

Arizona Cooperative Extension's Community Resource Development Program



In Cooperation With

- International Economic Development Council
 - The Arizona Department of Commerce
 - Arizona Public Service Company
 - Greater Phoenix Economic Council
 - Yuma Private Industry Council

Presents the

41st Annual Arizona Economic Development Course

January 25 – 29, 2009



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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 25 – 29, 2009

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_edc09 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 19, 2009** to:

Erik Glenn, Course Director
OALS

The University of Arizona
PO Box 210184 – 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 Economic Development Course – Muncie, IN – Jan. 12-16, 2009

Keys to Successful Economic Development – Sacramento, CA – Feb. 3-6, 2009

Texas Basic Economic Development Course – Austin, TX – Feb. 16-20, 2009

Baja California Basic Economic Development Course – Ensenada, Baja California, Mexico – Feb. 19-23, 2009

Mid-South Basic Economic Development Course – Little Rock, AR – Mar. 16-19, 2009

Ohio Economic Development Course – Columbus, OH – Mar. 24-26, 2009

Georgia Institute of Technology Basic Economic Development Course – Atlanta, GA – Mar. 24-27, 2009

Heartland Economic Development Course – Kansas City Metro Area – Apr. 19-23, 2009

Tennessee Basic Economic Development Course – Nashville, TN – May 4-8, 2009

New Mexico Economic Development Course – Silver City, NM – May 17-22, 2009

Colorado Basic Economic Development Course – Denver, CO – Jun. 8-12, 2009

Basic Development Course at State University of New York at Albany – Albany, NY – June 2009

Chesapeake Basic Economic Development Course – TBD, MD – Jul. 13-17, 2009

Upper Midwest Basic Economic Development Course – Duluth, MN – Jul. 20-24, 2009

University of North Carolina Economic Development Course – Chapel Hill, NC – Aug. 3-6, 2009

Keys to Successful Economic Development – TBD, CA – Aug. 11-14, 2009

Northwest Basic Economic Development Course – Ellensburg, WA – Aug. 16-21, 2009

Kentucky Economic Development Course – Lexington, KY – Aug. 24-27, 2009

Chihuahua Mexico Basic Economic Development Course – TBD, Chihuahua, Mexico – Aug. 31-Sept. 4, 2009

New England Economic Development Course – Portland, ME – Sept. 14-17, 2009

The New South Economic Development Course – Biloxi, MS – Sept. 20-25, 2009

Michigan Basic Economic Development Course – Kalamazoo, MI – Sept. 21-24, 2009

Texas Economic Development Course – San Antonio, TX – Sept. 28-Oct. 1, 2009

Southern Illinois University Edwardsville Economic Development Course – Naperville, IL – Oct. 19-21, 2009

University of South Florida Basic Economic Development Course – Tampa, FL – Nov. 1-6, 2009

Wisconsin Basic Economic Development Course – Madison, WI – Nov. 9-12, 2009

Economic Development Course in Pennsylvania – Grantville (Harrisburg Area), PA – Dec. 6-11, 2009

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 19. A \$75 processing charge will be assessed to those who cancel after January 19.

We encourage attendees to register online using a credit card (MasterCard or Visa) at www.regonline.com/az_edc09. 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: 01/25AZE. **All sessions are held at the Windmill Inn.**

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

Sunday, January 25

3:00 – 4:00 p.m.

Registration

4:00 – 6:00 p.m.

Orientation & Introduction to Case Study

Monday, January 26

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. Managing the Economic Development Organization for "Excellence"
 Lunch – On Your Own
 11:30 a.m. – 1:00 p.m. Technology & the Efficient Economic Development Organization
 1:00 – 2:30 p.m. Break
 2:30 – 2:45 p.m. Real Estate & Site Selection
 2:45 – 4:15 p.m. Break
 4:15 – 4:30 p.m. Case Study
 4:30 – 6:00 p.m.

Tuesday, January 27

8:15 – 9:45 a.m. Business Retention & Expansion
 9:45 – 10:00 a.m. Break
 10:00 – 11:30 a.m. Community Development in Theory & Practice
 Lunch – On Your Own
 11:30 a.m. – 1:00 p.m. Driving Change for a Global Economy
 1:00 – 2:30 p.m. Break
 2:30 – 2:45 p.m. Environmental Quality & Development
 2:45 – 4:15 p.m. Break
 4:15 – 4:30 p.m. Case Study
 4:30 – 6:00 p.m.

Wednesday, January 28

8:15 – 9:45 a.m. E.D. Volunteers **OR** Focus on Finance
 9:45 – 10:00 a.m. Break
 10:00 – 11:30 a.m. Doing Business in Indian Country **OR**
 The Role of Higher Education in Economic Development
 Lunch – On Your Own
 11:30 a.m. – 1:00 p.m. Tourism **OR** Globalization and Arizona
 1:00 – 2:30 p.m. Break
 2:30 – 2:45 p.m. Workforce Development
 2:45 – 4:15 p.m. Break
 4:15 – 4:30 p.m. Case Study
 4:30 – 6:00 p.m.

Thursday, January 29

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. Economic Development: How the Profession is Evolving
 3:15 – 3:45 p.m. Break
 3:45 – 5:30 p.m. Case Study Wrap-up and Awarding of Certificates
 5:30 p.m. Adjourn

Advisory Committee

Arizona Department of Commerce – Marco Lopez
Arizona Public Service – David Bentler and Evelyn Casuga
Greater Phoenix Economic Council – Barry Broome
Yuma Private Industry Council – John Morales
Course Director – Erik Glenn

Last Year's Course Faculty

Wallace B. Bishop, Jr. – CED, FM, Consultant, Bishop & Associates, Clearwater, FL
Armando Bras – Director, International Business, Arizona Department of Commerce, Phoenix, AZ
Barry Broome – President & CEO, Greater Phoenix Economic Council, Phoenix, AZ
Ron Canham – CEO, The Canham Group, Tucson, AZ
Evelyn Casuga – CEcD, Division Manager, APS Southeast Region Division, Casa Grande, AZ

Terry Clower – Ph.D., Associate Director, Center for Economic Development and Research, University of North Texas, Denton, TX
Jeff Fairman – CEcD, ESOP, Executive Director, City of Avondale, Avondale, AZ
Lay James Gibson – Ph.D., University Distinguished Outreach Professor and Director, Economic Development Research Program, The University of Arizona, Tucson, AZ
Erik Glenn – Area Assistant Agent, Community Resource Development, Yavapai County Cooperative Extension, The University of Arizona, Tucson, AZ
Michael Hammond – SIOR, CRE, President, PICOR Commercial Real Estate Services, Tucson, AZ
Stephanie Healy – President, Southern Arizona Hospital Council of Southern Arizona, 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
John Morales – Executive Director, Yuma Private Industry Council, Yuma, AZ
Martin J. Pasqualetti – Ph.D., Professor of Geography, Arizona State University, Tempe, AZ
David Roderique – CEcD, Economic Vitality General Manager, City of Scottsdale, Scottsdale, AZ
Patricia Schroeder – CEcD & Principal, Practical Solutions, Mesa, AZ
Joe Snell – President & CEO, Tucson Regional Economic Opportunities, Inc., Tucson, AZ
Steve Vierck – CEcD, President & CEO, Mesilla Valley Economic Development Alliance, Las Cruces, NM
Rich Wetzel – Tourism Consultant, Surprise, AZ
Bruce Wright – Chief Operating Officer, The University of Arizona, Science & Technology Park, Office of Economic Development, The University of Arizona, Tucson, AZ

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