





**Managing Economic Development Organization**  
**August 4, 2021**  
**1:30-3:00 p.m. Webinar**

Organization Contact Person and Contact Information	Kathleen Heady, CEcD, Manager, Wisconsin Economic Development Academy, Wisconsin Economic Development Association
General Organization Information (i.e. website address, short description of organization, etc.)	The Wisconsin Economic Development Association (WEDA), founded in 1975, is a statewide non-profit organization dedicated to expanding Wisconsin's economy. Driven by the needs of our 450-plus members, we represent the economic development interests of both the private and public sectors through leadership on statewide initiatives to advance economic development in Wisconsin. Through the Wisconsin Economic Development Academy, WEDA provides educational programming to meet the needs of local officials, board or commission members, private sector businesses and professionals in the planning, community, and economic development fields.
Academy Course Model	Webinar Briefing (90 minutes)
Name of Academy Course:	<b>Managing Economic Development Organizations</b>
Technology Required (LCD projector, flip chart, etc.)	LCD projector, screen, laptop
Training Objectives	To provide an introduction to the fundamentals of managing an economic development organization (EDO). After completing this course, participants should have an understanding of the key elements of managing an EDO from creating a strategy/organizational focus, to building a team and community support, and measuring results.
Description of Session or Course	<p>Through this course, participants will learn approaches to key elements of managing an EDO from the perspective of experienced leaders from a rural county EDO and larger regional organization. Topics covered will include building your team (staff, partners, board), cultivating community and investor support, and approaches to budgets and funding alternatives. Developing a strategy and focus areas for your organization, including equity and inclusion efforts, will be explored. The program will also cover measuring the results of your efforts through the use of performance metrics.</p> <p>Course instructors will include their experiences in adapting to rapidly changing circumstances and building organizational resilience.</p> <p>If you are thinking about taking on a new role managing an EDO or want to build your expertise by learning approaches from other experienced EDO leaders, this is the course for you. EDO board members and local officials that work with EDOs are also encouraged to take this course.</p>

<p>Training Deliverables</p>	<p>Through this course, attendees will learn about –</p> <ul style="list-style-type: none"> <li>• Developing an organizational strategy</li> <li>• Building a team (staff, partners, board)</li> <li>• Approaches to budgets and funding strategies</li> <li>• Cultivating community and investor support</li> <li>• Performance Metrics</li> </ul>
<p>Instructors' Names</p>	<p><b>Barb LaMue, CEcD, EDFP, President &amp; CEO New North, Inc.</b></p>  <p>Barb LaMue is the President &amp; CEO - New North, Inc., an 18-county regional economic development corporation in northeast Wisconsin whose mission is to be a catalyst for regional prosperity for all through collaborative action. This is done primarily through the creation and implementation of regional strategies for business and talent development.</p> <p>Prior to this role Barb served as Vice President of business and community development for the Wisconsin Economic Development Corporation (WEDC). In addition to working with companies and communities on growth strategies and investments, she directed Downtown and Minority Business Development and has over 23 years of senior leadership experience in economic development.</p> <p>Barb holds a master's degree in public administration from the University of Wisconsin-Oshkosh and a bachelor's degree in business administration and economics from Lakeland College. She is a Certified Economic Developer (CEcD), a designation granted by the International Economic Development Council that is the industry gold standard for excellence in the profession. She also received her Economic Development Finance Professional certification through the National Development Council. She is a recent past president of the Mid-American Economic Development Council (representing 12 Midwestern states) and recent board members with the Wisconsin Economic Development Association, UW Madison Grainger Institute, and the UW-Stevens Point Wisconsin Sustainable Technology Institute (WIST). Barb currently serves on the boards of the Transportation Development Association, the Wisconsin Business Development Finance Corporation, Wisconsin Procurement Institute, On Broadway District, and the International Economic Development Council (IEDC). She is also a Commissioner with the Brown County Harbor Commission, Board member of UWGB's Institute for Women's Leadership, and Advisory Board member of African Heritage, Inc. Barb has been appointed by governors of both parties to serve on various state commissions.</p> <p><b>New North, Inc.</b>, is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. <a href="http://www.thenewnorth.com">www.thenewnorth.com</a></p>

<p>Instructors' Names #2</p>	<p><b>Ed White, EDFP, Executive Director Sauk County Economic Development Corporation</b></p>  <p>Ed White serves as Executive Director of the Sauk County Development Corporation, a Public-Private Partnership based in Baraboo. Ed’s past experiences include Economic Development Program Manager for the Southwest Wisconsin Regional Planning Commission and Executive Director of the Platteville Business Incubator, Inc. Ed is a certified Economic Development Finance Professional and Business Incubation Manager. He has more than 30 years of experience in building and financing community and economic development. Ed is a Past President of the Wisconsin Economic Development Association’s Board of Directors, Past President of the Wisconsin Business Innovation Association, and the former President of the Platteville City Council.</p> <p>The mission of the <b>Sauk County Development Corporation</b> is to promote and retain the diverse economic vitality of Sauk County and its individual communities. The Corporation seeks to fulfill this responsibility by:</p> <ul style="list-style-type: none"> <li>• Partnering with public bodies and private organizations to nurture a civic and economic climate that supports and encourages local businesses;</li> <li>• Facilitating the development and recruitment of a quality skilled workforce through public and private investment in employee development to meet the needs of Sauk County businesses;</li> <li>• Bolster partnerships and networks that support economic development in the Sauk County region;</li> <li>• Work to retain and grow existing businesses throughout Sauk County;</li> <li>• Support and nurture entrepreneurs and business start-ups;</li> <li>• Facilitate the attraction and retention of quality, skilled workforce;</li> </ul>
<p>Location (city, state) of each Instructor/Planning Committee</p>	<p>Barb LaMue, CEcD, EDFP – Green Bay Ed White, EDFP - Baraboo</p>