

SAVE THE DATES

Wisconsin

Basic Economic Development Course

3-1/2 Day Course

▶ November 9 - 12, 2009

UW-Extension PYLE CENTER
MADISON, WISCONSIN

GRADUATION FROM THE WISCONSIN ECONOMIC DEVELOPMENT COURSE FULFILLS ONE OF THE PREREQUISITES FOR THOSE WHO WISH TO PURSUE THE CERTIFIED ECONOMIC DEVELOPER (CEcD) DESIGNATION THROUGH IEDC.

COURSE FEE: \$650 ❖ SCHOLARSHIPS AVAILABLE

\$595 Early Bird Registration Deadline: September 15, 2009

For registration and course descriptions visit:
www.uwex.edu/ces/cced
For course questions email Mary Cole Laub at:
mclgroup@hughes.net



SPONSORED BY
University of Wisconsin Extension Center for Community and Economic Development
in partnership with the International Economic Development Council (IEDC)
and the Wisconsin Economic Development Association (WEDA).

Who should attend: Full-time economic developers, public officials and others involved in economic development who want an intensive "basic" overview of economic development concepts, methods, strategies and practices.

What will be covered:

- What is economic development and what is the role of an economic developer.
- Managing a local economic development organization
- Growing from within - small business development & entrepreneurship
- Marketing & attraction
- Community & neighborhood development
- Strategic planning for economic development
- Workforce development
- Business finance
- Real estate development & reuse

The Wisconsin Economic Development Course is designed to provide an understanding of the basic concepts, theories, methods and practice will be taught by professionals who have earned the CEcD designation and members of the University of Wisconsin Extension Center for Community and Economic Development.

