



CEcD Update

December 2007

In this Issue:

Special Announcement

- December Web Seminar
- 2008 Leadership Summit
- Weed and Seed Assistance

Professional Development Opportunities

- 2008 Federal Economic Development Forum
- 2008 Building Cutting Edge Public-Private Partnerships Conference - New
- 2008 Annual Conference
- Recognized State and Regional Meetings

Growing the Network

- IEDC Educational Courses
- Volunteer to be a Mentor
- Bring the CEcD Exam to Your Region

Stay Certified

- Quarterly Invoicing for Recertification
- Call for Graders
- New Recertification Activities

CEcD Program Update

- 2007 New CEcDs
- Increased CEcD Program Marketing
- CEcD Stats, Data and Dates



CEcD Update

December 2007

The CEcD Update – Newsletter is designed to serve the IEDC network of CEcDs with useful information, news and tips. We would truly appreciate any feedback you may have on the delivery, content or layout of this newsletter. Feedbacks can be directed to Kobi Enwemnwaa at kenwemnwaa@iedconline.org.

SPECIAL ANNOUNCEMENTS

December Web Seminar

As the New Year approaches, IEDC is pondering how to make 2008 a more rewarding year for its members. With your help, we are generating new ideas for the year's web seminars.

Web seminars, also known as webinars, are an efficient and cost-effective way to provide valuable professional development for you and your staff. With respected industry leaders as speakers, web seminars are designed to be interactive through use of phone and computer.

In order for IEDC to **keep this program on the cutting-edge** and relevant to your work, we ask you take a short online survey (no more than 5 questions) to provide input into future web seminar topics. Our goal is to continue providing outstanding benefits for our members. With your help we can continue to tailor our programs to you and your staff's professional development needs. Click here to [take our survey](#) !

2008 Leadership Summit

An event like IEDC's Leadership Summit comes only once a year. The [2008 Leadership Summit: Connecting Leadership and Communities](#) will be held February 3-5, 2008 at the Wyndham Orlando Resort. As a CEcD, you owe yourself the opportunity to participate in high-level networking, learn from thought-provoking speakers, and interact with your peers to discover innovative ways to lead your organization. You cannot afford to miss this experience!

Program Highlights:

- Keynote Luncheon Speaker: Doug Hall, Founder and CEO of Eureka! Ranch

- Hot Topic Discussion Roundtables
- Golf Outing and Super Bowl Party
- Countless Networking Opportunities

While most of the United States experiences days of cold and clouds, sunny [Orlando](#) offers the perfect reason to combine business with pleasure.

Don't wait! Take the time to [register today!](#) Also, watch for future updates about the Summit.

CEcD Events at the Orlando Leadership Summit

CEcD Exam

Before the summit kicks off, a CEcD exam will be conducted on Saturday, February 2 and Sunday, February 3. We are anticipating that the Orlando exam will be a mid-sized exam (20 – 25 candidates). Therefore, if you would like to join the team of volunteer CEcDs signed up to grade the written and oral exams, please contact [Kobi Enwemwa](#).

CEcD Breakfast

The popular annual CEcD Breakfast will be held on Monday, February 4 at 7:00 am as part of the summit's program. Last year, over 50 CEcDs attended the breakfast. We hope to surpass that number this year. Attendees will be given an update on the CEcD program's performance in 2007 and the strategic direction of the program in 2008.

CEcD Exam Workshop

IEDC will offer the "Preparing for The CEcD Exam" Workshop on Tuesday, February 5 at 7:30 am to 9:15 am. Attendees at this workshop will be provided a complete overview of the CEcD exam process, from application to the oral examinations. They will learn tools and techniques for the exam preparation and witness a mock oral interview.

Please encourage your staff and colleagues to attend this workshop to get a head start on the CEcD exam process.

Get Assistance for your Weed and Seed Site

IEDC has provided free technical assistance to more than 30 Weed and Seed sites over the past several years. Find out how [IEDC can help change your community](#) with economic development strategies to bring new investment and growth opportunities to your neighborhood! From business attraction and workforce development to housing and retail, IEDC can assist you take the next step in your seeding efforts.

IEDC is a designated provider of technical assistance in economic development and neighborhood restoration to Weed and Seed communities and can help you develop these strategies through strategic planning, best practice research, training workshops, and connections to local experts. Covered by a U.S. Department of Justice grant, IEDC's

assistance is at **NO COST** to the community. For more information on Weed and Seed Technical Assistance, contact [Swati Ghosh](#).

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

2008 Federal Economic Development Forum

As the presidential race heats up and Washington focuses its attention toward the nominees, the Federal Forum will be the place to hear from insiders about economic development issues coming from the campaigns, as well as what to expect during the transitioning administrations.

What will these changes mean for economic developers?

The way to answer this question is to attend the 2008 Federal Economic Development Forum in Alexandria, Virginia. This year's legislative conference is centered on three tracks: **Driving Innovation and Expanding Entrepreneurship; Human Capital: Building, Attracting and Retaining a Talented Workforce; and the Presidential Election**. Be sure to participate in this three-day forum and engage with think tank professionals, university and community college representatives and business leaders.

Registration is now open, so [register today](#) to ensure that you will be at the forefront of federal economic issues in April!

Top Reasons to Attend

Find innovative solutions, approaches, and best practices from leading policy professionals and workforce leaders

Network with other economic development practitioners and representatives from federal agencies

Influence Congress on federal economic development issues that affect you

Learn from insiders on what to expect from transitioning administrations

2008 Building Cutting Edge Public-Private Partnerships Conference

IEDC will present "Building Cutting Edge Private/Public Partnerships," a new conference focused on creative real estate development and private/public partnerships. As the fifth-fastest growing city in the United States and home to two of the nation's largest financial institutions, Charlotte, North Carolina, is the ideal setting for this event.

The conference is scheduled for June 8 – 10 and will feature educational sessions in three tracks:

- Sports and Cultural Facilities
- Urban and Mixed Use Development
- Rural and Small Town Development

Pre-Conference Seminar

This conference will kick off with a very informative seminar: Negotiating Public-Private Deals. A bonus free event, this seminar will focus on the art of negotiating public-private development agreements. Topics covered will include: negotiating strategies, understanding the private sector perspective, verifying the financial need and key parts of a development agreement.

For more information on this brand new conference, contact [Dana Rothstein](#).

2008 Annual Conference

The theme for the 2008 Annual Conference is “*The Next Billion: Mobility, Flexibility, Agility, Livability.*” Join other CECDs, economic development practitioners and leaders, in Atlanta, as they discuss new and emerging tools for the changing competitive environment for economic development.

The 2008 Annual Conference will examine new approaches to economic development, infrastructure, environmental sustainability, and workforce development that embody mobility, flexibility, agility, and livability in adapting to population increases.

The 2008 Annual Conference request for session proposals is now available! If you would like to influence session topics, please complete the [Request for Proposals](#) form and return it to [Dana Rothstein](#).

Recognized State and Regional Meetings

IEDC highlights recognized meetings or events for state and regional economic development organizations. Attendance at such meetings will not only enhance your abilities in economic development within your state or region, you will also earn credit towards your CECD recertification. CECDs are also encouraged to attend events offered by neighboring states and regions to learn about practices that work for the “other guys”.

[Click here](#) to view a list of recognized events and plan your 2008 schedule.

To get your state and regional economic development association meetings recognized, visit our [Event Recognition](#) page and download an application.

GROWING THE NETWORK

Refer your Friends, Colleagues or Staff to IEDC Educational Courses

At this point, we ask that you think about that friend, colleague or staff who may benefit from attending one of IEDC’s Professional Development Courses. Can you think any of others who are interested in the CECD certification? If so, this is the time to drop them an email encouraging them to begin the process by considering one of the 2008 courses:

January and February Course offerings

[Business Retention and Expansion](#)

January 7 – 8
San Antonio, TX

[Economic Development Marketing and Attraction](#)

January 9 – 10
San Antonio, TX

[Economic Development Strategic Planning](#)

January 31 – February 1
In Conjunction with the 2008 Leadership Summit
Orlando, FL

[Neighborhood Development Strategies](#)

February 7 – 8
New Orleans, LA

[Economic Development Credit Analysis](#)

February 11 – 13
San Antonio, TX

[Economic Development Marketing and Attraction](#)

February 28 – 29
Atlanta, GA

For a complete list of courses, [download](#) a PDF of the 2008 Guide to Professional Development or visit our online [Professional Development Calendar](#).

Volunteer to be a CEcD Mentor

Along with the responsibility of growing the CEcD network comes the responsibility to support others who are on the path to certification through mentorship. CEcD candidates have many misconceptions about the CEcD exam and mentorship is an ideal opportunity to use your knowledge of the process to dismiss those fears and myths.

Contact [Kobi Enwemnw](#) to volunteer to become a mentor and you will be connected with an individual who needs your guidance through the certification process.

Bring the CEcD Exam to your Region

Does your state or region have a low number of CEcDs? A local CEcD exam is what you need to boost those numbers. The CEcD exam partnership program brings the exam closer to home for practitioners, saving them the expense of traveling and time away from the office.

The State of Texas has been a beacon of hope for the partnership program. Despite its state's position as the state with the highest number of CECDs, The Texas Economic Development Council (TEDC) has partnered with IEDC for two of the last four years to administer the CECD exam in their locale. This year, The Brooke's Development Authority of San Antonio, Texas, invited IEDC to offer a sequence of courses to prepare participants for the CECD exam. The course series will be followed by a March 2008 exam in San Antonio.

Here are some details of the partnership arrangements. The partnering organization agrees to:

- Recommend a date and location for the exam and help secure the facility and recommendations
- Market the exam and guarantee a minimum of 30 exam applicants
- Sponsor facility and logistics costs to support the exam

A Memorandum of Agreement will be signed by both IEDC and the partnering organization. Contact [Kobi Enwemnw](#) for more information on the Exam Partnership Program.

STAY CERTIFIED – YOU EARNED IT (...DON'T LOSE IT)

Quarterly Invoicing for Recertification

The newly implemented quarterly invoicing system has proved to be an effective plan as it promotes efficiencies in the administration of CECD renewals. Under this system, CECDs have one of four recertification due dates in each calendar year. The table below shows the structure of the new system and the retention rate for 2007, thus far:

Month of Certification	Recertification Due Date	Retention Rate
January 1 – March 31	March 31	92%
April 1 – June 30	June 30	82%
July 1 – September 30	September 30	86%
October 1 – December 31	December 31	TBD

IEDC will maintain this system going forward. Your recertification date is now the last day of the quarter during which you got certified. All CECDs will receive an email notice of their recertification due date in January 2008. For CECDs due to recertify in 2008, you will receive reminders based on the following schedule:

Notice	Timeline
1 st Notice	90 Days Out
Reminder Notice	30 Days Out
Past Due Notice	30 Days Past Due
Late Fee and Termination Warning Notice	60 Days Past Due
Final Termination Notice	90 Days Past Due

You do not have to wait to receive your recertification notice in the mail. Give yourself plenty of time to schedule your final activities and organize your paperwork.

[Download](#) the current recertification form today!

Call for Graders

CEcDs earn credit for participating in the CEcD exam grading process. However, the most popular feedback from past graders is that the participating in the grading process is very enlightening as they refresh their knowledge of tools and methods used in the field. The CEcD exam grading process also gives CEcDs a prime opportunity to network with fellow CEcDs.

We are accepting requests for grading for the following upcoming exams:

February 2 – 3
Orlando, FL
In Conjunction with the 2008 Leadership Summit

March 15 – 16
San Antonio, TX
In Partnership with the Brooke's Development Authority

April 12 – 13
Alexandria, VA
In Conjunction with the 2008 Economic Development Forum

Contact [Kobi Enwemnw](#) to get enlisted as a grader and be sure to state your choice of exams.

More Ways to Earn Recertification Credits

IEDC Awards Program Judging

The Education and Certification Committee received and approved a proposal to consider judging of the IEDC Excellence in Economic Development Awards Program as a Level Two recertification activity. The proposal will be presented to IEDC's Performance Oversight and Monitoring (POM) committee at its next meeting.

Judging involves participation in a full-day event, in Washington DC, in which more than 500 entries are evaluated. Serving as a judge is a rewarding commitment of time and expertise. Judges gain professional development and knowledge of industry best practices.

[Click here](#) to learn more about the Excellence in Economic Development Awards Program.

CEcD PROGRAM UPDATE

2007 CEcDs

The largest CEcD exam of 2007 was the September CEcD exam in Phoenix, Arizona – in conjunction with the 2007 Annual Conference – with 38 candidates. An impressive 16 new CEcDs emerged from that exam for a 42% pass rate. Click [here](#) to view the announcement of the Phoenix exam awardees.

A total of 28 practitioners were awarded the CEcD designation from the four exam administered in 2007. Click [here](#) to view a list of all 2007 CEcDs.

Increased CEcD Marketing: A 2008 Strategic Goal

As part of our 2008 Strategic Goals, IEDC staff will increase marketing efforts for the CEcD program consistent with the following objectives:

- Increase the awareness of the designation and the contribution CEcDs make to our communities, states and countries
- Build upon the brand recognition that has been built to date
- Differentiate the CEcD designation from other industry-related certifications
- Gain more universal acceptance for the CEcD designation
- Develop a pipeline of CEcD candidates and have a net positive growth in CEcD each year (number of new CEcDs coming out of exams exceeds retention loss)

These objectives are drawn, in part, from the responses received from CEcDs to the letter sent in May 2007 from the Chair of the Education and Certification Committee regarding the Southern Economic Development Council's (SEDC) PCED designation.

IEDC Reorganization and Continued CEcD Exam Revision

An internal reorganization is underway at IEDC, setting the stage for increased efficiency and organizational growth. IEDC is shifting to staff departments organized by “key functions” as compared to “program areas.” The new departments are as follows:

Professional Development & Education
(programming, content development)

Marketing, Business Development & Membership
(marketing, communications, member relations)

Meetings
(meeting planning, logistics)

Advisory Services & Research

Finance & Administration
(accounting, IT, human resources)

Association of Defense Communities
(affiliate management)

Amongst the responsibilities of the Professional Development Department is monitoring the effectiveness and relevance of the CEcD exam content. The department staff is currently reviewing the multiple choice portion of the exam to ensure clarity and accuracy in the questions. This effort will be expanded to include the short answer and essay portions of the exam.

The Marketing, Business Development & Membership department is responsible for the delivery and administration of the CEcD exam.

CEcD Stats, Data and Dates

History of New CEcDs

2004 – 66 new CEcDs

2005 – 81 new CEcDs
(High number due to end of 10 year waiver rush)

2006 – 87 new CEcDs
(High number due to release of new exam version)

2007 – 28 new CEcDs
(Fall off year due to 05 & 06 surge)

*If you have ideas for increasing the 2008
CEcD application numbers, please contact
[Kobi Enwemnw](#)*

Top States

Texas – 128 CEcDs
Georgia – 81 CEcDs
North Carolina – 62 CEcDs
Missouri – 60 CEcDs
Arizona – 59 CEcDs

Upcoming Exams

Feb. 2 – 3, 2008 – Orlando, FL
(At the IEDC Leadership Summit)

Mar. 15 - 16, 2008 – San Antonio, TX

(In Partnership with the Brooke's
Development Authority)

April 12 – 13, 2008 - Alexandria, VA
(At the IEDC Economic Development
Forum)

Jun. 7 - 8, 2008 – Charlotte, NC
(At the IEDC Public/Private Partnership
Conference)

Oct. 18 – 19, 2008 – Atlanta, GA
(At the IEDC Annual Conference)