



**Basic Economic Development Course  
Schedule  
November 12-15, 2019**

**Hilton Hotel  
113 S. University Parks Dr.  
Waco, TX 76701  
254.754.8484**

<b>Tuesday, Nov. 12</b>	<b>Wednesday, Nov. 13</b>	<b>Thursday, Nov. 14</b>	<b>Friday, Nov. 15</b>
<p><b>8:00 – 8:30 a.m.</b> Registration</p> <p><b>8:30 – 9:45 a.m.</b> Welcome / Orientation <i>Lisa Mutchler &amp; Pat Jamison</i></p> <p><b>9:45 – 10:00 a.m.</b> Break</p> <p><b>10:00 – 11:30 a.m.</b> Introduction to Economic Development <i>Alysia Cook</i></p>	<p><b>7:30 – 8:00 a.m.</b> Breakfast Provided – Classroom</p> <p><b>8:00 – 10:00 a.m.</b> Business Retention &amp; Expansion <i>Tom Long</i></p> <p><b>10:00 – 10:15 a.m.</b> Break</p> <p><b>10:15 – 12:15 p.m.</b> Business Attraction &amp; Marketing <i>Mark Thomas</i></p>	<p><b>7:30 – 8:00 a.m.</b> Breakfast Provided – Classroom</p> <p><b>8:00 – 10:00 a.m.</b> Business Finance &amp; Capital Market Programs <i>Russell Gallahan</i></p> <p><b>10:00 – 10:15 a.m.</b> Break</p> <p><b>10:15 – 12:15 p.m.</b> Workforce Development <i>Brandi Harrison-Trotter</i></p>	<p><b>7:30 – 8:00 a.m.</b> Breakfast Provided – Classroom</p> <p><b>8:00 – 10:00 a.m.</b> Managing Economic Dev Organizations <i>Fred Welch, Danny Booth, Roger Feagley</i></p> <p><b>10:00 – 10:15 a.m.</b> Break</p> <p><b>10:15 – 11:00 a.m.</b> Retail &amp; Economic Development <i>Aaron Farmer</i></p> <p><b>11:15 – 12:00</b> ED Trends - Discussion <i>Tom Stellman</i></p> <p><b>12:00 – 12:45 p.m.</b> Course Evaluation, Graduation and Closing</p>
<b>11:30 – 12:45 P.M.</b>	<b>12:15 – 1:30 P.M.</b>	<b>12:15 – 1:30 P.M.</b>	<b>Home Sweet Home!</b>
<p><b>12:45 – 2:45 p.m.</b> Community Development <i>Alysia Cook</i></p> <p><b>2:45 – 3:00 p.m.</b> Break</p> <p><b>3:00 – 5:00 p.m.</b> Analyze &amp; Profile a Community <i>Karen Beard</i></p> <p><b>6:30 p.m.</b> <i>Dinner on your own or group for those interested in eating together ☺</i></p>	<p><b>1:30 – 3:30 p.m.</b> Strategic Planning <i>Brian Malone</i></p> <p><b>3:30 – 3:45 p.m.</b> Break</p> <p><b>3:45 – 5:45 p.m.</b> Entrepreneur &amp; Small Business Development <i>David Summers Roger Caldwell</i></p> <p><b>6:30 p.m.</b> <i>BEDC Networking Reception ~ TBD</i></p>	<p><b>1:30 – 3:30 p.m.</b> Real Estate Dev &amp; Reuse <i>Eric Davis</i></p> <p><b>3:30 – 3:45 p.m.</b> Break</p> <p><b>3:45 – 5:45 p.m.</b> Ethics &amp; Economic Development <i>Ray Dunlap</i></p> <p><b>6:30 pm</b> <i>Dinner on your own or group for those interested in eating together ☺</i></p>	

07.17.2019



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