

**43rd USF BASIC ECONOMIC DEVELOPMENT COURSE
UNIVERSITY OF SOUTH FLORIDA
TAMPA, FLORIDA**

COURSE OUTLINE - FINAL

MONDAY, NOVEMBER 4, 2019

6:00 PM, NETWORKING DINNER AS A GROUP, MILLER'S ALE HOUSE, TAMPA, FL (OPTIONAL)

TUESDAY, NOVEMBER 5, 2019

[8:00-8:30 a.m.]

Breakfast/Course Orientation/Welcome

Course Overview/ Guidelines

Kris Manning, Executive Director

Florida SBDC at USF

Platinum Sponsor Welcome

Aneisha Graydon

Florida Power and Light

8:30-8:45 a.m.

Break

[8:45-9:45a.m.]

Get to Know You Activity

Yanina Rosario, Associate Director

Florida SBDC at USF

9:45-10:00 a.m.

Break

[10:00am – 12:00pm.]

A1 [Economic Development Marketing and Attraction (Core)]

Beth Cicchetti, CEcD, Executive Director, Florida Economic Development Council

John Abbate, The Marketing Alliance

Javier Marin, CEcD, CGBP, Director of Business Development

Polk Global Trade Alliance, Central Florida Development Council

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

12:00a.m.-1:00p.m.

Lunch provided

[1:00-3:00pm]

A2 [Ethics in Economic Development]

Sharon Hanna-West, JD

Professor, Ethics, Law and Sustainable Business

Muma College of Business, USF

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

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

A3 [Small Business Development Strategies (Core)]

Bill Burnham, Business Consultant

Florida SBDC at USF

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

Dinner on your own

WEDNESDAY, NOVEMBER 6, 2019

[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 startup and for existing businesses to expand.

10:00-10:15a.m.

Break

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

B2 [Real Estate Development and Reuse (Core)]

Tracy Garcia, CECD, EcDMP, Director
Agency for Economic Prosperity
Elevate Lake Economic Development

Real Estate Development and Reuse is central to economic development projects and opportunities. Learn key points regarding this complex aspect of business attraction, expansion and retention.

12:15-1:15p.m.

Lunch provided

[1:15-3:15p.m.]

B3 [Workforce Development (Core)]

Jim McShane, MPA, CEO
CareerSource Capital Region

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

3:30 – 4:00 travel to Port – Sign-Up Required

4:00 P.M. PORT AUTHORITY TOUR - Free

THURSDAY, NOVEMBER 7, 2019

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

C1 [Neighborhood Development Strategies (Core)]

Geri Campos Lopez, CEcD
Director, Redevelopment and Economic Opportunity
Manatee County

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.

10:00-10:15a.m.

Break

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

C2 [Business Retention & Expansion (Core)]

Karen Stewart, CEcD
County Economic Development Official
Redevelopment and Economic Opportunity Department

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

12:15-1:15p.m.

Lunch provided

[1:15-3:15pm]

C3 [Managing Economic Development Organizations (Core)]

Ruth Buchanan, CEcD, Director Business Development
Lee County Economic Development Office

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.

3:15-3:30p.m.

Break

[3:30-4:30p.m.]

C4 [Entrepreneurial Strategies (Core)]

Yanina Rosario, Associate Director
Florida SBDC at USF

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

Dinner on your own

FRIDAY, NOVEMBER 8, 2019

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

D1 [Economic Development Strategic Planning (Core)]

Robert E. Salonen, CEcD

Director, Government Affairs & Strategic Partnerships
Florida Institute of Technology

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

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

Break

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

D2 [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.

12:15-1:15 p.m.

Lunch provided

1:15 – 4:00 p.m.

D3 [Case Study]

Dave Sobush, CEcD

Director of Policy and Research
Tampa Bay Partnership

4:00 – 4:30 p.m. Graduation
