

40<sup>th</sup> Year

Basic Economic Development Course in Illinois

# **PRINCIPLES AND PRACTICE OF ECONOMIC DEVELOPMENT**

October 13, 14, 15, 2008 {Monday, Tuesday, Wednesday}  
[one session of three days in length]

Hosted by Nicor Gas and  
Held at Corporate Headquarters of Nicor Gas in Naperville

Sponsored by  
Ameren, Commonwealth Edison, Nicor Gas, Illinois Development Council,  
Southern Illinois University Edwardsville

For additional information contact the Course Administrator, Emily Coffin,  
SIUE Office of Educational Outreach, 618/650-2663 or [ecoffin@siue.edu](mailto:ecoffin@siue.edu).

The course is fully accredited by the International Economic Development Council. It qualifies as a professional development training requirement needed to sit for the Certified Economic Developer (CEcD) examination.

**Purposes** of this course are to:

- Increase the grasp of economic development fundamentals of staff and leadership of an economic development organization and interested community leaders, thereby enabling them to strengthen or create/implement an effective economic development program..
- Meet one of the IEDC formal education requirements for those practitioners interested in working towards the designation of Certified Economic Developer (CEcD) [graduate from a Basic Economic Development Course].

**Management Team** for the course is composed of knowledgeable representatives of the sponsoring organizations:

- Ameren: Glenn Smallwood, Jr.. CEcD, CEM
- Commonwealth Edison: Edward Sitar III
- Illinois Development Council: Ivan Baker, CEcD
- Nicor Gas: Margi Schiemann
- Southern Illinois University Edwardsville: Emily Coffin, Robert Koepke, CEcD

### **Subjects Addressed in the Course**

- ❖ Subject required by IEDC
- The Investor [source of jobs and taxes]
  - ❖ Marketing/Attraction
  - ❖ Business Retention and Expansion
  - ❖ Small Business and Entrepreneurship Development
- The Product [the community – what is presented to investor]
  - ❖ Community/Neighborhood Development
  - ❖ Economic Development Finance
  - ❖ Real Estate Development and Reuse
  - ❖ Workforce Development
- Management of An Economic Development Program [local team that creates and guides economic development effort]
  - ❖ Managing Economic Development Organizations
  - ❖ Strategic Planning

**Faculty Include:** [others may be substituted on an as-needed basis].

- Robert Koepke, CEcD, Southern Illinois University Edwardsville
- Christine Jeffries, Naperville Development Partnership
- Edward Sitar III, Commonwealth Edison
- Mark Podemski, Rockford Area Economic Development Council
- Hilary Burkinshaw, CenterPoint, Governors State University
- Ivan Baker, CEcD, Economic Development Department, Village of Tinley Park
- Chris Manheim, CEcD, McHenry County Economic Development Corporation

- Chris McGrath, First Industrial Development Services
- Jill Hartsock, Ameren Services
- Patty Gayes, Lake County Partners
- Mark Williams, Growth Dimensions, Inc
- Vicki Haugen, Vermilion Advantage
- John Greuling, Will County Center for Economic Developmentl
- Margi Schiemann, Nicor Gas

**Presentation** responds to the needs of people engaged in or interested in doing economic development.

- The format of the course for this year is a single three-day session, with pre-class readings and encouraged assignments. This format enables participants to be out of their office for a limited amount of time (necessary in today's busy world).
- Schedule has each day beginning at 8:00 am and ending on days one and two at 5:30 pm and by 3:30 pm on day three.
- Curriculum is presented in a framework that increases an understanding of the information provided and that facilitates its use in future decision-making. The course focuses on the three basic subject areas in economic development and on how to apply the knowledge obtained to a community program.  
The three prime subject areas that are the prime elements of the course are:
  - Investor Client, who is the target of any economic development program and who makes success possible.
  - Community Product, which is what a community presents to an investor as a place/location for the investment.
  - Local Management, which helps the investor discover and utilize the attributes of the place, speaks to and for the community, and establishes a program to enhance the place's capabilities to better meet investor needs.
- Subject and other requirements of the International Economic Development Council for accreditation are met in this course.
- Adult professional education techniques are emphasized.
  - faculty are highly experienced, very knowledgeable practitioners.
  - formal presentations are given, with copies of presentation material supplied and speakers expecting participant response and input.
  - Pre-session activities are offered, including assignments and readings
  - Small group discussions, along with standard power point presentations.
  - Able to interact electronically individually with speakers after program.
- Formal education opportunities available after this BEDC, including IEDC courses and Economic Development Institute sessions, are described in the course, as are details about earning certification in economic development.
- Accountability occurs via daily and final evaluations and course assignments.
- Aggressive learners are desired. Individuals should expect to participate actively in the course, including doing the pre-session activities.
- Application of what is learned is expected.
- Substantial value added and take home value are goals of the course. It is expected that graduates will do economic development better after the course.

**Location** of program is Nicor Gas Headquarters, 1844 Ferry Road, Naperville, Illinois 60563 [in n.e.quadrant of the I-88 Tollway and Illinois Rte. 59 intersection].

**Lodging** available near I-88/Rte 59 intersection includes: Fairfield Inn and Suites (telephone 630/548-0966), Towneplace Suites by Marriott (630/548-0881), Red Roof Inn (630/369-2500) and Sleep Inn (630/778-5900).

Other local properties include Country Inn and Suites (630/505-3353), Hampton Inn of Naperville (630/505-1400), Courtyard by Marriott (630/505-0550), Hyatt Hotel (630/852-1234), Wyndham-Lisle (630/505-1000), Holiday Inn Naperville (630/505-4900), Hilton Lisle (630/505-0900). The local convention/ visitors' bureau web site is [www.visitnaperville.com](http://www.visitnaperville.com). No room block reserved at any property. Individual makes own reservations.

**Course Fee** is \$595 for all of the sessions, course materials, and pre-class materials and activities. Lunches and breaks are provided by Nicor Gas. Scholarships are offered through Ameren, Commonwealth Edison, Nicor Gas and Illinois Development Council. Contact them or Course Administrator for further information.

**Cancellation Policy** is total refund of tuition less \$10 if cancelled with Southern Illinois University Edwardsville two weeks before first day of class and total refund of tuition less \$50 if cancelled with Southern Illinois University Edwardsville not later than two days before the first day of class. Attendance at all sessions is expected.

### **Other BEDCs in Fall of 2008**

- New England Economic Development Course – Portland, ME, September 8-11, 2008. Dick Kelso, 207/621-001
- Michigan Basic Economic Development Course – Kalamazoo, MI. September 8-12, 2008. John Avery, 517/241-001
- New South Economic Development Course – Biloxi, MS. September 21-26, 2008. Brent Hales, 601/266-6519
- Chihuahua Basic Economic Development Course – Juarez, MX. September 28-October 3, 2008. Linda Kay Jones, 505/538-6320
- Texas Economic Development Course – Austin, TX. September 29-October 2, 2008. Carlton Schwab. 512/480-8432
- Alaska Basic Economic Development Course – Anchorage, AK, October 13-16, 2008. Christ Bell, 907/786-5444
- University of South Florida's Basic Economic Development Course – Tampa, FL, November 2-7, 2008, Eileen Rodriguez, 813/905-5800
- Economic Development Course in Pennsylvania – Harrisburg, PA, December 7-12, 2008, Carol Kilko, 717/948-6178

For detailed information on these Basic Economic Development Courses and on courses presented by International Economic Development Council, see *professional development* segment of the IEDC web page, [www.iedconline.org](http://www.iedconline.org)

REGISTRATION FORM  
2008 ILLINOIS BASIC ECONOMIC DEVELOPMENT COURSE  
**PRINCIPLES AND PRACTICE OF ECONOMIC DEVELOPMENT**

Held in Naperville, Illinois October 13, 14, 15, 2008

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Name \_\_\_\_\_ Title \_\_\_\_\_

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Organization \_\_\_\_\_

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Address \_\_\_\_\_ Organization or Home (circle one)

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City/State/Zip \_\_\_\_\_

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Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address (a must) \_\_\_\_\_

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Special needs, including dietary? \_\_\_\_\_

Course Fee \_\_\_\_ \$595

Payment Method:

check  credit card  purchase order

Payable to: Southern Illinois University Edwardsville (FEIN 37-0986220)

Credit Cards accepted: MasterCard, Visa,

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Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

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Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

Send to Emily Coffin, Office of Educational Outreach, Campus Box 1036, Southern Illinois University Edwardsville, Edwardsville, Illinois 62026, fax 618/650-2442, e-mail [ecoffin@siue.edu](mailto:ecoffin@siue.edu)

For additional information contact:

- o Emily Coffin, Conferences and Institutes, Office of Educational Outreach, 618/650-2663, fax 618/650-2442, TDD 618/650-3782, e-mail [ecoffin@siue.edu](mailto:ecoffin@siue.edu)

7-18-08