



2019 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 2-5, 2019. The location chosen for the 2019 course is The Grand Event Center, 820 Goodale Blvd., Columbus, OH 43212, 614-453-4300.

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.

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

2019 Ohio BEDC Schedule

April 2, 2019

8:30 – 9:30 am	Course Registration/Check-In/Breakfast
9:30 – 10:00 am	Welcome and Opening Remarks <i>Speakers:</i> Paul Brehm, Economic Development Director, City of Forest Park & 2019 Ohio BED Course Facilitator and Jennifer Price, Executive Director, OEDA
10:00 – 11:00 am	Introduction to Economic Development <i>What Makes a Prepared Community</i> <i>Speaker:</i> Kenny McDonald, President and Chief Economic Officer, Columbus 2020
11:00 – 12:15 pm	Economic Development Issues Luncheon <i>Case Study North Pointe Magna Machine Redevelopment</i> <i>Speaker:</i> Paul Brehm, Economic Development Director, City of Forest Park
12:15 – 1:15 pm	Strategic Planning <i>Speaker:</i> Della G. Rucker, AICP, CECD, Principal, Wise Economy Workshop
1:15 – 1:30 pm	Break
1:30 – 2:30 pm	Strategic Planning <i>Speaker:</i> Della G. Rucker, AICP, CECD, Principal, Wise Economy Workshop
2:30 – 2:45 pm	Break
2:45 – 3:45 pm	Community Development <i>Facilitator:</i> Jennifer Chrysler, Director of Community Development, City of New Albany <i>Panelists:</i> Alyssa Carpenter, Program Manager, Wayne Economic Development Council, Greg Moon, Executive Director, Wyandot County Office of Economic Development, & Barrett Thomas, Director of Economic Development, Richland Community Development Group
3:45 – 4:00 pm	Break
4:00 – 5:00 pm	Community Development cont'd <i>Facilitator:</i> Jennifer Chrysler, Director of Community Development, City of New Albany <i>Panelists:</i> Alyssa Carpenter, Program Manager, Wayne Economic Development Council, Greg Moon, Executive Director, Wyandot County Office of Economic Development, & Barrett Thomas, Director of Economic Development, Richland Community Development Group
5:00 pm	Class Photo

April 3, 2019

- 7:30 – 8:00 am** **Breakfast/Networking**
- 8:00 – 9:00 am** **Business Retention & Expansion**
Speakers: Patty Huddle, Senior Vice President, Economic Development, Columbus 2020 & Sean Hughes, Economic Development Director, City of Delaware
- 9:00 – 9:15 am** **Break**
- 9:15 – 10:15 am** **Business Retention & Expansion cont'd**
Speakers: Patty Huddle, Senior Vice President, Economic Development, Columbus 2020 & Sean Hughes, Economic Development Director, City of Delaware
- 10:15 – 10:30 am** **Break**
- 10:30 – 11:00 am** **Jobs Ohio Update**
- 11:00 – 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 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
- 1:30 – 1:45 pm** **Break**
- 1:45 – 2:45 pm** **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
- 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 4, 2019

- 7:30 – 8:00 am** **Breakfast/Networking**
- 8:00 – 9:00 am** **Economic Development Finance**
Speaker: Mark Barbash, Lecturer, OSU John Glenn College of Public Affairs;
Director, Ohio Economic Development Institute
- 9:00 – 9:15 am** **Break**
- 9:15 – 10:15 am** **Economic Development Finance cont'd**
Speaker: Mark Barbash, Lecturer, OSU John Glenn College of Public Affairs;
Director, Ohio Economic Development Institute
- 10:15 – 10:30 am** **All About the Ohio Economic Development Institute**
Speaker: Mark Barbash, Lecturer, OSU John Glenn College of Public Affairs;
Director, Ohio Economic Development Institute
- 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**
Speakers: Paul Brehm, Economic Development Director, City of Forest Park
and Robert McCarthy, Partner, Bricker & Eckler, LLP
- 12:45 – 2:45 pm** **Economic Development Issues Luncheon**
***How to Uncover Your Area's Competitive Positioning: Learn how to
identify which industries or companies would place the greatest value on
your area's unique mix of assets.***
Speaker: Janet Ady, President and CEO, Ady Advantage
- 2:45 – 3:45 pm** **Small Business Development & Programs**
Speaker: Andy Young, Vice President, Hamilton County Development Company
Lending
- 3:45 – 4:00 pm** **Break**
- 4:00 – 5:00 pm** **Small Business Development & Programs cont'd**
Speaker: Patrick Longo, Director, Hamilton County Development Company
Business Center
- 5:00 – 6:30 pm** **Networking Reception at Eddie George's Grille 27, 775 Yard Street,
Grandview Heights, OH 43212**

April 5, 2019

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

COURSE FEE/REGISTRATION:

The course fee is \$700 per person. A \$650 discounted fee is available for multiple attendees from the same organization. Before choosing this option, please ensure that three or more are registering. Both registration rates include all instruction, course manual and materials. Registration is required no later than March 12, 2019.

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 12, 2019. 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 12, 2019.

LODGING INFORMATION:

A limited number of hotel rooms have been blocked for the nights of April 1, 2, 3 and 4 at the Courtyard by Marriott Columbus OSU, located at 780 Yard Street, Columbus, OH 43212. Please note that, for your convenience, the hotel is connected to the Grand Event Center, where the Basic Course sessions take place.

You may contact the Courtyard at 1-888-787-1886 by the March 1st deadline to make your reservation at the discounted rate of \$159.00 per night. Please be sure to reference the Ohio Economic Development Association to receive this discounted rate. For online reservations by March 1st, visit the link below.

https://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkId=OEDA%20Basic%20Economic%20Development%20%20Course%5Ecmhwg%60OEDOEDA%7COEDOEDB%60159.00%60USD%60false%606%604/1/19%604/5/19%603/1/19&app=resvlink&stop_mobi=yes