

The 23rd Annual

Basic Economic Development Course in Pennsylvania



2009 Sponsors

Columbia Gas
FirstEnergy
PEDA

PPL Electric Utilities
PA Governor's Center for
Local Government Services

The Eden Resort
Lancaster, PA

REGISTER ONLINE AT
<http://www.bedcpa.org>

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Course Description

The course is designed to serve the needs of full-time economic development practitioners and those involved in economic development in a secondary way. The course draws participants from across the eastern states whose backgrounds range from the seasoned professional to the beginning practitioner. Participants learn theoretical and practical approaches to economic development and immediately apply this information to a case study.

Who should attend?

Business Development Professionals; Municipal, Town, County & State Government; Chamber of Commerce; Community Development Practitioners; Economic Development Practitioners; Planning & Development Agencies; Public Utility Personnel; Real Estate Professionals; Anyone interested in job creation/capital investment in their community.

Curriculum

The subject matter is both theoretical and practical, with an emphasis on the latter. Instructors have been drawn from the ranks of business, academic institutions and development organizations. Presentations will be concise and practice oriented, with ample time for questions and open discussion. Course materials for each session of the program will be provided to each registrant. A consideration of the theory of economic development and its place in our economic life precedes the sessions on understanding an area's economy, and provides information pertinent to investment and development decisions. A number of sessions deal with the "nuts and bolts" of area development programs and business retention as well as expansion, marketing, prospecting, financial packaging and closing a deal.



Case Study Scenario

The class is divided into teams representing a local economic development team interested in attracting a company by creating a high interest in business and community development, retention and planning. At the end of the week, a consultant group representative of the new business judges and selects the community in which it chooses to locate. **Please note: the case study requires preparation time outside of regularly scheduled class time.**

Course Program
December 7-11, 2009

Monday December 7th

Registration
Orientation
The Role of the Economic Development Practitioner
Case Study Introduction
Economic Development & the Community
Economic Development & the Environment
Economic Development & the Downtown & Rural Communities
Evening Assignment: Case Study Preparation

Tuesday December 8th

Technology and Economic Development
Marketing & Promotion
Site Selection/Process Development
Business Retention, Expansion & Attraction
Evening Assignment: Case Study Preparation

Wednesday December 9th

Workforce Development Panel
Economic Community Development & Strategic Planning
Community Analysis & Research in ED
FIELD TRIP
Evening Assignment: Case Study Preparations

Thursday December 10th

Credit Analysis/Private Lenders Perspective
State and Federal Financing Programs
CLASS PICTURE
Small Business and Entrepreneur Development
Evening Assignment: Case Study Preparation

Friday December 11th

Case Study Presentations
Equity Investing
Case Study Analysis
Closing Ceremony (Ends by Noon)

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Course Sponsors



IEDC
734 15th Street, NW, Suite
900
Washington, DC 20005
(202) 223-7800
<http://www.iedconline.org>

The BEDC in PA is accredited by the International Economic Development Council. It fulfills one of the prerequisites for those who wish to take the examinations for the Certified Economic Developer (CED) designation.

IEDC, the nation's largest membership organization for economic developers, provides conference, clearinghouse services, research and professional development opportunities.

Continuing Education

PEDA Members: Earn Professional Development Units
PA Attorneys: Earn Continuing Legal Education Credits
PA Planners: Earn Continuing Professional Development Credits

Graduate Credits: If additional requirements are met, the Course may be taken for graduate credits. We will attempt to work with the college you are attending. Contact Krista Schwartz for more details. edrte@psu.edu

Please contact Krista Schwartz at 717-948-6178 for more information.



IEDC's Professional Development

Other Basic Economic Development Courses

March 2009—Ohio EDC, Ohio
March 2009—Georgia Institute of Technology BEDC, Georgia
April 2009—Heartland EDC, Missouri
May 2009—Tennessee EDC, Tennessee
May 2009—New Mexico EDC, New Mexico
June 2009—BEDC at State of University of New York at Albany, New York
June 2009—Colorado BEDC, Colorado
July 2009—Chesapeake BEDC, Maryland
July 2009—Upper Midwest BEDC, Minnesota
August 2009—University of North Carolina EDC, North Carolina
August 2009—Keys to Successful Economic Development, California
August 2009—Northwest BEDC, Washington
August 2009—Kentucky EDC, Kentucky
August 2009—Chihuahua BEDC, New Mexico
September 2009—New England EDC, Maine
September 2009—New South EDC, Mississippi
September 2009—Michigan BEDC, Michigan
September 2009—Texas BEDC, Texas
October 2009—Southern Illinois University EDC, Illinois
November 2009—University of South Florida BEDC, Florida
November 2009—Wisconsin BEDC, Wisconsin
December 2009—BEDC in PA, Pennsylvania

Registration Information

Registration is open up until the first day of the Course, if space permits. The number of participants in the course is limited. Registrations will be dated upon receipt and participants accepted accordingly.

The Basic Economic Development Course in PA will be held at The Eden Resort in Lancaster, PA. For more information about the The Eden Resort, please call 717/560-8400 or check their website at www.EdenResort.com.

Lodging

A block of rooms has been reserved for the BEDC participants at the The Eden Resort at a rate of \$69.99 per night per room, plus 6% tax. To reserve a room, call the The Eden Resort directly at 717/560-8400 and identify yourself as a participant of the "Penn State Economic Development Course." To take advantage of this special rate, you must make the reservations no later than November 5, 2009. The rate is only guaranteed until that date.

Dress Code

All sessions are informal. Please dress comfortably. Business attire is suggested for case study presentations on Friday.

Scholarships

There are a limited number of scholarships available. These scholarships cover the cost of tuition only; students are responsible for meals and lodging. For information and an application, visit our website at www.bedcpa.org.

Tuition

The tuition for Pennsylvania residents registering on or before November 6, 2009 is \$560. PA residents registering between November 7 and December 7 will be charged \$590. Out-of-state resident's tuition is \$660. The tuition covers the cost of instructional materials, coffee/beverage breaks and lunch Monday through Thursday. The tuition may be paid by credit card, check, money order, or a request to bill the employer. All payments must be in U.S. dollars.

Cancellations and Refunds

Penn State University reserves the right to cancel or postpone any course because of insufficient enrollment or other unforeseen circumstances. If the University cancels a program, the University is not responsible for any related costs, charges or expenses. The University will refund your tuition. If a participant must cancel his/her registration, the tuition will be returned minus a 10% cancellation fee provided cancellation is made prior to 5pm on November 16, 2008. Substitutes are welcome. After that, no registration fees will be refunded. To cancel, participants must call 717/948-6178 and fax a letter indicating their intent to cancel to 717/948-6306.