

Arizona Cooperative Extension's Community Resource Development Program



In Cooperation With

- International Economic Development Council
- Arizona Association for Economic Development
 - The Arizona Department of Commerce
 - Arizona Public Service
 - Tucson Regional Economic Opportunities
 - Yuma Private Industry Council

Presents the
42nd Annual Arizona Economic Development Course
January 24 – 28, 2010



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The University of Arizona
Arizona Cooperative Extension
Community Resource Development
1955 E 6th St
PO Box 210184
Tucson, AZ 85721-0184

Arizona Economic Development Course

January 24 – 28, 2010

The University of Arizona – Tucson

***If you prefer to use your Visa or MasterCard for payment (only Visa and MasterCard are accepted), please visit www.regonline.com/az_edc10 to register.

—OR—

CHOOSE ONE OF THE FOLLOWING TWO OPTIONS:
(and fill out the form below)

- Bill my company for fee (a purchase order or letter of authorization should accompany the registration).
- Enclosed is a check for \$625 payable to **The University of Arizona Foundation**. *Note: This is a registration fee and not a tax-deductible contribution to The University of Arizona Foundation per IRS regulations. (FEIN 86-6050388).*

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If requesting an invoice or paying by check,
complete this form and return before **January 18, 2010** to:

Erik Glenn, Course Director
OALS

The University of Arizona
PO Box 210456 – 1955 E 6th St
Tucson, AZ 85719-5224

Phone: 928-899-4595 or 520-621-8567

Email: edc@email.arizona.edu

REGISTRATION

Course

The course is designed to provide intensive training in the basics of economic development and is accredited by the International Economic Development Council, the professional organization of economic developers. It is designed to serve 1) Those who are new to the economic development field, including those working for state or local economic development or workforce agencies (private, civil or public), chambers of commerce, industrial developers, urban planning or community development agencies, Indian reservations, the Economic Development Administration or similar establishments. The course also updates the skills of those with more experience. 2) Volunteer economic development workers for groups mentioned above, as well as others with economic development interests, such as members of city councils, boards of supervisors or state legislators. 3) College or university faculty members and students interested in economic development. Full-time students receive a 50% discount (students are admitted on a "space available" basis). Subject matter is both theoretical and practical. A discussion of the theory of economic development and its place in our economic life precedes the research methods needed to understand an area's economy and to provide the information desired by industries. Also discussed are the nuts and bolts of preparing an area for a development program, prospecting, stimulating, and selling the client.

International Economic Development Council Accreditation



This course is accredited by the International Economic Development Council (IEDC), the nation's largest membership organization for economic developers. This course serves as the equivalent of IEDC's *Introduction to Economic Development* course. IEDC partners with numerous organizations that provide

professional development opportunities for economic developers. For more information on IEDC, call 202-223-7800 or visit www.iedconline.org.

Basic Economic Development Courses

- Indiana Basic Economic Development Course** – Muncie, IN – Jan. 11-15, 2010
- Baja California Basic Economic Development Course** – Mexicali, Baja California, Mexico – February 2010
- Ohio Basic Economic Development Course** – Columbus, OH – Mar. 3-5, 2010
- Mid-South Basic Economic Development Course** – Little Rock, AR – Mar. 15-18, 2010
- Georgia Tech's Basic Economic Development Course** – Atlanta, GA – Mar. 23-26, 2010
- Heartland Economic Development Course** – Kansas City Metro Area – Apr. 18-22, 2010
- Texas Basic Economic Development Course** – Arlington, TX – Apr. 20-23, 2010
- Tennessee Basic Economic Development Course** – Nashville, TN – May 3-7, 2010
- New Mexico Basic Economic Development Course** – Silver City, NM – May 23-28, 2010
- Keys to Successful Economic Development** – Sacramento, CA – May 25-28, 2010
- Colorado Basic Economic Development Course** – Denver, CO – Jun. 7-11, 2010
- Basic Economic Development Course at State University of New York in Albany** – Albany, NY – Jun. 21-24, 2010
- Upper Midwest Basic Economic Development Course** – Duluth, MN – Jul. 19-23, 2010
- Chesapeake Basic Economic Development Course** – Aberdeen, MD – Jul. 26-30, 2010

- University of North Carolina Economic Development Course** – Chapel Hill, NC – Aug. 2-5, 2010
- Northwest Basic Economic Development Course** – TBD, WA – August 2010
- Kentucky Basic Economic Development Course** – Lexington, KY – Aug. 23-26, 2010
- Chihuahua Mexico Basic Economic Development Course** – Chihuahua, Mexico – August 2010
- New England Basic Economic Development Course** – Portland, ME – Sept. 13-16, 2010
- The New South Basic Economic Development Course** – Biloxi, MS – Sept. 19-24, 2010
- Southern Illinois University Edwardsville Economic Development Course** – Edwardsville, IL – Oct. 1-2, 2010
- Michigan Basic Economic Development Course** – Kalamazoo, MI – Oct. 4-8, 2010
- Texas Basic Economic Development Course** – Houston, TX – Oct. 5-8, 2010
- Southern Illinois University Edwardsville Economic Development Course** – Naperville, IL – Oct. 18-20, 2010
- University of South Florida Basic Economic Development Course** – Tampa, FL – Nov. 1-3, 2010
- Wisconsin Basic Economic Development Course** – Madison, WI – Nov. 8-11, 2010
- Basic Economic Development Course in Pennsylvania** – TBD, PA – Dec. 6-10, 2010

Tuition & Fees

Course tuition of \$625 includes registration fees, books and course materials. Lodging and meals are not included. Participants are encouraged to preregister. Payment is due by the deadline of January 18. A \$75 processing charge will be assessed to those who cancel after January 18.

We encourage attendees to register online using a credit card (MasterCard or Visa) at www.regonline.com/az_edc10. However, registrants may also pay by check or request an invoice; if utilizing either of these options, please fill out and mail the registration form on the reverse side.

Accommodations

The Windmill Inn at St. Philip's Plaza – 4250 N. Campbell Ave. – Tucson, AZ 85718 – 520-577-0007. The Windmill Inn at St. Philip's Plaza has reserved a block of rooms for the Arizona Economic Development Course. The rate for participants is \$119.00 + tax, single/double occupancy. Each two-room suite includes a private bedroom, wet bar, refrigerator, microwave, telephones, cable television, double sized sleeper sofa, desk, and work area. Suites are offered with a king size or two double beds and a full bath. Make hotel reservations early, rooms are available on a first-come, first-served basis. When making reservations please refer to group code: 01/24AZE. **All sessions are held at the Windmill Inn.**

Preliminary (Tentative) Program (All Sessions at Windmill Inn)

Sunday, January 24

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|------------------|------------------------------------------|
| 3:00 – 4:00 p.m. | Registration |
| 4:00 – 6:00 p.m. | Orientation & Introduction to Case Study |

Monday, January 25

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|-------------------|---------------------------------------------------------|
| 8:15 – 9:45 p.m. | Strategic Planning for Community & Economic Development |
| 9:45 – 10:00 a.m. | Break |

10:00 – 11:30 a.m. A Dialogue on Current Issues Facing the Profession
 11:30 a.m. – 1:00 p.m. Lunch – On Your Own
 1:00 – 2:30 p.m. Managing the Economic Development Organization for “Excellence”
 2:30 – 2:45 p.m. Break
 2:45 – 4:15 p.m. Technology & the Efficient Economic Development Organization
 4:15 – 4:30 p.m. Break
 4:30 – 6:00 p.m. Case Study

Tuesday, January 26

8:15 – 9:45 a.m. Workforce Development
 9:45 – 10:00 a.m. Break
 10:00 – 11:30 a.m. Business Retention & Expansion
 11:30 a.m. – 1:00 p.m. Lunch – On Your Own
 1:00 – 2:30 p.m. Community Development in Theory & Practice
 2:30 – 2:45 p.m. Break
 2:45 – 4:15 p.m. Entrepreneurship
 4:15 – 4:30 p.m. Break
 4:30 – 6:00 p.m. Case Study

Wednesday, January 27

8:15 – 9:45 a.m. The Role of Real Estate in Economic Development & Site Selection
 9:45 – 10:00 a.m. Break
 10:00 – 11:30 a.m. Financing for Economic Development
 11:30 a.m. – 1:00 p.m. Lunch – On Your Own
 1:00 – 2:30 p.m. Tourism Development **OR** A Panel Discussion with National Site Selectors
 2:30 – 2:45 p.m. Break
 2:45 – 4:15 p.m. Higher Education in Economic Development **OR** Sustainability in Economic Development
 4:15 – 4:30 p.m. Break
 4:30 – 6:00 p.m. Case Study

Thursday, January 28

8:15 – 9:45 a.m. Economic Development Marketing for Results
 9:45 – 10:15 a.m. Break
 10:15 a.m. – 12:15 p.m. Case Study Presentations
 12:15 – 1:45 p.m. Lunch
 1:45 – 3:15 p.m. Case Study Wrap-up
 3:15 – 3:45 p.m. Break
 3:45 – 4:15 p.m. Awarding of Certificates
 4:30 p.m. Adjourn

Advisory Committee

Arizona Department of Commerce – Deb Sydenham
Arizona Public Service – David Bentler and Evelyn Casuga
Tucson Regional Economic Opportunities – Joe Snell
Yuma Private Industry Council – John Morales
Course Director – Erik Glenn

Last Year’s Course Faculty

Heather Ainardi – Acting Director, Flagstaff Convention & Visitors Bureau, Flagstaff, AZ
Wallace B. Bishop, Jr. – CED, FM, Consultant, Bishop & Associates, Clearwater, FL
Bill Bolin – Director, Rural Development, Arizona Department of Commerce, Phoenix, AZ
Barry Broome – President & CEO, Greater Phoenix Economic Council, Phoenix, AZ

Evelyn Casuga – CEcD, General Manager, Community Development/Rural Arizona Customer Service, APS, Casa Grande, AZ
Terry Clower – Ph.D., Associate Director, Center for Economic Development and Research, University of North Texas, Denton, TX
Erik Glenn – IOM, Area Assistant Agent, Community Resource Development, University of Arizona Cooperative Extension, Tucson, AZ
Michael Hammond – SIOR, CRE, President, PICOR Commercial Real Estate Services, Tucson, AZ
Katherine Hutton – CEcD, Managing Director, Walker Center for Global Entrepreneurship, Thunderbird School of Global Management, Glendale, AZ
Robert McNichols – CEcD, President, RezBuilders, L.L.C., Kingman, AZ
Jacki Mieler – Marketing Manager, Flagstaff Convention & Visitors Bureau, Flagstaff, AZ
Gary Molenda – President, Business Development Finance Corporation, Tucson, AZ
John Morales – Executive Director, Yuma Private Industry Council, Yuma, AZ
Thomas Rainey – President, Northern Arizona Center for Emerging Technologies, Flagstaff, AZ
David Roderique – CEcD, President & CEO, Downtown Phoenix Partnership, Phoenix, AZ
Judie Scalise – CEcD, Founder & Principal, ESI Corporation, Phoenix, AZ
Rudy Schnabel – EDI, Retired, Glendale, AZ
Joe Snell – President & CEO, Tucson Regional Economic Opportunities, Inc., Tucson, AZ
Steve Vierck – CEcD, President, Economic Development Division, AngelouEconomics, Austin, TX
Bruce Wright – Associate Vice President, University Research Parks, Office of Economic Development, The University of Arizona, Tucson, AZ

Scholarship Sponsors



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Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, James A. Christenson, Director, Cooperative Extension, College of Agriculture and Life Sciences, The University of Arizona.

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