



2015 BASIC ECONOMIC DEVELOPMENT COURSE SCHEDULE

Tuesday, March 10, 2015

- 7:30 a.m. – 8:30 a.m. Registration
- 8:30 a.m. – 9:30 a.m. Networking Breakfast (Georgia Tech Break Area)
- 9:30 a.m. – 10:00 a.m. *Welcome*
David Bridges - Georgia Tech Enterprise Innovation Institute
Kevin Shea - Georgia Economic Developers Association
Leigh Hopkins - Georgia Tech Enterprise Innovation Institute
- 10:00 a.m. – 11:00 a.m. Keynote Address: Reshoring: Manufacturing Coming Home
Speaker: Sandy Montalbano D'Amico - The Reshoring Initiative
- 11:00 a.m. – 12:00 p.m. Panel Discussion: Community Trends in Manufacturing Reshoring
Moderator: Alan Barfoot - Georgia Manufacturing Extension Partnership,
Speakers: Brian Anderson - Greater Dalton Chamber of Commerce,
John Anker - Ankerpak Inc.,
Sandy Montalbano D'Amico - The Reshoring Initiative,
David Luckie - Griffin-Spalding Development Authority
- 12:00 p.m. – 1:00 p.m. Lunch (Boxed Lunch Provided)
Gene Stinson - Southern Economic Development Council
- 1:00 p.m. – 2:00 p.m. Managing Economic Development Organizations
Speaker: Eloisa Klementich - Invest Atlanta
- 2:00 p.m. – 3:00 p.m. Managing Economic Development Organizations
Speaker: Jones Hooks - Jekyll Island Authority
- 3:00 p.m. – 3:30 p.m. Break
- 3:30 p.m. – 4:30 p.m. Real Estate and Reuse: How to Effectively Work with Site Selectors
Speaker: Vicki Horton - The Altus Group
- 4:30 p.m. – 5:30 p.m. Case Study: Neighborhood and Community Development
Speaker: Robert Pittman - The Janus Institute
- 5:30 p.m. BEDC's Open Table: Advanced Dining Reservations (Optional)

Wednesday, March 11, 2015

- 7:15 a.m. – 8:00 a.m. Networking Breakfast (Georgia Tech Break Area)
- 8:00 a.m. – 9:00 a.m. Case Study: Ethics in Economic Development
Speaker: Todd Greene - Federal Reserve Bank of Atlanta,
Tedra Cheatham - Clean Air Campaign



9:00 a.m. – 9:20 a.m.	Break
9:20 a.m. – 10:30 a.m.	Case Study: Ethics in Economic Development <i>Speaker: Todd Greene - Federal Reserve Bank of Atlanta, Tedra Cheatham - Clean Air Campaign</i>
10:30 a.m. – 11:30 a.m.	Innovations in Economic Development Research <i>Speaker: Jennifer Zeller - Georgia Power</i>
11:30 a.m. – 1:00 p.m.	Lunch on your own
1:00 p.m. – 3:00 p.m.	Panel Session: Economic Development Marketing & Attraction <i>Moderator: Juli Golemi – Georgia Tech Enterprise Innovation Institute, Speakers: Jim O’Bryan - Georgia EMC, Tamara Patridge - Clayton County Office of Economic Development Lee Thomas - Georgia Department of Economic Development, Ramay Winchester - Tennessee Department of Economic & Community Development</i>
3:00 p.m. – 3:30 p.m.	Break
3:30 p.m. – 4:30 p.m.	Workforce Development: Southwire/12 for Life <i>Speaker: Mike Wiggins - Southwire</i>
4:30 p.m. - 5:30 p.m.	Workforce Development is Economic Development <i>Speaker: Michael T. Sterling - Atlanta Workforce Development Agency</i>
5:30 p.m. - 7:30 p.m.	Scavenger Hunt (Optional)
7:30 p.m. - 9:30 p.m.	Post-Scavenger Hunt Gathering at Publik Draft House (Optional)

Thursday, March 12, 2015

7:15 a.m. – 8:00 a.m.	Networking Breakfast (Georgia Tech Break Area)
8:00 a.m. – 9:00 a.m.	Economic Development Finance: Measuring the Impact of Development <i>Speaker: Alfie Meek - Georgia Tech Enterprise Innovation Institute</i>
9:00 a.m. – 10:00 a.m.	Business Retention and Expansion <i>Speaker: Crystal Morphis - Creative Economic Development Consulting</i>
10:00 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:30 a.m.	Business Retention and Expansion <i>Speaker: Crystal Morphis - Creative Economic Development Consulting</i>
11:30 a.m. – 1:00 p.m.	Lunch on Your Own
1:00 p.m. – 2:00 p.m.	Entrepreneurship and Small Business: An Entrepreneur’s Perspective <i>Speaker: Jonathan Baker - Monday Night Brewing</i>



- 2:00 p.m. – 3:00 p.m. Entrepreneurship and Small Business: SBDC Networks
Speaker: Eric Bonaparte - University of Georgia Small Business Development Center
- 3:00 p.m. – 3:30 p.m. Break
- 3:30 p.m. – 5:30 p.m. Economic Development Strategic Planning
Speaker: Lisa Collins - Cook County Economic Development Commission
- 5:30 p.m. – 7:30 p.m. Gathering at Monday Night Brewing (Optional)

Friday, March 13, 2015

- 5:45 a.m. – 7:00 a.m. BEDC 5k Fun Run - Campus “Pi” Mile (Georgia Tech Hotel Lobby - Optional)
- 7:15 a.m. – 8:00 a.m. Networking Breakfast
- 8:00 a.m. – 9:00 a.m. How to Handle the Media
Speakers: Tami Gerke - AGL Resources, Kristie Swink Benson - AGL Resources
- 9:00 a.m. – 10:00 a.m. Neighborhood and Community Development
Speaker: Tracy Sharp - Boyette Strategic Advisors
- 10:00 a.m. – 10:30 a.m. Break
- 10:30 a.m. – 11:30 p.m. Ignite Session: Economic Development “On The Ground”
Speakers: Kirk Englehardt - Georgia Tech Institute of Communications, Tim Evans - Greater Hall Chamber of Commerce, Matt Forshee - Georgia Power, Mary Ellen McClanahan - Georgia Department of Economic Development, Misti Martin - Cherokee County Office of Economic Development, Tim Martin - Stephens County Development Authority, Steve Rushing - Health@EI2
- 11:30 a.m. – 1:00 p.m. Working Lunch: IEDC and the Certification Process (Atrium) and Making the Connection: Georgia Tech’s Office of Strategic Partners
Speakers: Lisa Collins - Cook County Economic Development Commission, Greg King - Georgia Tech Strategic Partners Office
- 1:00 p.m. – 2:00 p.m. Closing Session: Working with Your Community’s Manufacturers - A Regional Perspective from the Georgia Manufacturing Extension Partnership (GaMEP)
Speakers: Larry Alford - Georgia Manufacturing Extension Partnership, Bill Ritsch - Georgia Manufacturing Extension Partnership
- 2:00 p.m. – 2:15 p.m. The Importance of Becoming Involved in Your State Economic Development Association
Speaker: Justin Strickland - Albany-Dougherty Economic Development Commission
- 2:15 p.m. – 2:30 p.m. Wrap Up/Graduation
Speaker: Leigh Hopkins - Georgia Tech Enterprise Innovation Institute