

WISCONSIN DEVELOPS NEW BASIC ECONOMIC DEVELOPMENT COURSE FOR PRACTITIONERS AND LOCAL OFFICIALS

Our second three-and-a half day basic economic development course is now available for individuals involved in economic development at a local, county or state level.

The main objective of the new course is to provide a quality introduction to the field of economic development, including instruction in nine core competencies considered fundamental to the field. The course will be offered at the Pyle Center in Madison, Wisconsin beginning Monday, November 9, 2009 through Thursday, November 12, 2009. It will be repeated in 2010.

Who can benefit from taking this course? New professionals entering the field of economic development, municipal and county staff, elected officials, bankers, village and city administrators, as well as other individuals involved in economic development will benefit from this challenging introductory course.

The Wisconsin Basic Economic Development Course fulfills one of the introductory prerequisites for professional economic developers who wish to pursue the Certified Economic Developer (CEcD) designation through the International Economic Development Council (IEDC).

The Wisconsin Basic Economic Development Course will be an interactive learning experience accredited by IEDC, sponsored by the UW-Extension Center for Community and Economic Development and the Wisconsin Economic Development Association (WEDA). Other partners of the course include the Wisconsin Bankers Association, the Wisconsin Technical College System, the Local Government Institute, the League of Wisconsin Municipalities, the Counties Association and the Wisconsin Department of Commerce and Department of Workforce Development.

As part of the course nine core sessions will be offered on the following topics. Each topic will be taught in an interactive manner and feature small group exercises and projects to challenge participants.

- Business Retention and Expansion
- Managing an Economic Development Organization
- Strategic Planning
- Workforce Development
- Economic Development Finance
- Real Estate Development and Reuse
- Community and Neighborhood Development
- Small Business and Entrepreneurship
- Attraction and Marketing

Registration and course information:

The course will cost \$625 per participant. (An “Early Bird” rate of \$575 is available if registration is received by September 15, 2009). Scholarships may be available through course sponsors and partners. For additional course information or to register go to www.uwex.edu/ces/cced

Contacts:

Course Director:
Mary Cole Laub, CEcD
715-588-3721
mclgroup@hughes.net

Center for Community and Economic Development:
Professor Andy Lewis
608-263-1432
andy.lewis@uwex.edu