

**33rd USF BASIC ECONOMIC DEVELOPMENT COURSE-  
UNIVERSITY OF SOUTH FLORIDA  
TAMPA, FLORIDA**

**COURSE OUTLINE**

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**MONDAY, NOVEMBER 2**

7:30-8:00 a.m.

**Sign – in & Receive Course Materials**

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8:00-9:00 a.m.

**Breakfast/Course Orientation**

*Sponsored by the Florida Economic Development Council*

**Course Overview/ Guidelines**

*Eileen Rodriguez, Course Director, Director  
Small Business Development Center, USF*

We will cover the course guidelines/procedures and explore the professional development process for those in economic development.

**FEDC Welcome**

*Tammy Nemechek, 2009 FEDC Chairman, President and CEO  
Economic Development Council of Collier County*

Keynote Address

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9:00-9:15a.m.

**Break**

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9:15-10:15a.m.

**Get to Know You Activity**

*Eileen Rodriguez, Course Director, Director  
Small Business Development Center, USF*

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10:15-11:15a.m.

**Introduction to the CEcD Program and Perspectives on Economic Development**

*Mary Jane Stanley, CEcD  
Consultant*

This is a perspective on the economic development profession and an overview of issues that affect the economic development environment.

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11:15a.m.-12:30p.m.

**Lunch provided**

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12:30-2:30p.m.

**Economic Development Strategic Planning for the Community: Theory & Practice (Core)**

*Janet Watermeier*, President  
Watermeier Consulting and Property Services

Review the challenge to ensure the existing policies and programs meet the economic development needs and desires of a community within local resource constraints.

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2:30-2:45p.m.

**Break**

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2:45-4:45p.m.

**Managing an Effective Economic Development Organization (Core)**

*Janet Watermeier*, President  
Watermeier Consulting and Property Services

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**TUESDAY, NOVEMBER 3**

8:00-10:00a.m.

**Community/Neighborhood Development (Core)**

*Beatriz Bare*, Director of Corporate Recruitment and Expansion,  
Greater Tampa Chamber of Commerce  
Committee of One Hundred

Politics got you down? Can't get the right people involved? Stuck with "analysis paralysis?" Your community may be brimming over with potential, but still, opportunities are passing it by. Learn by doing during this exchange of ideas on building consensus, steering a group away from bad decisions, and other community development dynamics

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10:00-10:15a.m.

**Break**

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10:15a.m.-12:15p.m.

**Marketing/Attraction (Core)**

*Maureen Brockman*, Vice President, Marketing and Communications  
Metro Orlando Economic Development Commission

Find out how to give your community a competitive advantage through marketing its assets utilizing relationship-building strategies

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12:15-1:30p.m.

**Lunch provided**

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1:30-3:30p.m.

**Business Retention & Expansion (Core)**

*John Walsh, CEcD*, Vice President  
Pasco Economic Development Council

Getting the information you need from a typical business retention visit? Explore ways to enhance your business retention program in this interactive session.

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3:30-3:45p.m.

**Break**

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3:45-5:45p.m.

**Real Estate Development Reuse (Core)**

*Mark Huey, Economic Development Administrator*  
City of Tampa

Find out how to spend your time effectively working on real estate development projects.

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**WEDNESDAY, NOVEMBER 4**

8:00-9:30a.m.

**Economic Development Finance (Core)**

*Louis Laubscher*, Senior Vice President and COO  
Enterprise Florida, Inc.

Learn about financial capital for business start up and for existing businesses to expand.

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9:30-9:45a.m.

**Break**

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9:45-11:15a.m.

**Economic Development Finance (Cont.)**

*Louis Laubscher*, Senior Vice President and COO  
Enterprise Florida, Inc.

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11:15a.m.-12:30p.m.

**Lunch provided**

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12:30-2:30p.m.

**Workforce Development (Core)**

*Al Wenstrand*, Executive Director  
Great Florida Northwest

Discover the tools that economic development organizations can use to attract upgrade and retain a quality workforce.

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2:30-2:45p.m.

**Break**

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2:45-3:45p.m.

**Small Business Development (Core)**

*Eileen Rodriguez*, Interim Director, Director  
Small Business Development Center, USF

See how your Small Business Development Center can help existing firms survive and grow.

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3:45-4:45p.m.

**Entrepreneurship (Core)**

*Eileen Rodriguez*, Interim Director, Director  
Small Business Development Center, USF

Discover who your entrepreneurs are.

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4:45-5:00p.m.

**Graduation**

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