

50TH ANNUAL GEORGIA TECH BASIC ECONOMIC DEVELOPMENT COURSE AGENDA

TUESDAY, MARCH 21, 2017

Start	End	Location	Topic	Speaker(s)
7:00 am	8:30 am	2 nd Floor Lobby	Registration & Networking Breakfast	
8:30 am	9:00 am	Room 222	Opening Session IEDC and the CEcd Certification Process BEDC Ice Breaker	Dene Sheheane , Georgia Tech Office of Government & Community Relations Greg King , Associate VP for Economic Development, Georgia Tech Leigh Hopkins , Georgia Tech Enterprise Innovation Institute
9:00 am	10:00 am	Room 222	KEYNOTE ADDRESS Economic Resilience: Investing in Your Community's Future	Rodrick Miller , Detroit Economic Growth Corporation
10:00 am	10:30 am		BREAK	
10:30 am	11:30 am	Room 222	Panel Discussion: Community Indicators for Economic Resilience <i>Moderator: Sam Pugh, Georgia Tech Enterprise Innovation Institute</i>	Rodrick Miller , Detroit Economic Growth Corporation Chris Downing , Georgia Tech Enterprise Innovation Institute Stephanie Stuckey , City of Atlanta Katie O'Connell , Westside Communities Alliance
11:30 am	11:45 pm	Atrium	BEDC Class Photo	
11:45 pm	12:45 pm	Atrium	BEDC 50 th Recognition Lunch	Leigh Hopkins , Georgia Tech Enterprise Innovation Institute Kevin Shea , Georgia Economic Developers Association
1:00 pm	2:00 pm	Room 222	Managing Economic Development Organizations	Eloisa Klementich , Invest Atlanta
2:00 pm	3:00 pm	Room 222	Managing Economic Development Organizations: Case Study	Jones Hooks , Jekyll Island Development Authority
3:00 pm	3:15 pm		BREAK	
3:15 pm	5:15 pm	Room 222	Real Estate and Reuse: How to Work with Site Selectors	Vicki Horton , Myriad Partners
6:00 pm		Ponce City Market	Resilience in Action: Networking at Ponce City Market*	

WEDNESDAY, MARCH 22, 2017

Start	End	Location	Topic	Speaker(s)
7:00 am	8:00 am		Networking Breakfast	
8:00 am	10:00 am	Room 222	Ethics in Economic Development	Joy Wilkins , Serving Communities, LLC Tedra Cheatham , Clean Air Campaign
10:00 am	10:15 am		BREAK	
10:15 am	11:15 am	Room 222	Workforce Development: Southwire/12 for Life	Mike Wiggins , Southwire
11:15 am	12:15 pm	Room 222	Economic Development Finance: A Practitioner's Perspective	Bob White , Community Focus, LLC
12:15 pm	1:15 pm		LUNCH	
1:15 pm	2:15 pm	Room 222	Economic Development Marketing & Attraction	Crystal Morphis , Creative Economic Development Consulting
2:15 pm	2:30 pm		BREAK	
2:30 pm	3:30 pm	Room 222	Economic Development Marketing & Attraction	Crystal Morphis , Creative Economic Development Consulting
3:30 pm	4:30 pm	Room 222	Workforce Development	John Metcalf , Workforce Systems Associates
4:30 pm	5:30 pm	Room 222	Innovations in Economic Development Research	Jennifer Zeller , Southern Company
5:30 pm		Cypress St. Pint and Plate	BEDC Social Hour*	

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THURSDAY, MARCH 23, 2017

Start	End	Location	Topic	Speaker(s)
7:00 am	8:00 am		Networking Breakfast	
8:00 am	9:00 am	Room 222	Economic Development Finance: Measuring the Impact of Development	Alfie Meek, Ph.D. , Georgia Tech Enterprise Innovation Institute
9:00 am	10:00 am	Room 222	Panel Discussion: Business Retention and Expansion: Creating a Foundation for Success <i>Moderator: Leigh Hopkins, Georgia Tech Enterprise Innovation Institute</i>	Charles Wood , Chattanooga Area Chamber of Commerce Kent Spencer , Invest Atlanta Vicki Horton , Myriad Partners
10:00 am	10:15 am		BREAK	
10:15 am	11:15 am	Room 222	Business Retention and Expansion: Support for the Small Business and Start-Up Community	Charles Wood , Chattanooga Area Chamber of Commerce
11:15 am	12:15 pm	Room 222	Entrepreneurship and Small Business Development: MBDC	Donna Ennis , Minority Business Development Agency, Atlanta Business Center
12:15 pm	1:30 pm		LUNCH	
1:30 pm	2:30 pm	Room 222	Entrepreneurship and Small Business Development: An Entrepreneur's Perspective	Donald Beamer , Monsieur
2:30 pm	2:45 pm		BREAK	
2:45 pm	3:45 pm	Room 222	Economic Development Strategic Planning	John Karras , TIPS Strategies
3:45 pm	4:00 pm		BREAK	
4:00 pm	5:00 pm	Room 222	Economic Development Strategic Planning	John Karras , TIPS Strategies

FRIDAY, MARCH 24, 2017

Start	End	Location	Topic	Speaker(s)
5:45 am	6:45 am	Georgia Tech Hotel Lobby	5k Fun Run "Pi" Mile*	
7:00 am	8:00 am		Networking Breakfast	
8:00 am	10:15 am	Room 222	How to Handle the Media	Tami Gerke , Troutman Sanders Chata Spikes , Atlanta Police Department
10:15 am	10:30 am		BREAK	
10:30 am	11:30 am	Room 222	Ignite Session: Economic Development "On the Ground" <i>Moderator: Tim Martin, Stephens County Development Authority</i>	Tim Evans , Greater Hall Chamber of Commerce Matt Forshee , Georgia Power Kenwin Hayes , City of Griffin Downtown Development Authority Misti Martin , Cherokee Office of Economic Development Mary Ellen McClanahan , Georgia Department of Economic Development Steve Rushing , Health Extension Services, Georgia Tech Enterprise Innovation Institute
11:45 am	12:00 pm	Atrium	WORKING LUNCH: The Importance of Being Involved in Your State Economic Development Association	Kevin Shea , Georgia Economic Developers Association
12:00 pm	1:00 pm	Atrium	Closing Session: Future Trends in Economic Development	Wayne Hodges , Economic Development Consultant
1:00 pm	1:15 pm	Atrium	Wrap Up & Graduation	Leigh Hopkins , Georgia Tech Enterprise Innovation Institute

*Indicates an optional activity.