



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

## Economic Development for Elected Leaders Training Agenda

### Day 1

- 8:30 am – 9:30 am      **Registration**
- 9:00 am – 9:15 am      **Host's Welcome** – *Chris Masingill, Federal Co-Chairman, Delta Regional Authority*. Introduction of topics, speakers, and participants
- 9:15 am - 10:00 am      **Things You Should Know About Economic Development** - *Jeff Finkle, CEcD, President & CEO, International Economic Development Council*  
What is economic development? The critical role of elected leaders in economic development, the business climate, defining your ED organization, key qualifications and competencies of economic developers, components of the ED program, core values.
- 10:00 am – 10:30 am      **ED as a Practice in Your Community** – *Mark Goodman, CEcD, President, Goodman Associates*  
What is your current role in promoting economic development in your community? Round table discussion of how things are done in your jurisdiction and topics that are of most interest to you. This session will help set the stage for the rest of the training.
- 10:30 am – 10:45 am      **Break**
- 10:45 am – 12:00 pm      **Current Trends in Economic Development** - *Jeff Finkle*  
As an organization serving economic developers at the local/state/regional/national level, IEDC collects both qualitative and quantitative data on trends and promising practices in the profession.
- 12:00 pm – 1:00 pm      **Networking Lunch**
- 1:00 pm – 2:30 pm      **Thinking Strategically About Your Economy and the Future** – *Lynn Knight, CEcD, Vice President of Knowledge Management & Development, IEDC*  
How the strategic planning process makes a difference, how you can best contribute to the plan and its implementation, key economic indicators and metrics site selectors use, evaluating target industries and clusters, engaging your community.
- 2:30 pm – 2:45 pm      **Break**
- 2:45 pm – 3:15 pm      **Leveraging Allies at Various Levels in Economic Development** – *Mark Goodman*  
Economic development at the state and regional level, how your state invests in economic development relative to other states, how funds are raised for ED

programs. Regionalism: the necessities and benefits of working with your neighbors.

3:15 pm – 4:30 pm

**Visit with your State & Federal ED Partners**

What are the key programs you can take advantage of from your state and federal government? In this session we will cover Arkansas's business development programs, incentives and perspectives on economic development. We will also hear about federal support available from the U.S. Department of Agriculture-Rural Development.

- *Kurt Naumann, Director of Strategic Planning and Research for the Arkansas Economic Development Commission*
- *Justin Ladd, Area Specialist, USDA-Rural Development*

4:30 pm – 4:45 pm

**Wrap Up – Jeff Finkle**

## **Day 2**

8:30 am - 8:35 am

**Welcome and Overview of Today's Topics – Mark Goodman**

8:35 am – 9:30 am

**Business Retention & Expansion: Growing from Within – Lynn Knight**

Where do existing businesses fit in with regards to economic development in your community? How do you engage your business community? The importance of BRE, how economic developers do it, and your critical role.

9:30 am – 10:15 am

**Understanding the Business Attraction and Site Selection Process – Mark Goodman**

Being prepared for business, marketing your community for business, the site selection process, community development concepts.

10:15 am – 10:30 am

**Break**

10:30 am – 11:30 am

**Incentives for the 21<sup>st</sup> Century – Mark Goodman**

Dos and don'ts, best practices in non-financial incentives, measuring return on investment and strategic incentives

11:30 am – 12:00 pm

**JOBS JOBS JOBS: Workforce Development for Sustained Economic Growth – Lynn Knight**

The importance of the workforce in site selection. What is the economic developer's role in workforce development? How can you help? Forecasting: seeking out employers' workforce needs before a crisis emerges. Examples of how elected leaders contribute to effective workforce development.

12:00 pm – 1:00 pm

**Lunch - Attracting New Money to Your Community: Working with Foreign Investors – Lynn Knight**

Whether you plan to engage with foreign investors or not, in this session you will gain valuable perspective on what it takes to be a globally competitive

investment destination. Special interests, concerns and resources for working with foreign investors will be addressed.

- 1:00 pm – 2:30 pm **Home Grown ED: Promoting Entrepreneurship & Growing Small Businesses – Lynn Knight**  
Entrepreneurship is a key element of the American economy. This session will explore how to measure entrepreneurship and small business growth, as well as services and programs that can make a difference.
- 2:30 pm – 2:45 pm **Break**
- 2:45 pm – 3:15 pm **Economic Resiliency – Lynn Knight**  
What is resiliency and why is it so important to address in your economic development program? This session will discuss key aspects of being a more economically resilient community.
- 3:15 pm – 3:50 pm **Tieing it all together: A Case Study of a Small Community that Connected with a Catalytic, World-Class Investor – Lynn Knight**
- 3:50 pm – 4:00 pm **Wrap up – Take Aways – Mark Goodman**