



## **Course Schedule**

### **Louisiana Basic Economic Development Course**

#### **Tuesday, February 23**

11:00 Registration

1:00 Introductions and orientation

1:45 New Perspectives on Economic Development – Mac Holladay

3:15 Break

3:30 Strategic Planning in the Community – Dave Kolzow

5:30 Adjourn

6:00 Reception at the Louisiana Emerging Technology Center, sponsors: LIDEA, LAETC  
Speaker: Pat Witty, Director, Community Outreach Services, LED

Dinner on your own

## **Course Schedule**

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#### **Wednesday, February 24**

8:00 Community Development – Skip Smart, Elizabeth “Boo” Thomas

10:00 Break

10:15 Retail/Downtown – Mark Goodman

12:00 Lunch

1:15 Workforce Development – Jeff Lynn

3:15 Break

3:30 Business Retention and Expansion – Tommy Kurtz

5:30 Adjourn

Dinner on your own

## **Course Schedule**

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#### **Thursday, February 25**

8:00 Managing the Economic Development Organization – Dave Kolzow

10:00 Break

10:15 Economic Development Finance – Panel: Ray Cornelius, Susan Bigner, Roshonda Hanible, Randall Ponder, Randy Veillon, Lori Weber

12:00 Lunch

1:15 Targeted Marketing – Ed Bee

3:15 Break

3:30 Real Estate Development and Reuse – Mark Waterhouse

5:30 Adjourn

Dinner on your own

## **Course Schedule**

### **Louisiana Basic Economic Development Course**

#### **Friday, February 26**

8:00 Corporate Site Selection Trends and Incentives – Dave Kolzow, Kurt Foreman

10:00 Break

10:15 Small Business and Entrepreneurship Development – Ed Bee, Roy Keller, Charlie D’Agostino

12:00 Lunch

1:15 Research and Websites – Charlotte Batson

2:15 Tourism and Retiree Attraction – Helen Foster

3:00 Break

3:15 International Trade and Investment – Larry Collins

4:15 Graduation