



## Basic Economic Development Course

**DRAFT** Schedule

February 10-13, 2026

Houston Marriott Westchase

2900 Briarpark Drive

Houston, TX 77042

| Tuesday, February 10                                                                             | Wednesday, February 11                                                                                  | Thursday, February 12                                                                                        | Friday, February 13                                                                          |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <b>8:00 – 8:30 a.m.</b><br><b>Registration</b>                                                   | <b>7:30 – 8:00 a.m.</b><br><b>Breakfast Provided – Classroom</b>                                        | <b>7:30 – 8:00 a.m.</b><br><b>Breakfast Provided – Classroom</b>                                             | <b>7:30 – 8:00 a.m.</b><br><b>Breakfast Provided – Classroom</b>                             |
| <b>8:30 – 9:45 a.m.</b><br><b>Welcome / Orientation</b><br><i>Pat Jamison &amp; Natalie Ruiz</i> | <b>8:00 – 10:00 a.m.</b><br><b>Business Attraction &amp; Marketing</b><br><i>Mark Thomas</i>            | <b>8:00 – 10:00 a.m.</b><br><b>Business Finance &amp; Capital Market Programs</b><br><i>Russell Gallahan</i> | <b>8:00 – 10:00 a.m.</b><br><b>Managing EDO'S</b><br><i>Scott Martinez, TBD, TBD</i>         |
| <b>9:45 – 10:00 a.m.</b><br><b>Break</b>                                                         | <b>10:00 – 10:15 a.m.</b><br><b>Break</b>                                                               | <b>10:00 – 10:15 a.m.</b><br><b>Break</b>                                                                    | <b>10:00 – 10:15 a.m.</b><br><b>Break</b>                                                    |
| <b>10:00 – 11:30 a.m.</b><br><b>Introduction to Economic Development</b><br><i>Alysia Cook</i>   | <b>10:15 – 12:15 p.m.</b><br><b>Business Retention &amp; Expansion</b><br><i>Tom Long</i>               | <b>10:15 – 12:15 p.m.</b><br><b>Workforce Development</b><br><i>Brandi Harrison-Trotter</i>                  | <b>10:15 – 11:00 a.m.</b><br><b>Retail &amp; Economic Development</b><br><i>Aaron Farmer</i> |
|                                                                                                  |                                                                                                         |                                                                                                              | <b>11:15 – 12:00</b><br><b>ED Trends - Discussion</b><br><i>Tom Stellman</i>                 |
|                                                                                                  |                                                                                                         |                                                                                                              | <b>12:00 – 12:45 p.m.</b><br><b>Course Evaluation, Graduation and Closing</b>                |
| <b>11:30 – 12:45 P.M.</b><br><b>Lunch on your own daily</b>                                      |                                                                                                         |                                                                                                              |                                                                                              |
|                                                                                                  | <b>12:15 – 1:30 P.M.</b>                                                                                | <b>12:15 – 1:30 P.M.</b>                                                                                     | <b>Home Sweet Home!</b>                                                                      |
| <b>12:45 – 2:45 p.m.</b><br><b>Community Development</b><br><i>Alysia Cook</i>                   | <b>1:30 – 3:30 p.m.</b><br><b>Real Estate Dev &amp; Reuse</b><br><i>Eric Davis</i>                      | <b>1:30 – 3:30 p.m.</b><br><b>Strategic Planning</b><br><i>Mary Ann Moon</i>                                 |                                                                                              |
| <b>2:45 – 3:00 p.m.</b><br><b>Break</b>                                                          | <b>3:30 – 3:45 p.m.</b><br><b>Break</b>                                                                 | <b>3:30 – 3:45 p.m.</b><br><b>Break</b>                                                                      |                                                                                              |
| <b>3:00 – 5:00 p.m.</b><br><b>Analyze &amp; Profile a Community</b><br><i>John Karras</i>        | <b>3:45 – 5:45 p.m.</b><br><b>Entrepreneur &amp; Small Business Development</b><br><i>David Summers</i> | <b>3:45 – 5:45 p.m.</b><br><b>Ethics &amp; Economic Development</b><br><i>Mary Ann Moon &amp; Jay Moon</i>   |                                                                                              |
| <b>6:30 p.m.</b><br><b>Dinner on your own or group for those interested in eating together</b>   | <b>6:30 p.m.</b><br><b>Networking Reception – TBD</b>                                                   | <b>6:30 p.m.</b><br><b>Dinner on your own or group for those interested in eating together</b>               |                                                                                              |