



Mid-South Basic Economic Development Course April 4 – 7, 2022

Monday, April 4

8:00 am – 8:15 am	Arrival/Registration	
8:15 am – 8:45 am	Welcome, Orientation & Course Preview	Shelley Short
8:45 am – 10:15 am	Introduction to Economic Development	Danny Games, CEcD
10:15 am – 10:30 am	<i>Break</i>	
10:30 am – 11:30 pm	Community/Neighborhood Development	Shelby Fiegel, PCED Linsley Kinkade, PCED
11:30 am – 12:30 pm	<i>Lunch</i>	Secretary Mike Preston
12:30 pm – 1:30 pm	Community/Neighborhood Development (continued)	Shelby Fiegel, PCED Linsley Kinkade, PCED
1:30 pm – 1:45 pm	<i>Break</i>	
1:45 pm – 2:45 pm	Retail Recruitment Trends & Strategies	Charles Parker
2:45 pm – 3:00 pm	<i>Break</i>	
3:00 pm – 5:00 pm	Managing Economic Development Organizations	Jon Chadwell, CEcD Allison J.H. Thompson, CEcD, EDFP, FM
5:30 pm – 7:00 pm	MSBEDC 20th Anniversary Reception	The Railyard 1212 E 6 th Street – Little Rock



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Tuesday, April 5

8:00 am	Arrival	
8:15 am – 10:15 am	Strategic Planning for Economic Development	Kay Stebbins
10:15 am – 10:30 am	<i>Break</i>	
10:30 am – 11:30 am	Workforce Development	Anita Brackin
11:30 am – 12:30 pm	<i>Lunch</i>	
12:30 pm – 1:30 pm	Workforce Development (continued)	Mark Young, CEcD Shelle Randall, CEcD
1:30 pm – 1:45 pm	<i>Break</i>	
1:45 pm – 2:45 pm	Site Selection Process	Andrew Ratchford
2:45 pm – 3:00 pm	<i>Break</i>	
3:00 pm – 5:00 pm	Business Retention & Expansion	Corey Parks, PCED Jeremiah Anderson



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Wednesday, April 6

8:00 am	Arrival	
8:15 am – 10:15 am	Economic Development Finance	Matt Boch Itzel Meador Sam Walls, III
10:15 am – 10:30 am	<i>Break</i>	
10:30 am – 11:30 am	Small Business & Entrepreneurship Development	Jeff Standridge
11:30 am – 12:30 pm	<i>Lunch Sponsored by Nabholz</i>	
12:30 pm – 1:30 pm	Small Business & Entrepreneurship Development (continued)	Laura Fine Brandon Horvath
1:30 pm – 1:45 pm	<i>Break</i>	
1:45 pm – 2:45 pm	Project Case Study	Bentley Story, CEcD Katherine Holmstrom, PCED James Reddish, CEcD, CCE
2:45 pm – 3:00 pm	<i>Break</i>	
3:00 pm – 5:00 pm	Real Estate Development & Reuse	James Reddish, CEcD, CCE Stuart Mackey



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Thursday, April 7

8:00 am	Arrival	
8:15 am – 10:15 am	Economic Development Ethics	Jim Fram, CEcD, CCE, FM
10:15 am – 10:30 am	<i>Break</i>	
10:30 am – 12:30 pm	Marketing & Attraction for Economic Development	Sharon Younger, Ph.D.
12:30 pm – 1:15 pm	<i>Lunch – Sponsored by AT&T **</i>	
1:15 pm – 2:00 pm	Closing, Presentation of Certificates, and Class Photo	
2:00 pm	<i>Class Dismissed!</i>	

** You must remain at the course until class is dismissed at 2:00 pm. If there are extenuating circumstances, please notify the course director ASAP.