



**D R A F T Basic Economic Development
Course Schedule
August 11-14, 2026
Hilton Southlake
1400 Place Plaza
Southlake, TX 76092**

Tuesday, August 11	Wednesday, August 12	Thursday, August 13	Friday, August 14
<p>8:00 – 8:30 a.m. Registration</p> <p>8:30 – 9:45 a.m. Welcome / Orientation <i>Pat Jamison & Natalie Ruiz</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>Cris 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, Adrian Cannady, Fred Welch</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 P.M.			
Lunch on your own daily	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. Real Estate Dev & Reuse <i>Eric Davis & Bob Springer</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 – 8:00 p.m. <i>Networking Reception – TBD</i></p>	<p>1:30 – 3:30 p.m. Strategic Planning <i>Mary Ann Moon</i></p> <p>3:30 – 3:45 p.m. Break</p> <p>3:45 – 5:45 p.m. Ethics & Economic Development <i>Mary Ann Moon & Jay Moon</i></p> <p>6:30 p.m. <i>Dinner on your own or group for those interested in eating together</i></p>	