



**FOR IMMEDIATE RELEASE**  
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***Coverage Request***  
**IEDC's How You Build It Conference**  
*Creating Cutting-Edge Developments*

**Oklahoma City, OK (June 3, 2010)** – The International Economic Council (IEDC) will hold its How You Build It conference, June 6-8, 2010 at the Renaissance in Oklahoma City, OK. Themed “Creating Cutting Edge Developments,” the conference will feature high level expert speakers and the opportunity to gain insight on starting, revitalizing, and finishing proposed developments.

The 2010 How You Build It conference will examine the growing demand for publicly funded and public-private partnership projects. Now is the time for communities both large and small to take proposed developments off the shelf, reexamine stalled projects and bring them into reality. Understanding how to conceive, finance, construct and operate complex – and all the steps in between – can be a challenge. In order to start overcoming that challenge, IEDC is running this new technical conference that teaches economic developers, local government staff and elected officials and the development community how to complete projects that contribute to local economic development and community competitiveness.

Featured speakers include:

- The Honorable Kathy Taylor, Chief of Education Strategy and Innovation, State of Oklahoma
- J. Larry Nichols, Co-Founder, Chairman & CEO, Devon Energy Corporation, Oklahoma City, OK
- Jerrold P. Lea, Sr. Vice President, Hines, Houston, TX
- Clayton I. Bennett, President, Dorchester Capital, Chairman, The Oklahoma City Thunder, Oklahoma City, OK

Featured session topics include:

- Going Green: Building Sustainable Projects for Tomorrow
- What's Ahead in Sports Facilities
- Financing: Where the Money Is
- Creating Destination Downtowns
- Support: Building Public Support for the Project

The [International Economic Development Council](http://www.iedconline.org) (IEDC) is the premier membership organization dedicated to helping economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,500 members, IEDC represents the largest network of economic development professionals in the world. IEDC provides a diverse range of services, including conferences, certification, professional development, publications, research, advisory services and legislative tracking. Visit our website to learn more: [www.iedconline.org](http://www.iedconline.org).

To attend, please download our **Media Free Registration Form** and fax it back to (202) 223-4745 with attention to Earnestine Jones.

Conference Website: <http://www.iedconline.org/HowYouBuildIt/index.html>

Program Outline: <http://www.iedconline.org/HowYouBuildIt/Program.html>

About IEDC: [http://www.iedconline.org/?p=About\\_IEDC](http://www.iedconline.org/?p=About_IEDC)

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