



# 2018 OHIO BASIC ECONOMIC DEVELOPMENT COURSE

SPONSORED BY THE OHIO ECONOMIC DEVELOPMENT ASSOCIATION  
*Accredited by the International Economic Development Council*

Intensive, Accredited Training for  
Economic Developers and Community Leaders



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of  
Knowledge and Leadership*

The Ohio BEDC is accredited by the IEDC. Completion of the course qualifies you to apply for the Economic Development Institute (EDI), a week-long professional development course held in Spring in Oklahoma City, OK and in Fall in Indianapolis, IN.

# THE COURSE:

The Ohio Basic Economic Development Course (OHIO BEDC) is an intensive training experience for economic development practitioners, community leaders, local government officials and others committed to building healthy economies for their communities.

The course meets for four days; April 10-13, 2018. The location chosen for the 2018 course is the Marriott Columbus Northwest, 5605 Blazer Parkway, Dublin, OH 43017, 614-791-1000.

The Ohio Basic Economic Development Course is a prerequisite for participating in OEDA's Ohio Economic Development Institute (OEDI) that provides top-tier Ohio focused advanced training for professionals in the area of real estate, finance and incentives, retention and expansion and site selection/site development. For more information about OEDI, visit [www.ohioeda.com](http://www.ohioeda.com).

# THE OHIO BEDC OFFERS:

- Skilled instruction that provides practitioners and community leaders with a base of knowledge for making informed decisions on economic vitality
- Accreditation for practitioners seeking to establish professionalism in the field
- Networking with course faculty and participants, giving you important state and national contacts within the economic development community
- “Insider” knowledge of how to pursue economic development within Ohio and the nation
- Training on core economic development subjects applicable to economic development positions nationwide
- The best introduction you can have for directing economic development in your community

# WHO SHOULD ATTEND?

While the Ohio Basic Economic Development Course (OBEDC) is open to anyone interested in learning more about economic development, it is targeted to the working economic development professional and community leaders involved at some level in economic development for their communities.

- Past participants have included:
  - Economic and community development professionals
  - Federal, state and local government officials (elected and non-elected)
  - Public utility employees
  - Community planners
  - Chambers of Commerce staff members
  - Financial institution representatives
  - Industrial/Commercial developers

# 2018 Ohio BEDC Schedule

April 10, 2018

- 8:30 – 9:30 am**      **Course Registration/Check-In/Breakfast**
- 9:30 – 10:00 am**      **Welcome and Opening Remarks**  
*Speakers:* Paul Brehm, Economic Development Director, City of Forest Park & 2018 Ohio Basic Economic Development Course Facilitator and Jennifer Tisone Price, Acting Executive Director, OEDA
- 10:00 – 11:00 am**      **Introduction to Economic Development**  
***What Makes a Prepared Community***  
*Speaker:* Kenny McDonald, President and Chief Economic Officer, Columbus 2020
- 11:00 – 11:15 am**      **Group Photo and Break**
- 11:15 – 12:15 pm**      **Economic Development Issues Luncheon**  
***Your Future in the Economic Development Industry***  
*These four accomplished professionals have decades of economic development experience. At times, they have been on the same side. However, they have also been competitors. Through it all, they managed to stay good friends. In addition to sharing why they decided to join this rewarding profession, our panelists will also talk about the good, bad and ugly sides of economic development.*  
*Panelists:* Paul Brehm, Economic Development Director, City of Forest Park; Jennifer Ekey, Director, City of Middletown — Economic Development, Dan Evers, Executive Director, Clinton County Port Authority and Chris Xeil Lyons, Director of Economic Development, City of Sharonville, Ohio
- 12:15 – 1:15 pm**      **Strategic Planning**  
*Speaker:* Della G. Rucker, AICP, CEcD, Principal, Wise Economy Workshop
- 1:15 – 1:30 pm**      **Break**
- 1:30 – 2:30 pm**      **Strategic Planning**  
*Speaker:* Della G. Rucker, AICP, CEcD, Principal, Wise Economy Workshop
- 2:30 – 2:45 pm**      **Break**
- 2:45 – 3:45 pm**      **Community Development**  
*Speaker:* Jim Sweeney, former Executive Director, Franklinton Development Corporation
- 3:45 – 4:00 pm**      **Break**
- 4:00 – 5:00 pm**      **Community Development cont'd**  
*Speaker:* Jim Sweeney, former Executive Director, Franklinton Development Corporation

## April 11, 2018

- 7:30 – 8:00 am**            **Breakfast/Networking**
- 8:00 – 9:00 am**            **Business Attraction / Site Selection**  
*Speakers:* Quinten Harris, JD/MPA, Deputy Director for Jobs and Economic Development, The City of Columbus Department of Development & Christiane Schmenk Senior Counsel/Of Counsel, Bricker & Eckler LLP
- 9:00 – 9:15 am**            **Break**
- 9:15 – 10:15 am**        **Business Attraction / Site Selection cont'd**  
*Speakers:* Quinten Harris, JD/MPA, Deputy Director for Jobs and Economic Development, The City of Columbus Department of Development & Christiane Schmenk Senior Counsel/Of Counsel, Bricker & Eckler LLP
- 10:15 – 11:15 am**        **Marketing Panel**  
*Panel discussion with representatives from several regional economic development agencies throughout the State of Ohio.*
- 11:15 – 12:30 pm**        **Economic Development Issues Luncheon**  
*Speaker:* Ned Hill, Professor of Public Affairs and City & Regional Planning, John Glenn College of Public Affairs
- 12:30 – 1:30 pm**        **Business Retention & Expansion**  
*Speakers:* Patty Huddle, Senior Vice President, Economic Development, Columbus 2020 & Sean Hughes, Economic Development Director, City of Delaware
- 1:30 – 1:45 pm**            **Break**
- 1:45 – 2:45 pm**            **Business Retention & Expansion cont'd**  
*Speakers:* Patty Huddle, Senior Vice President, Economic Development, Columbus 2020 & Sean Hughes, Economic Development Director, City of Delaware
- 2:45 – 3:00 pm**            **Break**
- 3:00 – 4:00 pm**            **Managing Economic Development Organizations**  
*Speaker:* Jeremiah Gracia, Economic Development Administrator, City of Dublin
- 4:00 – 4:15 pm**            **Break**
- 4:15 – 5:15 pm**            **Managing Economic Development Organizations cont'd**  
*Speaker:* Jeremiah Gracia, Economic Development Administrator, City of Dublin

## April 12, 2018

- 7:30 – 8:00 am**      **Breakfast/Networking**
- 8:00 – 9:00 am**      **Economic Development Finance**  
*Speakers:* Mark Barbash, Senior Strategic Advisor, The John Glenn College of Public Affairs, OSU & Quinten Harris, JD/MPA, Deputy Director for Jobs and Economic Development, The City of Columbus Department of Development
- 9:00 – 9:15 am**      **Break**
- 9:15 – 10:15 am**      **Economic Development Finance cont'd**  
*Speakers:* Mark Barbash, Senior Strategic Advisor, The John Glenn College of Public Affairs, OSU & Quinten Harris, JD/MPA, Deputy Director for Jobs and Economic Development, The City of Columbus Department of Development
- 10:15 – 10:30 am**      **Break**
- 10:30 – 11:30 am**      **Economic Development Ethics**  
*Speaker:* Paul Brehm, Economic Development Director, City of Forest Park and Robert McCarthy, Partner, Bricker & Eckler, LLP
- 11:30 – 11:45 am**      **Break**
- 11:45 – 12:45 pm**      **Economic Development Ethics cont'd**  
*Speaker:* Paul Brehm, Economic Development Director, City of Forest Park and Robert McCarthy, Partner, Bricker & Eckler, LLP
- 12:45 – 2:15 pm**      **Break / Networking Luncheon / Break**
- 2:15 – 3:15 pm**      **Small Business Development & Programs**  
*Speakers:* Patrick Longo, Director, Hamilton County Development Company Business Center & Andy Young, Vice President, Hamilton County Development Company Lending
- 3:15 – 3:30 pm**      **Break**
- 3:30 – 4:30 pm**      **Small Business Development & Programs cont'd**  
*Speakers:* Patrick Longo, Director, Hamilton County Development Company Business Center & Andy Young, Vice President, Hamilton County Development Company Lending
- 4:30 – 6:00 pm**      **Networking Reception - Columbus Marriott Northwest Hotel**

## April 13, 2018

<b>7:30 – 8:00 am</b>	<b>Breakfast/Networking</b>
<b>8:00 – 10:00 am</b>	<b>Workforce Development Panel</b> <i>Moderator:</i> Lisa Patt-McDaniel, President & CEO, Workforce Development Board of Central Ohio <i>Speakers:</i> Cheryl Hay, Director, Project Talent Acquisition, JobsOhio; & Janice Urbanik, Executive Director, Partners for a Competitive Workforce
<b>10:00 – 10:15 am</b>	<b>Break</b>
<b>10:15 – 12:15 am</b>	<b>Advanced Location Marketing</b> <i>Speaker:</i> Jim Walton, CEO, Brand Acceleration, Inc.
<b>12:15 – 12:30 pm</b>	<b>Break</b>
<b>12:30 – 1:30 pm</b>	<b>Economic Development Issues Luncheon</b> <i>Speaker:</i> David J. Robinson, Principal and Founder, The Montrose Group, LLC & Nate Green, Director of Economic Development, The Montrose Group, LLC
<b>1:30 – 1:45 pm</b>	<b>Wrap Up</b> from Paul Brehm, Economic Development Director, City of Forest Park & Ohio Basic Economic Development Course Facilitator

## COURSE FEE/REGISTRATION:

The course fee is \$700, which includes all instruction, course manual and materials. Registration is required no later than March 21, 2018.

Registration is available online at <https://ohioeda.com/events/>. You may pay via credit card or check via this online system.

**Payment/Refund Policy:** Payment must be received on or before the first day of the course. Registrations are refundable, less a \$50 processing fee, for cancellations made by March 21, 2018. Sorry, no refunds will be given after this date. Registrations with payment pending will be responsible for full payment if cancellation is received after March 21, 2018.

## LODGING INFORMATION:

A limited number of hotel rooms have been booked for the nights of April 9, 10, 11 and 12. Please call 1-888-801-7133 and make your reservation at the Columbus Marriott Northwest by March 19<sup>th</sup> to receive the discounted rate of \$147.00 per night. Please be sure to reference the Ohio Economic Development Association to receive this discounted rate.