



AUBURN

Outreach

*Government & Economic
Development Institute*

**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

- 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

- 7:30 – 8:00** **“Grab and Go” Breakfast**
- 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:
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- 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**

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:
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- 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

7:15 - 8:15 **Graduation Breakfast and Ceremony** – Sponsored by Spire

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

9:15 – 10:15 **Panel: The Role of an Economic Developer**

Moderator: Jeremy Arthur; Director, GEDI

Panel Members:

Connie Bainbridge; Manager of Community & Economic Development, Central AL Electric Cooperative

Greg Knighton, Economic Development Manager, City of Hoover

Joe Turnham, Director, Macon County Economic Development Authority

10:15 – 10:30 Break

10:30 – 12:30 **Case Presentations and Course Wrap Up**

Site Selection Visitors / Case Study Competition Judges:

Gary Faulkner; Former Director of Business Development, Alabama Department of Commerce

Vince Perez; Director of Economic Development, Southeast Gas

Thomas Tyson; Economic Development Representative, PowerSouth

Brenda Tuck; Rural Development Manager, Alabama Department of Commerce