

**40th USF BASIC ECONOMIC DEVELOPMENT COURSE  
UNIVERSITY OF SOUTH FLORIDA  
TAMPA, FLORIDA**

**COURSE OUTLINE**

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**SUNDAY, NOVEMBER 6, 2016**  
6:00 PM, DINNER AS A GROUP

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**MONDAY, NOVEMBER 7, 2016**

8:00-9:00 a.m.  
Breakfast/Course Orientation/Welcome

**Course Overview/ Guidelines**

*Lisa Bonilla*, Course Administrator  
Florida SBDC at USF

**Words from our Platinum Sponsor**

*Crystal Stiles*, CECd, Manager, Economic Development  
Florida Power & Light

**FEDC Welcome**

*Beth Kirkland*, CECd, Executive Director  
Florida Economic Development Council

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9:00-9:15a.m.  
**Break**

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9:15-10:15a.m.  
**Get to Know You Activity**  
*Eileen Rodriguez*, Regional Director  
Florida SBDC at USF

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10:15-11:30a.m.  
**A1 [Introduction to the CECd Program and Perspectives on Economic Development]**

*Mary Jane Stanley*, CECd, President  
Stanley Advisory Associates

Introduction to the CECd Program

- This is an overview of the professional certification process. You will be provided helpful information on what you need to do to prepare for taking the exam in the future.

Perspectives on Economic Development

- This is a historical perspective on the economic development profession and important changes that have taken place over time. It also includes an overview of issues that affect the ever-changing economic development environment.

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11:30a.m.-1:00p.m.

**Lunch provided**

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[1:00-3:00p.m.]

**A2 [Ethics in Economic Development]**

*Jamil E. Jreisat, PhD*

Professor of Public Administration and Political Science, USF

When faced with ethical dilemmas, individuals and organizations need to carefully consider all options regarding actions, methodologies and outcomes.

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3:00-3:15p.m.

**Break**

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[3:15-4:15p.m.]

**A3 [Small Business Development Strategies (Core)]**

*Eileen Rodriguez, Regional Director*

Florida SBDC at USF

See how your local Florida SBDC at USF office can help existing firms survive and grow.

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Dinner on your own

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**TUESDAY, NOVEMBER 8, 2016**

[8:00-10:00a.m.]

**B1 [Economic Development Finance (Core)]**

*Andrea L. Falvey, CECD*, Business Development Manager  
Pinellas County Economic Development

Learn about financial capital for business start up and for existing businesses to expand.

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10:00-10:15a.m.

**Break**

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[10:15a.m.-12:15p.m.]

**B2 [Real Estate Development and Reuse (Core)]**

*Jaksa Petrovic, CECD*, Manager  
Corporate Business Development  
Hillsborough County Economic Development

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12:15-1:45p.m.

**Lunch provided**

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[1:45-2:45p.m.]

**B3 [Entrepreneurial Strategies (Core)]**

*Yanina Rosario*, Associate Director  
Florida SBDC at USF

Discover who your entrepreneurs are.

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2:15-2:30p.m.

**Break**

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[3:00-5:00p.m.]

**B4 [Workforce Development (Core)]**

*Diane Head*, Deputy Director  
CareerSource North Florida

Discover the tools that economic development organizations can use to attract upgrade and retain a quality workforce.

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Dinner on your own

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**WEDNESDAY, NOVEMBER 9, 2016**

[8:00-10:00a.m.]

**C1 [Neighborhood Development Strategies (Core)]**

*Geri Campos Lopez, CEcD*, President  
HCED Consulting, LLC

Neighborhoods are the building blocks for healthy, vibrant, thriving towns, cities and regions. Learn how to apply the basic tools and strategies of economic development to a specific geographic location to increase wealth and connections and promote the social, economic, political and physical well-being of neighborhoods.

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10:00-10:15a.m.

**Break**

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[10:15-12:15p.m.]

**C2 [Business Retention & Expansion (Core)]**

*John Walsh, CEcD*, Vice President  
Pasco Economic Development Council, Inc.

Getting the information you need from a typical business retention visit? Explore ways to enhance your business retention program in this interactive session.

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12:15a.m.-1:30p.m.

**Lunch provided**

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[1:30-3:30pm]

**C3 [Managing Economic Development Organizations (Core)]**

*Ruth Buchanan, CEcD*, Economic Development Program Manager  
City of North Port

Learn the key principles and practices for managing organizations as well as how to engage boards and councils, staff and community stakeholders, constituents and customers to achieve job creation and community growth and development.

4:00 P.M. PORT AUTHORITY TOUR

Dinner on your own

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**THURSDAY, NOVEMBER 10, 2016**

[8:00-10:00a.m.]

**D1 [Economic Development Strategic Planning (Core)]**

*Suzanne Christman, CEcD*, Senior Manager of Business Development  
Pinellas County Economic Development

Review the challenge to ensure the existing policies and programs meet the economic development needs and desires of a community within local resource constraints.

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10:00 a.m.-10:15a.m.

**Break**

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[10:15-12:15 p.m.]

**D2 [Economic Development Marketing and Attraction (Core)]**

*Dina Reider-Hicks*, Senior Director  
Public Affairs Manager  
Waste Management Inc. of Florida

Find out how to give your community a competitive advantage through marketing its assets utilizing relationship-building strategies

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12:15-1:30 p.m.

**Lunch provided**

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1:30 – 4:00 p.m.

**D3 [Case Study]**

*Dave Sobush, CEcD*  
Director of Research  
Tampa Bay Partnership

4:00 – 4:30 p.m. Graduation

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