

Draft Course Outline - WI BEDC 2009

Day/Date	Time	Session/Owner	Topic/Speakers
Tuesday, Nov. 9 (AM)	7:30 - 8:00 a.m.	Continental Breakfast	
	8:00 - 8:30 a.m.	Orientation/Introductions	Mary Cole Laub/Andy Lewis -Participants will go though the course outline and attendance policies and be introduced to speakers for that day.
	8:30 - 9:30 a.m. (1.0)	Workforce Development (1.0)	TBD“The State of Working Wisconsin” - Speaker: Matt Kures, GIS Specialist, UW Extension Center for Community & Economic Development
	9:30 - 9:45 a.m.	Break	
	9:45 a.m. - 11:45 a.m. (2.0)	Economic & Community Development	TBD“Theory and practice - Tools to Succeed in Today’s Economy” Speakers: Professor Andy Lewis and Bill Pinkovitz, Community Business Development Specialist, UW Extension Center for Community and Economic Development
	11:45 - 1:00 p.m.	Lunch on your own	State Street restaurants

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<p>Tuesday, Nov. 9 (PM)</p>	<p>1:00 - 2:00 p.m. (1.0)</p>	<p>Managing an EDO (1.0)</p>	<p>TBD Anna Schramke, CEcD, Executive Director, Green County Development Corporation</p>
	<p>2:00 – 2:15 p.m.</p>	<p>Break</p>	
	<p>2:15 - 4:15 p.m. (2.0)</p>	<p>Business Retention & Expansion (2.0)</p>	<p>TBD “Business Retention & Expansion” Speaker: Daniel McDonald, Vice President, Existing Business Development, Greater Dubuque Development Corporation</p>
	<p>4:15 - 5:15 p.m.</p>	<p>Breakout Session</p>	<p>Session I: “Sustainability IS economic Development” Andrew Dane, SEH Consulting, Appleton, WI</p>

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Wednesday, Nov. 10 (AM)	7:30 - 8:00 a.m.	Continental Breakfast	
	8:00 - 10:00 a.m. (2.0)	Finance (2.0)	<i>TBD“Key Financing Tools & Strategies”</i> Speakers: Vic Grassman, CEcD, Director, Economic Development, City of Janesville; Douglas Venable, Former Director of Economic Development, City of Janesville; Jeff Hudson, Business and Community Programs Specialist, Rural Development, U.S. Department of Agriculture
	10:00 - 10:15 a.m.	Break	
	10:15 - 11:30 a.m. (1.0)	Workforce Development (1.15)	“Right-sizing Your Workforce Development Solutions” Speakers: James Otterstein, CEcD, Economic Development Manager, Rock County Planning and Economic Development Agency; Steve Huth, Coordinator, Stateline Career and Technical Education Academy (SCTEA), Janesville/Beloit
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	1:30 a.m. - Noon	(Optional) - IEDC Certification	Mary Cole Laub, CEcD
Noon – 1:00 p.m. 11:30 a.m. - 1:00 p.m.	Lunch Lunch on Your Own	State Street Restaurants	

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Wednesday, Nov. 10 (PM)	1:00 - 2:15 p.m.	Breakout Session:	Session I: "Tech Tools for Leaders" Dennis Deery, Consultant, Wild Rose Consulting
	2:15 – 2:30 p.m.	Break	
	2:30 – 4:45 p.m. (2.25)	Strategic Planning	TBD Speaker: Connie Loden, CEcD, President, Heart of Wisconsin Business Alliance, Wisconsin Rapids, WI

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Thursday, Nov. 11 (AM)	7:30 - 8:00 a.m.	Continental Breakfast	
	8:00 – 9:00 a.m	Managing an EDO (1.0)	“Creating A Healthy Economic Development Organization” Kelly Haverkamp, UW-Extension- Vilas County; Laura Brown, UW-Extension- Crawford County
	9:00 - 11:00 a.m. (2.0)	Marketing (2.0):	TBD“Marketing for Cost Effective Results” Speaker: Steve Vierck, CECD, President, Angelou Economics, Austin, TX
	11:00 - 11:15 a.m.	Break	
	11:15 a.m. – 1:30 p.m. (2.25) (Box lunch)	Entrepreneurship & Small Business (2.25) (Group Box Lunch)	TBD “Tools for Small Businesses and Entrepreneurs” Greg Wise, Director, CCEDC Joan Gillman, co-host: In Business with Jody and Joan; local entrepreneur
	1:30 – 1:45 p.m.	Break	
	2:00 – 2:15		

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	1:45 - 3:45 p.m.	Real Estate (2.25)	<p><i>TBD“Real Estate Development & Reuse (“</i> Speaker: Gary Becker, CEcD, Community Development Specialist, Vierbicher Associates. Inc;</p>
	3:45 - 4:30	Graduation and Wrap-Up	Final Questions and Answers Receipt of Certificates Next steps: post-class survey and webinar