



**Basic Economic Development Course
Schedule
October 7 - 10, 2025
Sheraton Stonebriar Hotel
5444 State Hwy 121
Frisco, TX 75034**

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