



Mid-South Basic Economic Development September 28 - October 1, 2020

Monday, September 28

8:00 am – 8:15 am	Arrival/Registration	
8:15 am – 8:30 am	Welcome, Orientation & Course Preview	Shelley Short
8:30 am – 10:00 am	Introduction to Economic Development	Danny Games, CEcD
10:00 am – 10:15 am	<i>Break</i>	
10:15 am – 12:15 pm	Community/Neighborhood Development	Shelby Fiegel, PCED Linsley Kinkade, PCED
12:15 pm – 1:15 pm	<i>Lunch (on your own)</i>	
1:15 pm – 1:45 pm	Economic Development is a Team Sport	Mike Preston
1:45 pm – 2:00 pm	<i>Break</i>	
2:00 pm – 4:00 pm	Strategic Planning for Economic Development	Mary Ann Moon, CEcD, FM, HLM
4:00 pm – 4:15 pm	<i>Break</i>	
4:15 pm – 5:15 pm	Retail Recruitment Trends & Strategies	Charles Parker



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Tuesday, September 29

8:00 am	Arrival	
8:15 am – 10:15 am	Workforce Development	Jay Moon, CEcD, FM, HLM
10:15 am – 10:30 am	<i>Break</i>	
10:30 am – 11:30 am	Marketing/Attraction for Economic Development	Jim Walton
11:30 am – 12:15 pm	<i>Lunch (provided)</i>	
12:15 pm – 1:15 pm	Marketing/Attraction for Economic Development (continued)	Jim Walton
1:15 pm – 1:30 pm	<i>Break</i>	
1:30 pm – 3:30 pm	Business Retention & Expansion	Mark Young, CEcD Mike Philpot, CEcD James Reddish, CEcD Ben France
3:30 pm – 3:45 pm	<i>Break</i>	
3:45 pm – 4:45 pm	Site Selector Presentation	Sarah White Global Location Strategies
5:00 pm – 7:00 pm	Dust Bowl Lanes Networking Event 315 E Capitol Ave. Little Rock, AR 72202	



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Wednesday, September 30

8:00 am	Arrival	
8:15 am – 10:15am	Small Business & Entrepreneurship Development	Jeff Standridge Brandon Campbell Daniel Schutte
10:15 am – 10:30 am	<i>Break</i>	
10:30 am – 11:30 am	Real Estate Development & Reuse	Hank Kelley, CRE, SIOR, CPM
11:30 am – 12:30 pm	<i>Lunch (on your own)</i>	
12:30 pm – 1:30 pm	Real Estate Development & Reuse (continued)	Devin Howland, CEcD
1:30 pm – 1:45 pm	<i>Break</i>	
1:45 pm – 3:45 pm	Managing Economic Development Organizations	Jon Chadwell, CEcD Mike Philpot, CEcD
3:45 pm – 4:00 pm	<i>Break</i>	
4:00 pm – 5:00 pm	Business Development Project Case Study	Katherine Holmstrom, PCED Bentley Story



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Thursday, October 1

8:00 am	Arrival	
8:15 am – 10:15 am	Economic Development Ethics	Jim Fram, CEcD, CCE, FM
10:15 am – 10:30 am	<i>Break</i>	
10:30 am – 12:30 pm	Economic Development Finance	Matthew C. Boch Itzel Meador Leslie Lane
12:30 pm – 1:30 pm	<i>Lunch (provided – sponsored by AT&T) **</i> Presentation of Certificates	
1:30 pm – 1:45 pm	<i>Class Photo</i>	
1:45 pm – 2:00 pm	Closing – Class Dismissed! **	

** You must remain at the course until class is dismissed at 2:00 pm. If there are extenuating circumstances, please notify the course director ASAP.