



Thomas College/EDC  
 PO Box 287  
 341 Water Street  
 Augusta, Maine 04332-0287

## 28th Annual

# 2005 New England Economic Development Course



**September 12-15, 2005**  
**DoubleTree Hotel**  
**Windsor Locks, CT**  
**A Professional Development  
 Program**

Presented By  
**Thomas College and**



Sponsored By



**Connecticut NEDA Members**

Accredited by



INTERNATIONAL  
 ECONOMIC DEVELOPMENT  
 COUNCIL  
 Leadership & Excellence  
 In Economic Development

### COURSE DESCRIPTION

The course focuses on five major themes: development concepts; current trends and their influence on the local program; skill development; program implementation; and factors affecting development programs.

The program is designed to enable you to play an effective role in economic development in your area and to provide a base for those interested in a career path in the economic development profession.

This course, accredited by the International Economic Development Council (IEDC), is part of the core curriculum required to qualify for the CEcD exam.



### COURSE OUTLINE

*The course begins on Monday September 12<sup>th</sup> at 8am with registration/continental breakfast and adjourns on Thursday September 15<sup>th</sup> at 2:30pm*

- Introduction to Economic Development
- Global Economic Trends
- Dynamics of Regional Growth
- The Role of Utilities in Economic Development
- Marketing to the Private Sector
- Location and Site Selection Process
- Building an Effective Organization
- Incentives: When and How to Use Them
- Financing Economic Development Projects
- Community Development
- The Economic Development Strategic Planning Process
- Business Retention and Expansion
- New Trends in Air Transportation
- Real Estate Development Issues
- Business Retention and Expansion
- Entrepreneurship and Small Business Development
- Workforce Development
- Economic Influences on Growth

### WHO SHOULD ATTEND

*The New England Economic Development Course serves the needs of:*

- Economic Development Practitioners
- Community Volunteers
- Municipal, Town and County Governments
- Public Utility Personnel
- Chambers of Commerce
- Financial Institutions
- Business Development Professionals
- Co-operative Extension Personnel
- Planning and Development Agencies
- Real Estate Professionals
- and others interested in facilitating job creation and capital investment in their community, region or state.



**Windsor Locks, Connecticut** is the location for the New England Economic Development Course this year and the DoubleTree Hotel conveniently located at the Bradley International Airport will be the site of the EDC activities.

### ACCREDITATION



This course is accredited by the International Economic Development Council (IEDC). As such, this course is considered equal to IEDC's Introduction to Economic Development Course. IEDC is the premier membership organization dedicated to helping economic development professionals improve the quality of life in their communities. Serving close to 4,000 members, IEDC represents the largest network of economic development professionals in the world. IEDC is key decision makers in the profession, representatives of local, state, and federal government, academicians, and leading public and private industry experts. IEDC provides a diverse range of services including research, technical assistance, conferences, certification, professional development, publications, legislative tracking and many more. IEDC also manages the National Association of Installation Developers (NAID), which brings together public and private sector professionals involved in the redevelopment of closed military bases. Visit the IEDC website at [www.iedconline.org](http://www.iedconline.org) to learn more about membership, upcoming events and how IEDC can serve you.

The Certified Economic Developer designation is awarded to those individuals who have successfully passed an intensive three-part examination that tests their knowledge of basic economic development practices. The coveted CEcD designation indicates to those organizations seeking to hire a professional economic developer that an individual holding the CEcD possesses the necessary qualifications to oversee and manage an economic development initiative. The New England Economic Development Course will provide information that will enable individuals to increase their chances of achieving the CEcD designation.

Attendance at all classes is required in accordance with the International Economic Development Council's accreditation policy. No excuse for absence other than illness, family or business emergency will be accepted. If illness or emergency cause a participant to miss more than 10% of the class sessions, credit for the course cannot be given.



## COURSE INSTRUCTORS

**SCOT BUTCHER**, Senior Manager, Business Incentives, BDO Seldman, LLP, Boston, Massachusetts

**DR. LAY JAMES GIBSON**, Professor and Director, Economic Development Research/OALS, University of Arizona, Tucson, Arizona

**SANDRA JOHNSON**, Vice President & Business Development Officer, Metro Hartford Alliance, Hartford, Connecticut

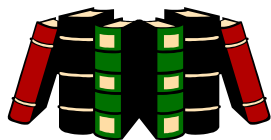
**RICHARD KELSO**, CECD/FM/HLM, President, Economic Management Services, Augusta, Maine

**THOMAS E. MARANO**, CECD, Business Development Manager, Northeast Utilities, Hartford, Connecticut

**GEORGE ROBERTSON**, President, Schenectady Economic Development Corporation, Schenectady, New York

**JIM PLUMP**, CECD, Executive Director, Jackson County Industrial Development Corporation, Seymour, Indiana

**MARK WATERHOUSE**, CECD/FM/HLM, President, Garnet Consulting Services, Inc., Pleasant Valley, Connecticut



## RECOMMENDED ATTIRE

Dress for all classes is informal and casual. The climate in September offers pleasant (70+ degree) days and moderate (50 degree) nights.

## ACCOMODATIONS



A block of rooms has been reserved at the DoubleTree Hotel. To make room reservations call the hotel at 860-627-5171 or 1-800-222-TREE (8733). When making room reservations, you must mention that you are with the New England EDC for the reduced room rate of \$119.00/night (plus tax). Executive Suites are also available at the group rate of \$189/night (plus tax)... again, you must mention the New England EDC to get the group rate. All meals (except the graduation luncheon, continental breakfasts, and special breaks) are at the participant's expense. Cut off date for room reservations is August 26, 2005; after this date rooms will be on a first-come, first-served basis.

## SPECIAL ASSISTANCE

Please call if you have any dietary restrictions or need special services, assistance or accommodations to participate fully in this program. Contact Richard Kelso or Lisa Bumps at 207/621-0011.

## SHUTTLE SERVICE



Upon arrival to Bradley International Airport, use the white courtesy phone in the baggage claim area for free shuttle service to the hotel.



## DRIVING DIRECTIONS



**Directions from Southern Connecticut & New York City**  
I-84 East, or I-95 North to I-91 North to exit 40, Route 20. Follow Route 20 for 2 miles to the second exit, Route 75. Turn Right at top of exit. The Hotel is .1 mile ahead on the left.

**Directions from Springfield, Massachusetts**  
I-91 South to exit 40, Route 20. Follow Route 20 for 2 miles to second exit, Route 75. Turn right at top of exit. The Hotel is .1 mile ahead on the left.

**Directions from Boston, Massachusetts**  
The Massachusetts Turnpike (I-90) West to exit 6. Take a left onto I-291 to I-91 South. Follow I-91 South to exit 40, Route 20. Follow Route 20 to second exit, Route 75. Turn right at top of exit. The Hotel is .1 mile ahead on the left.

**Directions from the East and Northeast**  
Take I-95 South to I-495 to I90. Take Exit 6 to I-291 to I-91 South to exit 40, Route 20. Follow Route 20 for 2 miles to second exit, Route 75. Turn right at top of exit. The Hotel is .1 mile ahead on the left.

## REGISTRATION FEE

\$590 includes tuition, course notebooks, the Monday reception, graduation luncheon on Thursday, continental breakfast each day and breaks each morning/afternoon. The registration fee must accompany the completed registration form.

Attendees are responsible for their own hotel, lunches, dinners and transportation.

## OTHER ACCREDITED BASIC ECONOMIC DEVELOPMENT COURSES



For more information about the following courses, please contact the appropriate office directly.

**Economic Development Course at Western New Mexico University**  
Western NM University  
SIGRED  
Date: May 22-27, 2005  
Contact: Linda Kay Jones - Course Director  
Phone: (505) 538-6320  
Email: [lindakay@silvercity-business.com](mailto:lindakay@silvercity-business.com)

**Basic Development Course at Union College**  
New York State Economic Development Council  
Schenectady Economic Development Corporation  
Date: June 27- July 1, 2005  
Contact: George L. Robertson - Course Director  
Phone: (518) 393-7252  
Email: [secd12301@aol.com](mailto:secd12301@aol.com)

**Chesapeake Basic Economic Development Course**  
Pamela J. Ruff, Executive Director, MEDA  
Date: July 11-14, 2005  
Contact: Pamela J. Ruff  
Phone: (410) 575-6027  
Email: [pamr@medamd.com](mailto:pamr@medamd.com)

**California Association for Local Economic Development (CALED)**  
Date: July 13-15, 2005  
Contact: Gurbax Sahota, Director of Communications  
Phone: (916) 448-8252 ext. 105  
Email: [gsahota@caled.org](mailto:gsahota@caled.org)

**University of Minnesota Duluth Economic Development Course**  
University of Minnesota Duluth Center for Economic Development  
Date: July 25-29, 2005  
Contact: Elaine Hansen - Course Director or Sheila Amundsen (Assistant)  
Phone: (218) 726-6793  
Emails: [ehansen@umdcad.com](mailto:ehansen@umdcad.com) or [samundse@umdcad.com](mailto:samundse@umdcad.com)

**Northwest Course, Ellensburg Washington**  
Washington State Department of Community Trade & Economic Development  
Date: July 31-August 5, 2005  
Contact: Maury Forman - Course Director  
Phone: (206) 256-6110  
Email: [mauryf@cted.wa.gov](mailto:mauryf@cted.wa.gov)

**Kentucky Economic Development Course**  
Kentucky Institute for Economic Development  
Date: August 21 - 26, 2005  
Contact: Wayne Foster - Pres.  
Phone: (859) 887-8770  
Email: [waynefoster@qx.net](mailto:waynefoster@qx.net) or [esblak00@uky.edu](mailto:esblak00@uky.edu) Connie Blakemore (University of KY)

**Michigan Basic Economic Development Course**  
Michigan Economic Developers Association  
Date: Week of September 12, 2005  
Contact: John Avery  
Phone: (517) 241-0011  
Email: [avery.john@medaweb.org](mailto:avery.john@medaweb.org)

**North Carolina Economic Development Course**  
School of Government  
Univ. of N.C. at Chapel Hill  
Date: September, 2005  
Contact: Jonathan Q. Morgan, PhD - Course Director  
Phone: (919) 843-0972  
Email: [BasicCourse@unc.edu](mailto:BasicCourse@unc.edu)

**Southern Illinois University, Edwardsville Economic Development Course**  
Southern Il Univ., Edwardsville  
Date: TBA  
Contact: Bob Koepke, CECD, Ph.D - Course Director  
Phone: (618) 656-8336  
Email: [rkoepke@siue.edu](mailto:rkoepke@siue.edu)

**The New South Economic Development Course**  
Univ. of Southern Mississippi  
Education Center at the Gulf Park Campus  
Date: October 23-28, 2005  
Contacts: Chuck Ueltschey - Course Director  
Phone: (601) 266-6067  
Email: [charlotte.batson@usm.edu](mailto:charlotte.batson@usm.edu) or [mary.iverson@usm.edu](mailto:mary.iverson@usm.edu)

**University of South Florida's Economic Development Course**  
Center for Economic Development Research  
Date: October 23 - 28, 2005  
Contact: Dennis Colie - Course Director  
Phone: (813) 905-5852  
Email: [DCOLIE@coba.usf.edu](mailto:DCOLIE@coba.usf.edu)

**Economic Development Course in Pennsylvania**  
Penn State Harrisburg  
Center for Survey Research  
Economic Development Research and Training Center  
Keystone Building  
Date: December 4-9, 2005  
Contact: Carol Kilko - Course Director  
Phone: (717)720-1433  
E-mail: [ckilko@state.pa.us](mailto:ckilko@state.pa.us)

This info can be checked for changes/updates at <http://www.iedconline.org/?p=BEDC>

## REGISTRATION FORM



New England Economic Development Course  
September 12-15, 2005

Name	Job Title	
Organization	Department	
Address		
City/State/Zip		
Phone	Fax	E-mail
Web Page		Years in Economic Development Practice
Educational Level Attained		% Time Devoted to Economic Development Org.

### Member of:

- IEDC       SEDC       State Economic Development Organization
- NEDA       Mid-America EDC

Registration Fee of \$590 Due August 19, 2005

### Method of Payment:

- Check       Visa       American Express
- Bill Me       MasterCard

Credit Card #	Exp. date
Signature	

## 4 EASY WAYS TO REGISTER



Make Check Payable to: "New England Economic Development Course" or "NEEDC"

Phone: 207/621-0011 Mon - Fri., 8:30am-2:30pm  
Fax: 207/626-0081  
E-mail: [kelso\\_dick@yahoo.com](mailto:kelso_dick@yahoo.com)  
Mail: Include your check or company purchase order. You will receive confirmation of your registration. Thomas College/EDC  
C/O Economic Management Services  
PO Box 287  
Augusta, ME 04332-0287

## SUBSTITUTIONS, CANCELLATIONS, AND REFUNDS



All cancellations must be received in writing. All cancellations received 10 days prior to the event start date will be refunded, less a \$50 administrative fee. Within 7 business days of the course, no refunds will be issued. Registered attendees who do not submit a cancellation and do not attend the course are required to pay their balances in full. Substitutions can be made at any time prior to the start of the course.