>Graduation Breakfast and Ceremony – Sponsored by Spire</td>
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<td>8:15 – 9:15</td>
<td>Managing an Effective Economic Development Organization</td>
<td>Phillip Dunlap; Economic Development Director, City of Auburn</td>
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<td>9:15 – 10:15</td>
<td>Panel: The Role of an Economic Developer</td>
<td>Moderator: Jeremy Arthur; Director, GEDI</td>
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<td>Panel Members:</td>
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<td>Connie Bainbridge; Manager of Community &amp; Economic Development, Central AL Electric Cooperative</td>
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<td>Greg Knighton, Economic Development Manager, City of Hoover</td>
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<td>Joe Turnham, Director, Macon County Economic Development Authority</td>
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<td>10:15 – 10:30</td>
<td>Break</td>
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<td>10:30 – 12:30</td>
<td>Case Presentations and Course Wrap Up</td>
<td>Site Selection Visitors / Case Study Competition Judges:</td>
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<td>Site Selection Visitors / Case Study Competition Judges:</td>
<td>Gary Faulkner; Former Director of Business Development, Alabama Department of Commerce</td>
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<td>Vince Perez; Director of Economic Development, Southeast Gas</td>
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<td>Thomas Tyson; Economic Development Representative, PowerSouth</td>
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<td>Brenda Tuck; Rural Development Manager, Alabama Department of Commerce</td>
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