



Monday - July 18, 2011

8:00 am - 8:30 am	REGISTRATION	
8:30 am - 9:45 am	WELCOME & INTRODUCTION TO ECONOMIC DEVELOPMENT	Elaine S. Hansen, CPA Director UMD Center for Economic Development
9:45 am - 10:00 am	BREAK	
10:00 am - 12:00 pm	ASSESSING YOUR COMMUNITY	Jim Skurla Director UMD Bureau of Business and Economic Research
12:00 pm - 1:00 pm	LUNCH ON YOUR OWN	
1:00 pm - 3:00 pm	MARKETING STRATEGIES	Janna King, <i>CEcD, CEDFP</i> President Economic Development Services
3:00 pm - 3:15 pm	BREAK	
3:15 pm - 5:00 pm	ETHICS IN ECONOMIC DEVELOPMENT	Elaine S. Hansen, CPA Director UMD Center for Economic Development



Tuesday - July 19, 2011

8:00 am - 8:30 am	NETWORKING	
8:30 am – 9:45 am	MOBILE MARKETING FOR BUSINESSES	John Bennett University of Minnesota Extension
9:45 am – 10:00 am	BREAK	
10:00 am – 11:30 am	ENTREPRENEURSHIP DEVELOPMENT	Richard E. Braun, EDFP Assistant Director UMD Center for Economic Development
11:30 am - 12:30 pm	LUNCH ON YOUR OWN	
12:30 pm – 2:30 pm	BUSINESS RETENTION & EXPANSION	Michael Darger University of Minnesota Extension
2:30 pm - 4:15 pm	STRATEGIC PLANNING	Pamela Sarvela UMD Natural Resource Research Institute
4:15 pm	BUS BOARDING	
5:00 pm – 7:00 pm	BOAT CRUISE Harbor Tour & hors d'oeuvres	VISTA FLEET QUEEN Duluth Harbor



2011 *Upper Midwest*
BEDC
Basic Economic Development Course

Wednesday - July 20, 2011

8:00 am - 8:30 am	NETWORKING	
8:30 am – 10:00 am	INDUSTRIAL DEVELOPMENT INITIATIVES	Heidi Timm City of Duluth
10:00 pm – 12:00 pm	SUSTAINABLE DEVELOPMENT	Kevin Holm & David Williams LHB
12:00 pm - 1:00 pm	LUNCH ON YOUR OWN	
1:00 pm – 2:45 pm	PLANNING FOR DEVELOPMENT	Jennifer Reed Moses City of Duluth Planning Division
2:45 pm – 3:00 pm	BREAK	
3:00 pm - 4:30 pm	DEVELOPING YOUR WORKFORCE & TEAM BUILDING	Richard E. Braun, EDFP Assistant Director UMD Center for Economic Development
4:45 pm	BUS BOARDING	
5:00 pm – 7:30 pm	GLENSHEEN MANSION TOUR AND DINNER	



2011 Upper Midwest BEDC Basic Economic Development Course

Thursday - July 21, 2011

8:00 am - 8:30 am	NETWORKING	
8:30 am - 9:30 am	INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL (IEDC) (Information & Certification)	Elaine S. Hansen, CPA Director UMD Center for Economic Development
9:30 am – 10:00 am	EXPORTING	Carlos Sosa Small Business Administration
10:00 am – 12:00 pm	PUBLIC FINANCING 101	Steve Bubul
	FUNDING ECONOMIC DEVELOPMENT PROJECTS	Sid Inman Financial Advisor Ehlers & Associates, Inc.
12:15 pm	BUS TO LINCOLN PARK	
12:30 pm – 1:30 pm	LUNCH AND PRESENTATION ENTREPRENEURIAL VISION	Alessandro Giuliani Business Owner and Entrepreneur
1:30 pm – 4:30 pm	ECONOMIC DEVELOPMENT PROJECTS TOUR	
4:30 pm	BUS RETURNS TO UMD CAMPUS	



Friday - July 22, 2011

8:00 am - 8:30 am

NETWORKING

8:30 am – 9:30 am

SOCIAL MEDIA

Curt Walczak

Professional Business Consultant
UMD Center for Economic Development

9:45 am - 10:00 am

BREAK

10:00 am – 11:15 am

WORKING WITH
PUBLIC OFFICIALS

11:15 pm – 11:30 pm

WRAP-UP

Elaine S. Hansen, CPA

Director
UMD Center for Economic Development