

37th. UNC Basic Economic Development Course
University of North Carolina at Chapel Hill
School of Government
August 3-6, 2009

Course Schedule

All course-related activities at the School of Government will be held in Classroom #2601.

Monday, August 3

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| 11:30 - 1:00 pm | Registration and box lunch available |
| 1:00 - 1:30 pm | Welcome and Orientation
Jonathan Morgan, Assistant Professor
UNC School of Government |
| 1:30 - 3:00 pm | Trends in Economic Development
J. Mac Holladay, President
Market Street Services, Inc. |
| 3:00 - 3:15 pm | <i>Break</i> |
| 3:15 - 4:15 pm | Strategic Planning (Part I)
Hilary C. Coman, President
The Coman Company |
| 4:15 - 4:30 pm | <i>Break</i> |
| 4:30 - 5:30 pm | Strategic Planning (Part II)
Hilary C. Coman, President
The Coman Company |

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Tuesday, August 4

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| 8:00 - 8:30 am | Breakfast |
| 8:30 - 10:00 am | Business Attraction: Marketing Your Community
Ted Abernathy, Executive Director
Southern Growth Policies Board |
| 10:00 - 10:15 am | Break |
| 10:15 - 11:45 am | Research and Analysis in Economic Development
Jonathan Morgan, Assistant Professor
UNC School of Government |
| 11:45 - Noon | Group Photo |
| 12:00 - 1:00 pm | Lunch |
| 1:00 - 2:30 pm | Business Attraction: The Site Selection Process
Jeannette T. Goldsmith, Principal
McCallum Sweeney Consulting |
| 2:30 - 2:45 pm | Break |
| 2:45 - 3:45 pm | Business Retention and Expansion (Part I)
Crystal Morphis, Managing Partner
Sanford Holshouser Business Development Group |
| 3:45 - 4:00 pm | Break |
| 4:00 - 5:00 pm | Business Retention and Expansion (Part II)
Crystal Morphis, Managing Partner
Sanford Holshouser Business Development Group |

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Course Schedule

Wednesday, August 5

8:00 - 8:30 am	Breakfast
8:30 - 9:30 am	Financing Economic Development Projects (Part I) Toby Rittner, President & CEO Council of Development Finance Agencies
9:30 - 9:45 am	Break
9:45 - 10:45 pm	Financing Economic Development Projects (Part II) Toby Rittner, President & CEO Council of Development Finance Agencies
10:45 - 11:00 am	Break
11:00 - 12:00 pm	Real Estate Development and Reuse (Part I) Emil Malizia, Professor UNC Department of City and Regional Planning
12:00 - 1:00 pm	Lunch
1:00 - 2:00 pm	Real Estate Development and Reuse (Part II) Emil Malizia, Professor UNC Department of City and Regional Planning
2:00 - 2:15 pm	Break
2:15 - 3:15 pm	Community Development (Part I) Tyler Mulligan, Assistant Professor UNC School of Government
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Community Development (Part II) Tyler Mulligan, Assistant Professor UNC School of Government

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Thursday, August 6

8:00 - 8:30 am	Breakfast
8:30 - 9:30 am	Entrepreneurship and Business Creation (Part I) Deborah M. Markley, Ph.D. Managing Director and Director of Research RUPRI Center for Rural Entrepreneurship
9:30 - 9:45 am	Break
9:45 - 10:45 am	Entrepreneurship and Business Creation (Part II) Kevin Johnson, IEDC Board Member and Former Vice President, Business Development Research Triangle Park
10:45 - 11:00 am	Break
11:00 - 12:00	Workforce Development (Part I) John Metcalf, Senior Partner Corporation for a Skilled Workforce
12:00 - 1:00 pm	Lunch
1:00 - 2:00 pm	Workforce Development (Part II) John Metcalf, Senior Partner Corporation for a Skilled Workforce
2:00 - 2:15 pm	Break
2:15 - 3:15 pm	Managing Economic Development Organizations (Part I) Ronnie Bryant, President & CEO Charlotte Regional Partnership
3:15 - 3:30 pm	Break
3:30 - 4:30	Managing Economic Development Organizations (Part II) Ronnie Bryant, President & CEO Charlotte Regional Partnership
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