IEDC PROFESSIONAL DEVELOPMENT CATALOG

Maintain Your Competitiveness and Advance Your Career With IEDC
The International Economic Development Council’s (IEDC) training courses, conferences, webinars, scholarships, and Certified Economic Developer (CEcD) program offer a range of opportunities to boost your knowledge, enhance your network, and advance your community. The changing economy forces all of us to work smarter. IEDC is here to help.

**Webinars**
With no travel, no hotels, and no lost days from the office, our webinars are a cost-effective professional development program. Learn about cutting edge research, techniques, and industry tools in a convenient online environment.

*Go to iedconline.org/webinars to see what topics we’re exploring.*

**Certified Economic Developer Program**
Certified Economic Developers (CEcDs) are part of a network of more than 1,100 professionals who have demonstrated a high degree of knowledge and practical, applicable experience. Recertification requirements are designed to allow Certified Economic Developers to remain at the cutting-edge of the field. Ready to sit for the exam or recertify?

*Go to iedconline.org/CEcD to see what’s required.*

**Training courses**
Our interactive courses are the leading source of education for economic developers at all levels of experience and provide an international perspective focusing on real-life experiences, best practices, and tools you can use in your community.

*Go to iedconline.org/courses for upcoming courses.*

**Conferences**
Our Leadership Summit, FED Forum, Economic Future Forum, and Annual Conference will not only connect you with others who share your goals and experiences, but will also keep you at the forefront of the profession by providing access to insights from community leaders, industry experts, and federal policymakers.

*Go to iedconline.org/upcomingevents for upcoming conferences.*
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With over 1,110 Certified Economic Developers (CEcD) worldwide, IEDC’s certification program is the industry gold standard for excellence in the profession.

The CEcD exam unites the field by establishing a baseline of core knowledge for economic development professionals. By offering this highly sought after and comprehensive designation, IEDC promotes the status and credibility, as well as enhances the knowledge and performance, of all economic developers.

WHY EMPLOYERS SHOULD INVEST IN CEcDs

Help Your Staff Become Certified
Make an investment in your staff, their future in the profession, and the future of your organization by encouraging their path towards certification.

The Value of CEcDs to Employers
As leaders of your organization, you want to show your stakeholders and community that you are committed to professional excellence. Having one or more CEcDs on your team demonstrates your organization’s experience and enhances your credibility.

As an employer, your investment in certification can have long-lasting benefits. It can:
- Improve your staff’s education and knowledge
- Boost your staff’s level of confidence and professionalism
- Enhance the image and credibility of your organization
All candidates for the Certified Economic Developer exam must first meet three (3) requirements:

1. Experience Requirement
   Completion of four years of consecutive, paid, full-time economic development or related experience.

2. Education Requirement
   Completion of four core courses and two elective courses.
   **Core Courses:**
   - Introduction to Economic Development or Basic Economic Development Course
   - Business Retention and Expansion
   - Economic Development Credit Analysis
   - Real Estate Development and Reuse
   **Elective Courses:**
   - Economic Development Finance Programs
   - Economic Development Marketing and Attraction
   - Economic Development Strategic Planning
   - Entrepreneurial and Small Business Development Strategies
   - Foreign Direct Investment and Exporting
   - Managing Economic Development Organizations
   - Neighborhood Development Strategies
   - Technology-Led Economic Development
   - Workforce Development Strategies

   We offer a number of equivalencies and special waivers. Visit iedconline.org/prodev for details.

3. Primer Requirement
   New candidates applying to sit for an exam must participate in “A Primer to the CEcD Exam Process: What You Need to Know,” either in person or via webinar. This workshop provides candidates with a complete overview of the Certified Economic Developer (CEcD) exam process, from the application to the oral examination. They will learn tools and techniques for preparing for the exam and witness a mock oral interview. This workshop is offered at the Annual Conference and Economic Future Forum, free of charge. It will also be offered as a webinar on Thursday, February 13, 2020.

Visit iedconline.org/CEcD for more information about becoming a CEcD
Select Course Instructors

Dennis Coleman, CEcD, FM, HLM
Co-Founder and Partner
Community and Economic Development Solutions, LLC
Saint Louis, MO
Managing Economic Development Organizations

Erik Collins
Director
Montgomery County Community & Economic Development
Dayton, OH
Business Retention and Expansion

Mo Collins
Principal
Entrepreneurial Communities
Des Moines, IA
Entrepreneurial and Small Business Development Strategies and Technology-Led Economic

Jim Damicis
Senior Vice President
Camoin 310
Scarborough, ME
Economic Development Strategic Planning

Jeff Finkle, CEcD
President & CEO
International Economic Development Council
Washington, DC
Managing Economic Development Organizations

Vernon Gerth, CEcD
Assistant City Administrator for Community and Economic Development
City of Franklin, Tennessee
Arrington, TN
Workforce Development Strategies

Carol Lauffer
Principal
Business Cluster Development LLC
Palo Alto, CA
Entrepreneurial and Small Business Development Strategies

Robert Lewis, CEcD, FAICP
Assistant Professor, Urban Planning & Development
Saint Louis University
St. Louis, MO
Real Estate Development and Reuse
Diane Lupke, CEcD, FM
President
Diane Lupke & Associates, Inc.
Newton, WI
Workforce Development Strategies

John Metcalf
President
Workforce Systems Associates
Charlotte, NC
Workforce Development Strategies

Bob Okabe
Venture Development Principal & Education Lead
Polsky Center for Entrepreneurship & Innovation, University of Chicago
Chicago, IL
Technology-Led Economic Development

Jon Roberts
Managing Partner
TIP Strategies Inc
Austin, TX
Economic Development Strategic Planning

Deborah Smith, SIOR, CEcD
Vice President, Industrial
Cushman & Wakefield/EGS
Commercial Real Estate
Birmingham, AL
Real Estate Development and Reuse

Laith Wardi, CEcD
Owner
ExecutivePulse, Inc.
Erie, PA
Business Retention and Expansion
About the Course

This comprehensive training course will introduce the economic development profession to participants both new and experienced. Learn how economic development strategies can be structured to encourage local and regional development and advance your community’s growth potential. This course emphasizes theoretical and practical perspectives on economic development and provides participants with the skills they need to organize, plan, and implement economic growth initiatives. Those new to economic development are encouraged to take this course first as an overview of the field’s key activities.

Course Offerings

See page 22-23 for the BEDC Calendar

The Basic Economic Development Course (BECD) meets IEDC’s requirements and is equivalent to the Introduction to Economic Development course. BEDC course directors collaborate regularly with IEDC to ensure the quality of the BEDC course content is consistent with IEDC’s Introduction to Economic Development Course. IEDC’s accredited programs are operated independently by our recognized partners.
About the Course

This interactive course presents the core components of a BRE program and why the concerns of local businesses need to be actively addressed. Learn the “red flags” that may indicate a company is looking to move elsewhere, and learn how to structure an effective technical assistance program to respond to business concerns. This course helps participants understand how a BRE program relates to attraction, workforce development, small business finance, technology transfer, and many other economic development activities.

Course Highlights

- Establishing, maintaining, and upgrading a BRE program
- Creating effective models for business visitations and surveys
- Customer Relationship Management (CRM) techniques
- Marketing a BRE program
- Establishing an early warning system
- Cluster- and industry-focused BRE programs
- Tracking and analyzing customer feedback and response
- Quantitative and qualitative economic development metrics

Course Offerings

- March 26-27, 2020 | Buffalo, NY
  Early Rate By: February 14, 2020
  Regular Rate:  February 14 – March 13, 2020
  Late Rate After: March 13, 2020
  This course is held in partnership with New York State Economic Development Council.

- July 7, 14, 21, 28, 2020 | Online
  Early Rate By: May 29, 2020
  Regular Rate:  May 30 – June 26, 2020
  Late Rate After: June 26, 2020

- November 5-6, 2020 | Phoenix, AZ
  Early Rate By: September 25, 2020
  Regular Rate:  September 25 – October 23, 2020
  Late Rate After: October 23, 2020
  This course is held in partnership with Arizona Association for Economic Development.
About the Course

This hands-on course presents business financing tools and available private financing options, as well as how the public sector can complement bank financing. Course participants will perform credit analysis by determining how well a company buys and sells to make a profit. Learn how to read financial reports, financial statements, balance sheets, and profit and loss statements. Enroll now to understand the basics of structuring deals for small businesses that often combine public and private sector financing programs.

Course Highlights

- Business credit analysis and deal structuring/restructuring
- Credit risk, maturity risk, rate risk, and liquidity
- Determining if a firm is productive and profitable
- Analysis of small business lending programs
- Negotiation and loan packaging options
- Review SBA, HUD, USDA, and commercial lending programs
- Overview of real estate financing and lending tools

Course Offerings

- **July 15-17, 2020 | San Antonio, TX**
  
  Early Rate By: June 5, 2020  
  Regular Rate: June 6 - July 2, 2020  
  Late Rate After: July 2, 2020

  *This course is held in partnership with University of Texas at San Antonio.*

- **November 18-20, 2020 | Chapel Hill, NC**
  
  Early Rate By: October 9, 2020  
  Regular Rate: October 10 - November 6, 2020  
  Late Rate After: November 6, 2020

  *This course is held in partnership with University of North Carolina at Chapel Hill.*
Real Estate Development and Reuse (2-day in-person or 4-day online course)

about the Course

This course clearly articulates the eight-stage process for real estate development and reuse from conception to realization. Learn a wide variety of financing tools that are available at the local, regional, and state levels, including tax increment financing, bond financing, tax credits, tax abatements, land assembly, and brownfield redevelopment. Multiple in-class case studies will be used to help participants work through actual financial and regulatory problems.

Course Highlights

- Housing, retail, office, industrial, hotel, and mixed-use development
- Regulatory and approval process including zoning and permitting
- Assessing community involvement and political feasibility
- Public, private, and nonprofit financial modeling
- Understanding the pro forma operating statement structure
- Property valuation and capitalization rates
- Brownfield redevelopment phase structure and liability
- Request for qualification/proposal process

Course Offerings

- **Feb. 25-26, 2020 | Baltimore, MD**
  Early Rate By: January 17, 2020
  Regular Rate: January 18 - February 14, 2020
  Late Rate After: February 14, 2020
  This course is held in partnership with Maryland Economic Development Association and in conjunction with Economic Development Marketing and Attraction on February 27-28. Register for both, and save on travel costs!

- **May 5, 12, 19, 26, 2020 | Online**
  Early Rate By: March 27, 2020
  Regular Rate: March 28 - April 24, 2020
  Late Rate After: April 24, 2020

- **Sept. 22-23, 2020 | Minneapolis, MN**
  Early Rate By: August 14, 2020
  Regular Rate: August 15 - September 11, 2020
  Late Rate After: September 11, 2020
  This course is held in partnership with Minnesota Economic Development Foundation and in conjunction with Neighborhood Development Strategies on September 24-25. Register for both, and save on travel costs!

- **Dec. 3-4, 2020 | Atlanta, GA**
  View registration information at www.pe.gatech.edu
  This course is held in partnership with Georgia Tech Enterprise Innovation Institute

See all training courses at iedconline.org/courses
ELECTIVE COURSE

Economic Development Finance Programs (3-day in-person course)

About the Course

The core objective of this analytical course is to explain the financial tools used to stimulate private sector investment that results in the creation of permanent private sector jobs, increased productivity, and improvement in the local tax base. Course participants will learn how to calculate debt/service ratios, cash-on-cash rate of return, capitalization rates, underwriting ratios, debt coverage ratios, and similar financial tools used to identify project feasibility. Course instructors will also spend time teaching how potential investors measure return on investment (ROI) and how lenders evaluate risk. Participants will have an opportunity to work through multiple case studies in order to solidify their knowledge of the finance programs.

Course Highlights

• Learn how to help small businesses adjust the imbalance between cost and revenue
• Explore the fundamentals of reducing risk of default and foreclosure
• Understand credit risks – matching sources and uses of funds to lower monthly payments and strengthen cash flow position
• Review maturity risks – providing collateral substitution with guarantee of collateral cushion
• Evaluate Community Development Block Grants, Rural Business Enterprise Grants, and Public Infrastructure Grants
• Revolving Loan Funds and Community Development Financial Institutions
• New Markets Tax Credits, Historic Preservation Tax Credits, and Tax Increment Financing

Course Offering

▶ June 3-5, 2020 | Cleveland, OH

Early Rate By: April 24, 2020
Regular Rate: April 25 - May 22, 2020
Late Rate After: May 22, 2020

This course is held in partnership with City of Cleveland, Department of Economic Development.
ELECTIVE COURSE

About the Course

Businesses looking to relocate or expand need accurate, up-to-date, and credible information, and communities need rock-solid marketing techniques to reach the needs of the business community. Course participants will learn how to craft their community’s message and explore various communication mediums, including how to best utilize social media and web technologies as an economic development marketing tool. Case studies and sample plans will highlight the dos and don’ts of economic development marketing and attraction.

Course Highlights

- Site selection fundamentals, including corporate strategies
- Identifying target audiences using data-driven techniques
- Developing a community marketing plan and brand
- Garnering internal and external support for the marketing campaign
- Engaging social media and website design to target new markets
- Benchmarking, evaluating, and monitoring the marketing plan

Course Offerings

- **February 27-28, 2020 | Baltimore, MD**
  
  Early Rate By: January 17, 2020
  Regular Rate: January 18 - February 14, 2020
  Late Rate After: February 14, 2020

  This course is held in partnership with Maryland Economic Development Association and in conjunction with Real Estate Development and Reuse on February 25-26. Register for both, and save on travel costs!

- **May 14-15, 2020 | Atlanta, GA**
  
  View registration information at www.pe.gatech.edu

  This course is held in partnership with Georgia Tech Enterprise Innovation Institute

- **August 13-14, 2020 | Denver, CO**
  
  Early Rate By: July 2, 2020
  Regular Rate: July 3 - July 31, 2020
  Late Rate After: July 31, 2020

  This course is held in partnership with Economic Development Council in Colorado.

- **November 17, 24 & December 1, 8, 2020 | Online**
  
  Early Rate By: October 9, 2020
  Regular Rate: October 10 - November 6, 2020
  Late Rate After: November 6, 2020

See all training courses at iedconline.org/courses
Economic Development Strategic Planning
(2-day in-person course)

About the Course

This highly interactive course lets participants work in small teams to understand the complexity and challenges of strategic planning. Learn techniques for building consensus among stakeholders who represent different values and interests. Participants will also learn the quantitative techniques used to better understand their community, and explore project assessment methods for setting priorities and measuring their plan’s impact.

Course Highlights

- Stakeholder analysis, structuring participation, and planning fundamentals
- Consensus building, group facilitation, and conflict
- Defining geography, competitive advantage, and SWOT
- Determining vision, mission, goals, and objectives
- Demand-side strategies and supply-side strategies
- Identifying projects and strategy formation and implementation
- Setting realistic benchmarks and measuring success
- Exploring the use of dashboard indicators

Course Offerings

▶ February 6-7, 2020 | Tampa, FL

Early Rate By: January 4, 2020
Regular Rate: January 4 - January 24, 2020
Late Rate After: January 24, 2020

This course is held in conjunction with the 2020 IEDC Leadership Summit, February 9-11.

▶ October 8-9, 2020 | Dallas, TX

Early Rate By: August 28, 2020
Regular Rate: August 29 - September 25, 2020
Late Rate After: September 25, 2020

This course is held in conjunction with the 2020 IEDC Annual Conference, October 11-14.
Entrepreneurial and Small Business Development Strategies (2-day in-person course)

ELECTIVE COURSE

About the Course

Explore the core aspects of entrepreneurial and small business development. In this course, you will learn the financial and managerial tools economic developers use to create a climate that encourages entrepreneurial and small business development. Practitioners will examine the barriers they face and how communities can leverage their economic development resources to build highly integrated networks to help businesses thrive in the global economy.

Course Highlights

• Identifying and addressing the needs of entrepreneurs
• Defining urban- vs. rural-focused entrepreneurial and small business strategies
• Managing technical assistance (e.g., economic gardening) programs
• Development and management of business incubators
• Understanding federal and state government resources (e.g., SBDCs)
• Financing programs including microloans, venture capital, and angel networks
• Creating a technical assistance tracking system to measure job growth, etc.

Course Offerings

▶ June 18-19, 2020 | Calgary, AB

Early Rate By: May 8, 2020
Regular Rate: May 9 - June 5, 2020
Late Rate After: June 5, 2020

This course is held in conjunction with the 2020 IEDC Economic Future Forum, June 21-23.

▶ September 17-18, 2020 | Baltimore, MD

Early Rate By: August 7, 2020
Regular Rate: August 8 - September 4, 2020
Late Rate After: September 4, 2020

This course is held in partnership with Maryland Economic Development Association.

See all training courses at iedconline.org/courses
About the Course
This course teaches the core components of bringing the world economy to your community’s front door. Foreign direct investment (FDI) and exporting are now essential components of a local economic development strategy. Attendees will learn how to attract foreign investors, from identifying targeted sectors to engaging new business. They will also explore how to facilitate exports in their community, with an emphasis on how existing federal and state programs can assist. The course will cover all aspects of doing business with foreign entities, from cultural differences to tax and financing issues.

Course Highlights
• Understanding how the federal government specifically supports EDOs in pursuit of FDI and growing exports, especially among small-to medium-sized businesses
• In-depth coverage of how to make the most of trade shows and trade missions, including working with elected officials and dealing with the press
• Explanation of why an investor would be interested in setting up operations in the U.S., and the means by which they may undertake investment, from mergers and acquisitions to new greenfield development
• Private and public financing programs that ensure exporters of any size have access to capital and insurance
• How foreign business climates differ from that of the U.S., and how to navigate in new markets as well as welcome different cultures into your community
• Review of trade policy, including what steps can be taken if a company encounters trade barriers such as tariffs or unnecessary regulation

Course Offering
March 10, 17, 24, 31 2020 | Online
Early Rate By: January 31, 2020
Regular Rate: February 1 – February 28, 2020
Late Rate After: February 28, 2020
Managing Economic Development Organizations (2-day in-person course)

About the Course

This course will focus on the key principles and practices of professional management in economic development. It will define excellence in economic development and explain the fundamentals of managing for results, outcome-based performance, organizational assessment, stakeholder identification, vision and mission scope, organizational culture, and more. Since EDOs differ from one another depending on their available resources, location, and mission, this course is designed to equip a leader of any organization to make the right decisions.

Course Highlights

• Outcome-based management and performance
• Managing conflict and developing a statement of ethics
• Understanding and evaluating the EDOs core competencies
• Serving the customer and measuring customer satisfaction
• Improving knowledge management and internal processes
• Working with board/city council members, staff, and community stakeholders
• Team building, determining hiring needs, and managing budgets
• Leveraging existing resources and working with regional organizations

Course Offering

► April 23-24, 2020 | Washington, DC

Early Rate By: March 13, 2020
Regular Rate: March 14 – April 10, 2020
Late Rate After: April 10, 2020

This course is held in conjunction with the 2020 IEDC FED Forum, April 26-28.
Neighborhood Development Strategies (2-day in-person course)

About the Course

This practitioner-driven course uses case studies to complement current neighborhood development theory. Participants will learn how to identify major neighborhood actors and their objectives and strategies for redevelopment, as well as understand the process for creating a strategic economic development plan to meet neighborhood development goals.

Course Highlights

- Asset creation, wealth creation, and enterprise development and expansion
- Housing development, real estate speculation, and tax base stabilization
- Public and private sector roles in combating inner city unemployment
- Examining historical and current neighborhood trends
- Performing leakage assessments and gap analyses
- Aligning strategic plans for multiple neighborhood groups
- Understanding the banking and grocery needs of the underserved
- Working with the media to share success stories

Course Offerings

- **Apr 30-May 1, 2020 | Cleveland, OH**
  
  Early Rate By: March 20, 2020  
  Regular Rate: March 21 - April 17, 2020  
  Late Rate After: April 17, 2020  

  *This course is held in partnership with City of Cleveland, Department of Economic Development.*

- **September 24-25, 2020 | Minneapolis, MN**

  Early Rate By: August 14, 2020  
  Regular Rate: August 15 - September 11, 2020  
  Late Rate After: September 11, 2020  

  *This course is held in partnership with Minnesota Economic Development Foundation and in conjunction with Real Estate Development and Reuse on September 22-23. Register for both, and save on travel costs!*
Technology-Led Economic Development (2-day in-person course)

ELECTIVE COURSE

About the Course

In this course, participants will be introduced to the legal and financial framework for bringing innovation to market, including technology protection and product licensing. Learn how to partner with government, industry, higher education, and the private sector to create a highly integrated network of technology and innovation. Multiple case studies will be presented to explain the role of business incubators, accelerators, venture capital, angel networks, gap financing, and more.

Course Highlights

• Forming strategic alliances and technology clusters
• Building partnerships with higher education and technology councils
• Understanding technology transfer and commercialization
• Reviewing patent, copyright, trademark, and licensing terms
• Developing incubators, accelerators, and research parks
• Developing multiple financing mechanisms for technology businesses
• Debt vs. equity financing options for entrepreneurs and small businesses
• Rural technology-led economic development strategies

Course Offering

► April 2-3, 2020 | Lansing, MI

Early Rate By: February 21, 2020
Regular Rate: February 22 - March 20, 2020
Late Rate After: March 20, 2020

This course is held in partnership with Michigan Economic Developers Association.
About the Course

Skilled workers are the backbone of a productive and efficient economy, and a critical decision point in today’s business location decisions. This versatile course explains the essential relationship between economic and workforce development through case studies, practical examples, and current research. Course participants will learn what programs currently leverage federal, state/provincial, and local financial resources to support workforce development. Learn about what you can do through collaborative programs to build the workforce pipeline and upgrade the skills of your community’s existing workforce. Other topics will include: the emerging demand-driven model in workforce development, sector strategies for targeted industry clusters, K-12 development and integration, occupational analysis, talent attraction, and more.

Course Highlights

• The core components of the workforce development system and its essential role in economic development
• Understanding occupational data analysis
• Assessing the qualifications, skills, and abilities of the current workforce
• Recruitment and retention of a skilled labor force
• The role of higher education in workforce and economic development
• New alliances, new models, federal funding, and best practices in regional and local initiatives

Course Offerings

- **January 8, 15, 22, 29, 2020 | Online**
  - Early Rate By: November 29, 2019
  - Regular Rate: November 30 - December 27, 2019
  - Late Rate After: December 27, 2019
- **May 7-8, 2020 | Albuquerque, NM**
  - Early Rate By: March 27, 2020
  - Regular Rate: March 28 - April 24, 2020
  - Late Rate After: April 24, 2020
- **August 6-7, 2020 | Madison, WI**
  - Early Rate By: June 26, 2020
  - Regular Rate: June 27 - July 24, 2020
  - Late Rate After: July 24, 2020

This course is held in partnership with Wisconsin Economic Development Association.

This course is held in partnership with International Academy of Economic Development.
2020 Basic Economic Development Courses

January 13–17, 2020
Ball State
Muncie, IN
- Brian Blackford
  - bablackford@bsu.edu
  - 317-502-6307
  - www-bsu.edu/ici

January 27–31, 2020
Arizona Association
Phoenix, AZ
- Joyce Grossman
  - joyce@aaed.com
  - 602-240-2233, Ext. 1
  - www.aaed.com

January 28–31, 2020
Louisiana
Hammond, LA
- Karen Romero
  - kromero@selu.edu
  - 985-549-3831
  - www.lideatraining.com/training-courses

February 4–7, 2020
TEDC Winter
Waco, TX
- Crystal Chism Fulbright
  - Crystal@texasedc.org
  - 512-480-8432
  - www.texasedc.org

March 17–20, 2020
Georgia Tech
Atlanta, GA
- Alan Durham
  - alan.durham@innovate.gatech.edu
  - 404-385-5137
  - www.gt-bedc.org

April 6–9, 2020
Mid-South
Little Rock, AR
- Shelley Short
  - shelley@aedce.org
  - 501-210-4206
  - www.aedce.org/mid-south-basic

April 28–May 1, 2020
Ohio
Columbus, OH
- Tracey Hogan
  - tracey@assnoffices.com
  - 614-228-4725
  - www-ohioeda.com/events

April 27–30, 2020
Heartland
Blue Springs, MO
- James Hoelscher, CEd
  - james.hoelscher@uni.edu
  - 319-273-6944
  - www.bcs.uni.edu/heartland

April 27–May 1, 2020
Minnesota
Maple Grove, MN
- Janna King, Rhea Sullivan
  - jking@econdevelop.com,
  - rhea@edam.org
  - (952)928-4640
  - www-edam.org

May 4–7, 2020
Tennessee
Nashville, TN
- Kim Denton, CEd
  - kim.denton@tennessee.edu
  - 865-974-8464
  - www.cis.tennessee.edu/tbedc

June 6–12, 2020
Colorado
Denver, CO
- Michelle Claymore
  - mclaymore@c3gov.org
  - 303-289-3747
  - www.edcconline.org

June 22–25, 2020
New York
Albany, NY
- Emily Simmons
  - simmons@nysedc.org
  - 518-426-4058
  - www-nysedc.org
2020 Basic Economic Development Courses (Cont.)

**July 20-24, 2020**
Auburn University
Auburn, AL
- Amelia Hall Stehouwer & Julia Heflin
  - hallame@auburn.edu cc: hefljb@auburn.edu
  - 334-844-4782
  - www.auburn.edu/outreach/gedi

**July 19-23, 2020**
Western New Mexico University
Silver City, NM
- Noreen Scott
  - noreen.scott73@gmail.com
  - 505-710-7172
  - www.medamd.com

**July 27-30, 2020**
Chesapeake
Baltimore, MD
- Sandy Sponaugle
  - sandy@medamd.com
  - 410-347-1246
  - www.medamd.com

**August 3-6, 2020**
NC Chapel Hill
Chapel Hill, NC
- Jonathan Morgan
  - morgan@sog.unc.edu
  - 919-843-0972
  - www.sog.unc.edu/courses/basic-economic-development

**August 17-20, 2020**
Kentucky
Lexington, KY
- Matt Tackett
  - mtackett@kaedonline.org
  - 502-227-9653
  - kaedonline.org

**September 14-17, 2020**
Wisconsin
Madison, WI
- Brian Doudna
  - bdoudna@weda.org
  - 608-255-5666
  - www.weda.org

**September 15-18, 2020**
Michigan
Lansing, MI
- John Avery
  - avery.john@medaweb.org
  - 517-241-0011
  - www.medaweb.org/basiccourse

**September 21-24, 2020**
True South
Hattiesburg, MS
- Chad Miller
  - chad.r.miller@usm.edu
  - 601-266-6666
  - www.usm.edu/trent-lott-national-center/true-south-basic-economic-development-course.php

**October 19-23, 2020**
52nd Annual Illinois
Naperville, IL
- Cindy Cobetto
  - cgorsag@siue.edu
  - 618-650-2164
  - www.bedillinois.org

**October 19-22, 2020**
California BEDC
Fresno, CA
- Helen Schaubmayer
  - Helen@caled.org
  - 916-448-8252, ext. 16
  - www.caled.org

**October 27-30, 2020**
TED Fall
Waco, TX
- Crystal Chism
  - crystal@texasedc.org
  - 512-480-8432
  - www.texasedc.org

**November 3-6, 2020**
Florida SBDC at NSF
Tampa, FL
- Kris Manning
  - kmanning@usf.edu
  - 813-905-5806
  - www.sbdctampabay.com/bedc
About the Series

Join IEDC throughout 2020 for a year’s worth of technical insights into emerging economic development topics from the profession’s leading voices. IEDC’s 2020 webinar series offers 12 webinars on a broad-range of current topics, including Opportunity Zones, the night economy, entrepreneurship, and real estate, among others.

Webinar Rates

<table>
<thead>
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<th>Half-Series Package</th>
<th>Full-Series Package</th>
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<td>*Best deal!</td>
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IEDC paid webinars are eligible for re-certification points for Certified Economic Developers (CEcDs). Participation in 3 IEDC paid webinars equals 2 re-certification points.

*Sponsorship opportunities are available! Contact IEDC if your organization or company would like to sponsor a 90-minute webinar on the first Thursday of any month in 2020 (excluding October and November).

*Sponsorship opportunities are available! Contact IEDC if your organization or company would like to sponsor a 90-minute webinar on the first Thursday of any month in 2020 (excluding October and November).
## 2020 IEDC Professional Development

### 2-Day Training courses

<table>
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<th>Early Rate</th>
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<td>$505</td>
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<td>$660</td>
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### 3-Day Training courses

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### Webinars

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Note: The 4-day online course fee is equivalent to a 2-day in-person training course.

* Walk-in registrations will be accepted. Full payment must be made on-site in order to attend the course.

** Copy of current transcript required.

## CEcD Exam

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## 2020 IEDC Conferences

### Leadership Summit

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<tr>
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### FED Forum

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### Economic Future Forum

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### Annual Conference

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<tr>
<td>Non-Member</td>
<td>$1,149</td>
<td>$1,299</td>
<td>$1,349</td>
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</table>
Save Time and Expenses on Professional Development in 2020

BUNDLE A COURSE WITH A CONFERENCE

IEDC offers discounts when you sign up for a course and conference that are happening during the same week!

ONLINE TRAINING COURSES

For the first time, IEDC is offering both core and elective training courses in an online format. Register for an online course to cut travel time and flight/hotel costs.

BULK REGISTRATIONS

Register a group of 3 or more for any of IEDC courses and receive a 10% discount off the total!

SCHOLARSHIPS

Apply for one of IEDC’s two scholarship opportunities. Application deadline: July 31, 2020.

- **The Diane Lupke Scholarship Fund**
  Visit www.bit.ly/DianeLupke

- **The Melissa Nebelsick Scholarship for Women**
  Visit www.bit.ly/MelissaNebelsick
Membership
IEDC members enjoy exclusive benefits, including discounted training course, exam, and conference registration rates, access to the IEDC membership directory, the Economic Development Journal, the ED Now blog, legislative updates, and affinity program benefits. Become a member today!

Advisory and Research Services
IEDC can provide customized solutions for your economic development challenges. Through advisory panels and customized research, we can provide assistance in a wide range of areas including: strategic planning; organizational development; real estate development; neighborhood development; workforce development; technology-led economic development; business retention, expansion, and attraction; and small business / entrepreneurial development.

Excellence in Economic Development Awards
Submit your best projects to IEDC’s Excellence in Economic Development Awards program. IEDC recognizes the world’s best economic development programs, partnerships, and marketing materials as well as the year’s most influential leaders.

Accredited Economic Development Organization (AEDO) Program
The AEDO designation recognizes the professional excellence of economic development entities and also provides independent feedback on their operations, structure, and procedures. Earning this stamp of approval for your organization increases the visibility of your economic development efforts in your community and region and enhances credibility with business and political leaders, funders, clients, and other stakeholders.

Bookstore
Visit our online bookstore for IEDC’s technical reports and training course manuals, plus the very best offering of industry-related publications from major publishers.

Job Center
Reach more than 25,000 professionals by advertising your next job opening through IEDC’s Job Center.
It’s an exciting time to be involved in economic development, and IEDC members are right in the heart of the action. As an IEDC member, you are entitled to the following products and services.

1. Receive Exclusive Information, Research & Legislation
An IEDC membership provides access to the profession’s most respected and dependable resources for current economic development activity and industry specific research products. This includes the twice-monthly ED Now newsletter, the Economic Development Journal, and IEDC EDRP research reports.

2. Learn & Achieve Professional Development
IEDC’s Certified Economic Developers (CEcDs) are acknowledged around the world as having achieved the pinnacle of excellence in the economic development field.

3. Save up to $1,000 per year
Members receive discounted pricing on all IEDC events and products including our four yearly conferences, webinars, training courses, and more.

4. Receive the full benefits of the GrantStation Premium Access Program (GPA).
GrantStation offers IEDC members direct access to a comprehensive set of grantseeking tools and resources to help you identify the appropriate grantmakers for a range of programs or projects. IEDC’s new online Grants Research Center allows you to search:
- U.S. and International Charitable Giving funders
- Federal Grant & Loan Listings
- Up-To-Date State Funding Information

5. Year-round networking opportunities
In addition to the face-to-face networking opportunities that IEDC conferences provide, members also have direct, real-time contact through IEDC’s member directory and its members-only LinkedIn group.

Become a member today! With more than 5,000 members, IEDC is the largest non-profit organization of its kind for economic developers in the world, and you can be one of them. You don’t have to be an economic developer to get value from IEDC’s world-class programs and research; our members include economic and community development professionals, site location experts, local, state and federal agencies, and other prominent leaders across a broad-spectrum of professions. Learn more about the benefits of IEDC membership by visiting iedconline.org/join.

Learn more about an IEDC Membership at iedconline.org/join
Here’s what recent IEDC course attendees are saying:

“

The information and course content was very informative and current to today’s best practices. The professors were engaging and knowledgeable in the subject matter. This seminar is a great foundation to the various concepts and best practices in today’s world. I would highly recommend this seminar to colleagues in the Economic Development field.

Martin Alvarez

“

I recently attended the Economic Development Marketing and Attraction course in Calgary. The course was extremely well planned and executed. All presenters were extremely knowledgeable, interesting and most importantly current in the field. I came away from the course with multiple actionable strategies, some of which I have already implemented. The 2-day course was packed with content and was delivered in a format that kept everyone engaged and on task.

Donna Petrie

“

I recently attended IEDC Foreign Direct Investment and Exporting Course and would highly recommend it to anyone who is either experienced as well as new to the international trade. Even though I have been doing FDI for the last 5 years, I have found it extremely beneficial to learn what other communities were doing, what challenges they were facing and how they were overcoming them. The instructors did a great job on teaching this course.

Olga Molnar
The National Development Council (NDC) was founded in 1969 with a simple but powerful mission: increase the flow of capital investment, jobs, and community development to distressed communities throughout the country. Through partnerships with governments and nonprofit organizations across the country, we deliver a unique combination of development finance and capacity building services in the form of technical assistance, training, and certification programs. These partnerships result in new jobs, business expansion, real estate development projects, and dollars for investment into additional community development projects and activities that improve communities and enhance the lives of low and moderate-income people.

Visit www.ndconline.org for more information.

OU/EDI is the only multi-year professional-level program of its type in the United States. OU/EDI provides an intensive three-session program of instruction and research. Courses are offered at multiple locations during the year. Most students complete the OU/EDI program over three calendar years. However, attending courses in multiple locations can accelerate this schedule.

Participants choose from a variety of core and elective courses. Credit hours in any single subject may be used to comply with professional development requirements for the CEcD exam.

Visit www.ouedi.org for up-to-date information on sessions.
2020 IEDC Conferences and Events

In a global economy, you never know where the next opportunity to advance your career or community will come from. IEDC provides four opportunities over the course of the year to form and foster relationships with economic developers from around the world, and the next county over.

Our three technical conferences and annual conference will not only connect you with peers who share your goals and experiences, but keep you at the forefront of the profession by providing insights from community leaders, industry experts, and federal policy makers.

2020 IEDC Leadership Summit

February 9-11, 2020 • Tampa, FL

The Leadership Summit is a unique gathering of economic development leaders holding senior management positions or operating economic development organizations, and those holding the CEcD certification. Experience high-level peer networking, professional development opportunities, and interactive discussions on the latest activities and issues affecting economic development leaders today.

2020 IEDC FED Forum

April 26-28, 2020 • Washington, DC

IEDC’s annual federal policy and legislative conference, this forum features top policy leaders from the U.S. Congress and the administration, as well as from think tanks and associations. The forum presents attendees with a unique opportunity to learn from and interact directly with legislative experts and program managers from agencies managing economic development initiatives.
2020 Economic Development Week

May 4-9, 2020

Celebrating the economic development profession and the economic development professionals in your community.

2020 IEDC Economic Future Forum

June 21-23, 2020 • Calgary, AB

Economic Future Forum is a forward-looking conference that explores industry trends and the partnerships and strategies needed to grow, attract, retain, and expand companies in current and new industries. The conference also focuses on fostering innovation and economic transformation in the new economy.

2020 IEDC Annual Conference

October 11-14, 2020 • Dallas, TX

More than 1,400 economic developers from across the country and around the world meet annually to interact with distinguished speakers, panelists, and colleagues. Sessions cover the newest trends in economic development and are complemented by educational tours, networking events, and an extensive exhibit hall.
About IEDC

The International Economic Development Council (IEDC) is a nonprofit, nonpartisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding jobs that facilitate growth, enhance wealth, and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC’s members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions.

IEDC Mission

To provide leadership and excellence in economic development for our communities, members, and partners.

Connect With IEDC Online

Get more information on the IEDC Professional Development program at iedconline.org/prodev.