



2019 Wisconsin Basic Economic Development Course



COURSE: Pyle Center
702 Langdon St <https://goo.gl/maps/iBGRFMTuxgH2>
Madison, WI
Rooms: 325 & 326

PARKING: [430 N. Frances St. \(Frances St. side\) or 415 N. Lake St. \(Lake St. side\)](#). The STATE STREET PARKING RAMP accept Visa, MasterCard, and cash. For a more information on the parking ramp, [click here](#)

COURSE HOTEL: [Lowell Hall](#) 610 Langdon St. Madison, WI 53703
Room Rate: \$115.00 Guest Services/ Front Desk: (608) 256-2621 [Reservations](#)

[Graduate Madison](#) 601 Langdon Street, Madison, WI 53703
Room Rate: \$127 [CLICK HERE - hotel reservation](#)

Monday, September 9

Registration – 2:00 PM – 2:40 PM

Class Introductions – 2:40 – 3:00 PM

3:00 - 5:00 p.m. **Ethics**

Ethical behavior is conduct that is beyond reproach and is in accordance to the common standards of a society, institution or organization. As organizations and institutions evolve, underscoring the need for regular education about acceptable conduct in the profession and the organization is needed to ensure long-term growth and development. This session will elaborate on ethics help participants work through case studies to better understand ethics and economic development.

[Heather Grosz, CEcD, Vice President Economic Development, Kenosha Area Business Alliance](#)

5:00 PM - Class Reception

6:00 PM - Class Dinner and Course Rules

Tuesday, September 10

7:30 - 8:00 AM Continental Breakfast

8:00 – 10:00 AM **Marketing and Attraction**

This hands-on course will review the fundamentals of developing and implementing a high-impact marketing and attraction plan. Businesses looking to locate or expand need accurate, up-to-date, and credible information and communities need rock-solid marketing techniques to reach the needs of the business community. Course participants will be able to learn how to craft their community's message by learning about online marketing fundamentals, GIS technologies, website design, and current trends in site selection. Participants will also explore various mediums of communication as an economic development marketing tool.

[Janet Ady, Ady Advantage, President & CEO](#)

10:00 – 10:15 Break

10:15 AM – 12:15 PM **Strategic Planning**

Strategic planning for a community or organization envisions its future and develops necessary procedures and actions to achieve that future. This session will focus on the background understanding of strategic planning and its process, how to design and organize the process, and developing strategies and formulating action plans.

[Jenny Erickson, Professor, Community Development Educator, UW-Madison Extension Sauk County](#)

12:15 – 1:00 PM Lunch (On Your Own – restaurant options will be suggested)

1:00 – 3:00 PM **Workforce Development**

Workforce development is quickly becoming the #1 focus for economic development organizations. A skilled and educated workforce is crucial in today's economy. Without the proper infrastructure of skilled labor in place, communities cannot be competitive in attracting and retaining business. This session will focus on the need for the creation of workforce development programs that address both community and business needs. This session will also cover the ways to reach out to the community to help build support for workforce development.

[Matt Kures, Community Development Specialist \(Distinguished\), Center for Community & Economic Development, University of Wisconsin - Madison](#)

3:00 – 3:15 PM Break

3:15 – 5:15 PM **Business Retention & Expansion**

Business retention and expansion is a core component of any economic development program, in addition to efforts to attract new businesses and encourage the creation of new businesses. Business retention and expansion programs assist businesses to keep them from relocating to other areas; help them survive economic difficulties; assist them with expansions that add new jobs; and increase their competitiveness in the wider marketplace. The focus is thus on existing companies, which form the local or regional economic base. Studies have shown that the businesses already existing in a community are responsible for up to 80 % of all net local employment, and a significant percentage of cities consider.

[Diane Lupke, President, Diane Lupke & Associates, Inc.](#)

Evening is on your own to explore City of Madison

Wednesday, September 11

7:15 - 7:45 AM **Continental Breakfast**

7:45 - 9:45 AM **Real Estate Development**

Redevelopment of blighted areas and downtown business districts is a central component of the economic health of cities and neighborhoods. Successful redevelopment initiatives can attract new firms and jobs, stimulate tourism, and encourage major new investment in a community. It can also boost the overall morale of the region's residents. This session addresses major issues facing redevelopment projects and the strategies and programs to address them.

[Kristen Fish, CEcD, Managing Partner, Redevelopment Resources](#)

9:45 - 10:00 AM **Break**

10:00 - 12:00 PM **Community & Neighborhood Development**

This session will provide an understanding of the steps in the community development process, and the challenges of community development in economic development practice.

[Naletta Burr, CEcD, Regional Community Account Manager, Wisconsin Economic Development Corporation](#)

12:00 - 12:45 PM **Lunch (Lunch buffet provided)**

12:45 - 2:30 PM **Finance**

Economic development is a means to stimulate growth and development by increasing access to capital for both ventures and projects that may not take place if left to market forces, but do provide economic benefit. This session will provide an overview of the role of capital in economic development, the sources of capital market gaps, and programs to bridge those gaps.

[Christian Tscheschlok, CEcD, Executive Director, Economic Development / Washington County \(EDWC\)](#)

2:30 - 2:45 PM **Break**

2:45 - 4:45 PM **Finance (continued)**

Christian Tscheschok, CEcD, Executive Director, Economic Development / Washington County (EDWC)

Community and Economic Development Awards - The Edgewater Hotel

Free registration included with the Basic Course Registration

This awards program honors best practices and projects in community and economic development across Wisconsin. Held at the Edgewater Hotel, 1001 Wisconsin Place, Madison WI. This is walking distance or short Uber ride from the course meeting location and hotels. See the [videos of past award finalists here](#).

Attire: Business to Business Casual - Award finalists will be in business attire.

5:00 PM – 6:30 PM Reception - heavy hors d'oeuvres (enough for meal) and cash bar

6:30 PM – 7:30 PM Awards Program

Thursday, September 12

7:30 - 8:00 AM **Continental Breakfast**

8:00 - 10:00 AM **Entrepreneurship & Small Business Development**

This session will provide an overview of the role of small business in the U.S. economy, creation of jobs, a brief profile of the small business creation process, and an introduction to the new and emerging areas of small business creation.

[Mark Lange, Executive Director, Institute for Business & Entrepreneurship, University of Wisconsin System](#)

[Todd Strother, PhD, MS, Senior Technology Consultant, University of Wisconsin System](#)

10:00 - 10:15 AM **Break (Class Photo)**

10:15 - 12:15 PM ***Managing and Economic Development Organization***

Successful Economic Development Organizations (EDOs) are distinguished by their ability to be innovative in their program activities and to quickly react to changes in the marketplace. To do this, EDO leaders must engage the board of directors and staff to create an efficient and effective organization. Participants will be introduced to the various aspects of EDO management, with an eye toward achieving organizational excellence.

[Brian Doudna, Executive Director, Wisconsin Economic Development Association](#)

Course Evaluation and Graduation