



2021 OHIO BASIC ECONOMIC DEVELOPMENT COURSE

SPONSORED BY THE OHIO ECONOMIC DEVELOPMENT ASSOCIATION and
ICEMILLER LLP

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. 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.



Certification
Maintenance



*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 2021 Ohio Basic Economic Development Course will be conducted online between April 6 and April 29, 2021. The current schedule calls for live course sessions Tuesdays and Thursdays of each week between 12:30pm and 5:00pm each day. In addition, there will be a weekly Caucus of students each Friday from 9am until 10am. Basic Course sessions will be recorded and available to students who are unable to attend the live courses.

A specific course agenda will be distributed soon. 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 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
 - Community, neighborhood and land use planners
 - Elected Officials
 - Federal, state and local government officials
 - Public utility employees
 - Community and urban planners
 - Attorneys who work with economic development projects
 - Chamber, CIC and Development Corporation staff and board members
 - Financial institution representatives
 - Industrial/Commercial developers

2021 Ohio BEDC Schedule

Week 1

Tuesday, April 6, 2021

12:00 – 12:30 pm

Course Introduction

Speakers:

- Michael Loges, President, Ohio Economic Development Association.
- Kip Wahlers, Partner, Ice Miller LLP.
- Jennifer Tisone Price, Executive Director, OEDA

12:30 – 1:30pm

Course Keynote Address and Conversation

- J.P. Nauseef, President and CEO, JobsOhio

1:00 – 2:00 pm

Introduction to Economic Development

What Makes a Competitive Community

Panelists:

- Brandon Simmons, Vice President, Project Management, REDI Cincinnati.
- Kenny McDonald President and Chief Economic Officer, OneColumbus;
- Mike Jacoby, President and CEO, OhioSE

2:00 – 3:00 pm

Framework of Ohio Economic Development

Speaker: Anthony Jones, President, AJC Solutions

3:00 – 5:00 pm

Strategic Planning

Speakers:

- Nathan Green, Director of Economic Development, Montrose Group, LLC;
- Chris Magill, Director of Economic Development, Ice Miller LLP

Thursday, April 8, 2021

12:30 – 2:30 pm

10 Rules for the Practice of Regional Economic Development

Speaker: Ned Hill, Professor of Economic Development, John Glenn College of Public Affairs, Ohio State University

3:00 – 5:00 pm

Community Development

Speaker: Ian Beniston, Executive Director, Youngstown Neighborhood Development Corporation

Friday, April 9, 2021

9:00 – 10:00 am

Regional Caucuses

Students will meet with leaders from their Regional Economic Development Organization

2021 Ohio BEDC Schedule

Week 2

Tuesday, April 13, 2021

12:30 – 2:30 pm

Economic Development Issues: *Rural Economic Development*

Speaker: David Robinson, President and CEO, The Montrose Group, LLC.

3:00 – 5:00 pm

Workforce Development and Talent Acquisition

Moderator: Lisa Patt-McDaniel, President and CEO, Workforce Development Board of Central Ohio

Thursday, April 15, 2021

12:30 – 2:30 pm

Business Retention & Expansion

Instructors:

- Gwen Eberly, Economic Development Planning Manager, Montgomery County Ohio;
- Greg Moon, Executive Director, Wyandot County Economic Development;
- Stuart Moynihan, Director, JobsOhio Network and Strategic Partnerships, JobsOhio;
- Alyson Moritz, Business Retention and Expansion Manager, JobsOhio

3:00 – 5:00 pm

Site Selection

Speaker: Christine Nelson, Vice President, Regional Business Development, Team NEO

Friday, April 16, 2021

9:00 – 10:00 am

Urban/Rural Caucuses

Students will meet in urban / rural groups to discuss issues in common

2021 Ohio BEDC Schedule

Week 3

Tuesday, April 20, 2021

12:30 – 2:30 pm

Marketing / Attraction

Speaker: Janet Ady, President and CEO, Ady Advantage

3:00 – 5:00 pm

Real Estate Development and Reuse

Speaker: Matt Abbott, Executive Director, Zanesville-Muskingum County Port Authority (ZMCPA)

Thursday, April 22, 2020

12:30 – 2:30 pm

Economic Development Finance

Instructor: Mark Barbash, Lecturer, OSU John Glenn College of Public Affairs; Director, Ohio Economic Development Institute

Panelists:

- Laura Frum, President, Community Capital Development Corporation
- Paul Cook, Director of Project Finance, JobsOhio;
- Dione Alexander, President, Village Capital Corporation;
- Craig Teamer, Manager, Finance & Special Projects, Toledo/Lucas County Port Authority

3:00 – 5:00 pm

Economic Development Incentives

Kip Wahlers, Partner, Ice Miller LLP

Friday, April 23, 2021

9:00 – 10:00 am

Issues Caucus

2021 Ohio BEDC Schedule

Week 4

Tuesday, April 27, 2021

12:30 – 2:30 pm

Small Business and Entrepreneurship

Instructor: James Laipply, Deputy Chief, SBDC State Director, Ohio Development Services Agency

Speakers:

- Darrin Redus, Vice President, Cincinnati USA Regional Chamber of Commerce;
- Antony Seppi, Director of the Business Center, Hamilton County Development Corporation;
- Donald Hackney, Export Assistance Advisor, Ohio University Small Business Development Center

3:00 – 5:00 pm

Managing Economic Development Organization

Speakers: David Zak, President & CEO, Tiffin-Seneca Economic Partnership; Joy Davis, CEC, Executive Director, Hocking County CIC

Thursday, April 29, 2021

12:30 – 2:30 pm

Ethics in Economic Development

Speakers:

- Paul Brehm, Economic Development Director, City of Forest Park
- Robert McCarthy, Partner, Bricker & Eckler, LLP

3:00 – 5:00 pm

Inclusive Economic Development

Friday, April 30, 2021

9:00 – 10:00 am

Final Course Caucus

COURSE FEE/REGISTRATION:

The course fee is \$560 per person for OEDA members and \$675 for non-members. A \$530 discounted fee is available for multiple OEDA members from the same organization and \$650 for multiple non-members 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 23, 2021.

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 23, 2021. 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 23, 2021.