



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 Tech Enterprise Innovation Institute,
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. Case Study: 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 - 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. Economic Development Strategic Planning
Speaker: Lisa Collins - Cook County Economic Development Commission
- 9:00 a.m. – 9:20 a.m. Break



- 9:20 a.m. – 10:30 a.m. Economic Development Strategic Planning
Speaker: Lisa Collins - Cook County Economic Development Commission
- 10:30 a.m. – 11:30 a.m. Innovations in Economic Development Research
Speaker: Jennifer Zeller - Georgia Power
- 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
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
- 3:00 p.m. – 3:30 p.m. Break
- 3:30 p.m. – 4:30 p.m. Workforce Development: Southwire/12 for Life
Speaker: Mike Wiggins - Southwire
- 4:30 p.m. - 5:30 p.m. Workforce Development: Closing the Manufacturing Skills Gap
Speaker: John Metcalf - Workforce Systems
- 5:30 p.m. - 7:30 p.m. Scavenger Hunt (Optional)
- 7:30 p.m. - 9:30 p.m. Post-Scavenger Hunt Event 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
Speaker: Alfie Meek - Georgia Tech Enterprise Innovation Institute
- 9:00 a.m. – 10:00 a.m. Business Retention and Expansion
Speaker: Crystal Morphis - Creative Economic Development Consulting
- 10:00 a.m. – 10:30 a.m. Break
- 10:30 a.m. – 11:30 a.m. Business Retention and Expansion
Speaker: Crystal Morphis - Creative Economic Development Consulting
- 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
Speaker: Jonathan Baker - Monday Night Brewing
- 2:00 p.m. – 3:00 p.m. Entrepreneurship and Small Business: SBDC Networks
Speaker: Eric Bonaparte - University of Georgia SBDC



3:00 p.m. – 3:30 p.m.	Break
3:30 p.m. – 5:30 p.m.	Case Study: Ethics in Economic Development <i>Speaker: Todd Greene - Federal Reserve Bank of Atlanta, Tedra Cheatham - Clean Air Campaign</i>
5:30 p.m.	Reception 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 <i>Speakers: Tami Gerke - AGL Resources, Kristie Swink Benson - AGL Resources</i>
9:00 a.m. – 10:00 a.m.	Neighborhood and Community Development <i>Speaker: Tracy Sharp - Boyette Consulting</i>
10:00 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:30 p.m.	Ignite Session: Economic Development “On The Ground” <i>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</i>
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 <i>Speakers: Lisa Collins - Cook County Economic Development Commission, Greg King - Georgia Tech Strategic Partnerships</i>
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) <i>Speakers: Larry Alford - GaMEP, Bill Ritsch - GaMEP</i>
2:00 p.m. – 2:15 p.m.	The Importance of Becoming Involved in Your State Economic Development Association <i>Speaker: Justin Strickland - Albany-Dougherty Economic Development Commission</i>
2:15 p.m. – 2:30 p.m.	Wrap Up/Graduation <i>Speaker: Leigh Hopkins - Georgia Tech Enterprise Innovation Institute</i>