



Basic Economic Development Course Schedule

February 27 – March 1, 2024

Austin Marriott North
2600 La Frontera Blvd.
Round Rock, TX 78681
512.733.6767

Tuesday, February 27	Wednesday, February 28	Thursday, February 29	Friday, March 1
<p>8:00 – 8:30 a.m. Registration</p> <p>8:30 – 9:45 a.m. Welcome / Orientation <i>Lisa Mutchler & Pat Jamison</i></p> <p>9:45 – 10:00 a.m. Break</p> <p>10:00 – 11:30 a.m. Introduction to Economic Development <i>Alysia Cook</i></p>	<p>7:30 – 8:00 a.m. Breakfast Provided – Classroom</p> <p>8:00 – 10:00 a.m. Business Attraction & Marketing <i>Kris Collins</i></p> <p>10:00 – 10:15 a.m. Break</p> <p>10:15 – 12:15 p.m. Business Retention & Expansion <i>Tom Long</i></p>	<p>7:30 – 8:00 a.m. Breakfast Provided – Classroom</p> <p>8:00 – 10:00 a.m. Business Finance & Capital Market Programs <i>Russell Gallahan</i></p> <p>10:00 – 10:15 a.m. Break</p> <p>10:15 – 12:15 p.m. Workforce Development <i>Brandi Harrison-Trotter</i></p>	<p>7:30 – 8:00 a.m. Breakfast Provided – Classroom</p> <p>8:00 – 10:00 a.m. Managing EDO'S <i>Scott Martinez, William Myers, Adrian Cannady</i></p> <p>10:00 – 10:15 a.m. Break</p> <p>10:15 – 11:00 a.m. Retail & Economic Development <i>Aaron Farmer</i></p> <p>11:15 – 12:00 ED Trends - Discussion <i>Tom Stellman</i></p> <p>12:00 – 12:45 p.m. Course Evaluation, Graduation and Closing</p>
11:30 – 12:45 pm	12:15 – 1:30 P.M.	12:15 – 1:30 P.M.	Home Sweet Home!
<p>12:45 – 2:45 p.m. Community Development <i>Alysia Cook</i></p> <p>2:45 – 3:00 p.m. Break</p> <p>3:00 – 5:00 p.m. Analyze & Profile a Community <i>John Karras</i></p> <p>6:30 p.m. <i>Dinner on your own or group for those interested in eating together 😊</i></p>	<p>1:30 – 3:30 p.m. Strategic Planning <i>Karen Dickson</i></p> <p>3:30 – 3:45 p.m. Break</p> <p>3:45 – 5:45 p.m. Entrepreneur & Small Business Development <i>David Summers</i></p> <p>6:30 p.m. <i>Networking Reception</i> <i>TBD</i></p>	<p>1:30 – 3:30 p.m. Real Estate Dev & Reuse <i>Eric Davis</i></p> <p>3:30 – 3:45 p.m. Break</p> <p>3:45 – 5:45 p.m. Ethics & Economic Development <i>Fred Welch</i></p> <p>6:30 p.m. <i>Dinner on your own or group for those interested in eating together. 😊</i></p>	

12.5.2023