



2020 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



AICP members can earn Certification Maintenance (CM) credits for this activity [or many activities at this event]. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at planning.org/cm.



*The Power of
Knowledge and Leadership*

The Ohio Basic Economic Development Course 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 the Spring in Oklahoma City, OK and in the Fall in Indianapolis, IN.

THE COURSE:

The Ohio Basic Economic Development Course 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 is appropriate both for people who are new to the economic development profession as well as those more experienced who are seeking a refresher on basic practices and principles.

The Basic Course covers essential basic skills necessary for a successful economic development professional and is taught by experienced practitioners from Ohio and the nation.

The course meets for four days; April 28 - May 1, 2020. The location chosen for the 2020 course is the Columbus Marriott Northwest, 5605 Blazer Pkwy., Dublin, OH 43017.

The Basic Course covers essential basic skills necessary for a successful economic development professional taught by experienced practitioners from Ohio and the nation, including:

- Community Preparedness
- Strategic Planning
- Community and Neighborhood Development
- Business Retention & Expansion
- Business Attraction & Site Development
- Managing Economic Development Organizations
- Economic Development Finance & Incentives
- Ethics
- Small Business and Entrepreneurship
- Workforce and Talent
- Advanced Location Marketing
- Your Community's Competitive Advantages

The Ohio Basic Economic Development Course is a prerequisite for pursuing the Ohio Certified Economic Developer (OhioCED) credential from the Ohio Economic Development Institute (OEDI). OEDI provides top-tier Ohio focused advanced training for professionals in the area of real estate, finance and incentives, retention and expansion, site selection/site development and workforce development. OEDI also provides elective courses in a wide range of current topics in economic development. For more information about OEDI, visit www.ohioeda.com.

The Ohio Basic Economic Development Course is accredited by the International Economic Development Council and counts toward the CEcD certification for professional economic developers.

AICP members can earn Certification Maintenance (CM) credits for completing the Ohio Basic Economic Development Course.

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 and urban planners
 - Attorneys who work with economic development projects
 - Chambers of Commerce staff and board members
 - Financial institution representatives
 - Industrial/Commercial developers

2020 Ohio BEDC Schedule

April 28, 2020

- 8:30 – 9:30 am** **Course Registration/Check-In/Breakfast**
- 9:30 – 10:00 am** **Welcome and Opening Remarks**
Speakers: Joy Davis, President, Ohio Economic Development Association; Jennifer Tisone Price, Executive Director, OEDA & Mark Barbash, Director, Ohio Economic Development Institute, 2020 Ohio Basic Economic Development Course Facilitator
- 10:00 – 11:00 am** **Introduction to Economic Development**
What Makes a Prepared Community
Speaker: Kimm Lauterbach, President and CEO, REDI Cincinnati
- 11:00 – 12:15 pm** **Economic Development Issues Luncheon**
Keynote: Ned Hill, Professor of Public Affairs and City & Regional Planning, John Glenn College of Public Affairs
- 12:15 – 1:15 pm** **Strategic Planning**
Speaker: Nathan Green, Director of Economic Development, Montrose Group
- 1:15 – 1:30 pm** **Break**
- 1:30 – 2:30 pm** **Strategic Planning cont'd**
Speaker: Nathan Green, Director of Economic Development, Montrose Group
- 2:30 – 2:45 pm** **Break**
- 2:45 – 3:45 pm** **Community Development**
Speaker: Jim Sweeney, Sweeney & Associates, former Executive Director, Franklinton Development Association
- 3:45 – 4:00 pm** **Break**
- 4:00 – 5:00 pm** **Community Development cont'd**
Panel Discussion on Best Practices in Community Development
Moderator: Jim Sweeney, Sweeney & Associates, former Executive Director, Franklinton Development Association
Panelists: Tim Tramble, Burton, Bell, Carr Development Corporation, Cleveland; Jared C. Ebbing, PE, Community / Economic Development Director, Mercer County, Ohio
- 5:00 pm** **Welcoming Tour and Reception @ Bridge Park**

April 29, 2019

7:30 – 8:00 am	Breakfast/Networking
8:00 – 9:00 am	Business Retention & Expansion <i>Speakers:</i> Sean Hughes, Economic Development Director, City of Delaware & Greg Moon, Executive Director, Wyandot County Economic Development
9:00 – 9:15 am	Break
9:15 – 10:15 am	Business Retention & Expansion cont'd <i>Speakers:</i> Sean Hughes, Economic Development Director, City of Delaware & Greg Moon, Executive Director, Wyandot County Economic Development
10:15 – 10:30 am	Break
10:30 – 11:00 am	Jobs Ohio Update <i>Speaker:</i> Dr. Glenda Bumgarner, Ph.D., Senior Director of External Engagement, JobsOhio
11:00 – 12:30 pm	Economic Development Issues Luncheon: <i>Uncovering Your Area's Competitive Positioning: How to identify which industries or companies would place the greatest value on your area's unique mix of assets.</i> <i>Speaker:</i> Janet Ady, President and CEO, Ady Advantage
12:30 – 12:45 pm	Break
12:45 – 1:45 pm	Business Attraction / Site Selection <i>Speakers:</i> 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
1:45 – 2:00 pm	Break
2:00 – 3:00 pm	Business Attraction / Site Selection cont'd <i>Speakers:</i> 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
3:00 – 3:15 pm	Break
3:15 – 4:15 pm	Managing Economic Development Organizations <i>Speakers:</i> Jeremiah Gracia, Economic Development Administrator, City of Dublin & David Zak, President and CEO, Tiffin-Seneca Economic Partnership
4:15 – 4:30 pm	Break
4:30 – 5:30 pm	Managing Economic Development Organizations cont'd <i>Speakers:</i> Jeremiah Gracia, Economic Development Administrator, City of Dublin & David Zak, President and CEO, Tiffin-Seneca Economic Partnership
5:30 pm	Class Photo

April 30, 2020

- 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** **Break**
- 10:30 – 11:30 am** **Economic Development Ethics**
Speakers: 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 – 2:15 pm** **Economic Development Issues Luncheon: *Rural Economic Development***
Keynote: David Robinson, President and CEO, The Montrose Group, LLC.
- 2:15 – 2:30 pm** **Break**
- 2:30 – 3:30 pm** **Small Business and Entrepreneurship**
Moderator: Jerome Jones, Lender Relations Specialist; U.S. Ohio Small Business
Administration;
Speakers: Laura Frum, President, Community Capital Development Corporation;
Amy Hashak, Partner, Network Management, JumpStart, Toledo and James
Laipply, Deputy Chief, SBDC State Director, Ohio Development Services Agency
- 3:30 – 3:45 pm** **Break**
- 3:45 – 4:45 pm** **Small Business and Entrepreneurship cont'd**
Moderator: Jerome Jones, Lender Relations Specialist; U.S. Ohio Small Business
Administration;
Speakers: Laura Frum, President, Community Capital Development Corporation;
Amy Hashak, Partner, Network Management, JumpStart, Toledo and James
Laipply, Deputy Chief, SBDC State Director, Ohio Development Services Agency

May 1, 2020

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> Lenee Pezzano, Manager, Talent Expansion Strategies, JobsOhio; Michelle Collins, Vice President, ConxusNEO, Akron, Ohio; John Sherwood, Workforce Project Manager, Governor’s Office of Workforce Transformation
10:00 – 10:15 am	Break
10:15 – 12:00 pm	Advanced Location Marketing <i>Speaker:</i> Jim Walton, CEO, Brand Acceleration, Inc.
12:00 – 12:15 pm	All About the Ohio Economic Development Institute <i>Speaker:</i> Mark Barbash, Director, Ohio Economic Development Institute; Lecturer, OSU John Glenn College of Public Affairs;
12:15 pm	Wrap Up: Mark Barbash, Director, Ohio Economic Development Institute

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 April 7, 2020.

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 April 7, 2020. Sorry, no refunds will be given after this date. Registrations with payment pending will be responsible for full payment if cancellation is received after April 7, 2020.

LODGING INFORMATION:

A limited number of hotel rooms have been booked for the nights of April 27, 28, 29 and 30. Please call 1-888-801-7133 and make your reservation at the Columbus Marriott Northwest by March 16th to receive the discounted rate of \$139.00 per night. Please be sure to reference the Ohio Economic Development Association to receive this discounted rate.