



AUBURN
Outreach
*Government & Economic
Development Institute*

ESSENTIALS OF ECONOMIC DEVELOPMENT

A GEDI-EDAA Leadership Institute Course

OCTOBER 14, 2025 - CENTRAL ALABAMA ELECTRIC COOPERATIVE, PRATTVILLE

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|----------------------|---|
| 10:00 - 10:15 | WELCOME AND PARTICIPANT INTRODUCTIONS |
| 10:15 - 11:15 | FROM STRONG COMMUNITIES TO PROSPEROUS ECONOMIES
Joe A. Sumners, Ph.D.
Executive Director Emeritus, GEDI
Owner and Manager, Wicked Solutions, LLC |
| 11:15 - 12:15 | NETWORKING LUNCH
GEDI will provide participants with a casual lunch on site. Participants will have an opportunity to respond to the opening session and share any thoughts or questions they have related to the course topic. |
| 12:15 - 1:15 | FUNDAMENTALS OF ECONOMIC DEVELOPMENT
Bob Smith
Assistant Director of Business Development
Alabama Department of Commerce |
| 1:15 - 1:30 | BREAK |
| 1:30 - 3:45 | PROJECT POPSICLE CASE STUDY EXERCISE
Through a fictitious case study exercise, participants will have an opportunity to be part of the economic development site selection process. Two finalist communities will compete to attract a new facility that will produce plastic automotive parts. Class members will work together in teams and apply lessons learned from the first two presentations. |
| 3:45 - 4:00 | YOUR TURN AND WRAP UP |

CONTACT DETAILS

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