

2010 Upper Midwest BASIC  
*Economic Development* Course



Monday - July 19, 2010

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 - 4:30 pm

ORGANIZATIONAL &  
COMMUNITY DECISION  
MAKING

Janna King, *CEcD, CEDFP*  
President  
Economic Development Services

3:00 pm – 3:15 pm

BREAK

4:45 pm

BUS BOARDING

5:00 pm – 7:00 pm

BOAT CRUISE  
Harbor Tour & hors d'oeuvres

VISTA FLEET QUEEN  
Duluth Harbor

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Tuesday - July 20, 2010

8:00 am - 8:30 am NETWORKING

8:30 am – 10:00 am CHANGES IN MARKETING  
STRATEGIES

**John Bennett**  
University of Minnesota Extension

10:00 am – 10:15 am BREAK

10:15 am – 12:00 pm SOCIAL MEDIA

**Curt Walczak**  
Professional Business Consultant  
UMD Center for Economic Development

12:00 pm - 1:00 pm LUNCH ON YOUR OWN

1:00 pm - 2:30 pm DEVELOPING YOUR  
WORKFORCE & TEAM  
BUILDING

**Richard E. Braun, EDFP**  
Assistant Director, UMD CED

2:30 pm – 2:45 pm BREAK

2:45 pm - 4:30 pm SUSTAINABLE  
DEVELOPMENT

LHB



Wednesday - July 21, 2010

8:00 am - 8:30 am	NETWORKING	
8:30 am – 9:00 am	INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL (IEDC) (Information & Certification)	Elaine S. Hansen, CPA Director UMD Center for Economic Development
9:00 am – 12:00 am	PLANNING YOUR COMMUNITY & IT'S DEVELOPMENT	Heather Rand Regional ED Program Specialist Minnesota Department of Employment & Economic Development
12:00 pm - 1:00 pm	LUNCH ON YOUR OWN	
1:00 pm – 3:00 pm	BUSINESS RETENTION & EXPANSION	Claudia Cody, MPA West Metro Extension Educator, Community Economics University of Minnesota Extention
3:00 pm – 3:15 pm	BREAK	
3:15 pm – 3:30 pm	GROUP PICTURE	LSBE Common Area
3:30 pm – 4:30 pm	INDUSTRIAL DEVELOPMENT FROM A CITY PERSPECTIVE	TBD City of Duluth
5:00 pm – 7:00 pm	GLENSHEEN MANSION TOUR AND DINNER	

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Thursday - July 22, 2010

8:00 am - 8:30 am

NETWORKING

8:30 am - 9:15 am

REAL ESTATE

DEVELOPMENT AND REUSE  
of canal park and med district

Elaine S. Hansen, CPA  
Director  
UMD Center for Economic Development

Richard E. Braun, EDFP  
Assistant Director UMD Center for  
Economic Development

9:15 am – 9:30 am

BREAK

9:30 am – 10:15 am

LEADING AN ECONOMIC  
DEVELOPMENT AGENCY

Rob West  
President & CEO  
Area Partnership for Economic Expansion  
(APEX)

10:15 am – 12:30 am

PUBLIC FINANCING 101

Steve Bubul

FUNDING ECONOMIC  
DEVELOPMENT PROJECTS

Sid Inman  
Financial Advisor  
Ehlers & Associates, Inc.

12:30 pm

BUS TO LINCOLN PARK

1:00 pm – 2:00 pm

LUNCH – Clyde's Ironworks

2:00 pm – 4:30 pm

ECONOMIC DEVELOPMENT  
PROJECT TOUR

4:30 pm

BUS RETURNS TO UMD CAMPUS

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Friday - July 23, 2010

8:00 am - 8:30 am

NETWORKING

8:30 am – 10:00 am

LOCATION COMPARISON  
& SITE SELECTION

**Chris Maddy**

Director  
Marketing & Business Recruitment  
Northland Connection

10:00 am - 10:15 am

BREAK

10:15 am – 11:15 am

SMALL BUSINESS &  
ENTREPRENEURSHIP  
DEVELOPMENT

**Richard E. Braun, EDFP**

Assistant Director  
UMD Center for Economic Development

11:15 pm – 11:30 pm

WRAP-UP

**Elaine S. Hansen, CPA**

Director  
UMD Center for Economic Development