



## 2025 INTENSIVE ECONOMIC DEVELOPMENT TRAINING COURSE

**Fueled by Spire**

Government & Economic Development Institute  
Auburn University

### Week I Agenda

Accredited by the International Economic Development Council  
Grand Ballroom II, The Hotel at Auburn University

#### **Monday, July 14<sup>th</sup>**

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- 1:00 – 1:30**     **Welcome and Introductions**  
Jeremy L. Arthur; Director, Government & Economic Development Institute (GEDI)
- GEDI Staff and Course Participant Introductions**
- 1:30 – 3:00**     **Introduction to Economic Development and Trends in ED**  
Megan A. Lucas, CCE, CEcD, IOM  
CEO and Chief Economic Development Officer, Lynchburg Regional Business Alliance
- 3:00 – 3:15     Break – Sponsored by Spire
- 3:15 – 3:30**     **Case Study Introduction**  
Amelia Hall Stehouwer; Economic Development Training Manager, GEDI
- 3:30 – 5:00**     **Fundamentals of Economic Development Marketing and Attraction**  
Lee Lawson  
President & CEO, Baldwin County EDA
- 5:00 – 6:30**     **Opening Reception (Terrace Room)**  
Sponsored by ATN, Energy Southeast, and Goodwyn Mills Cawood

#### **Tuesday, July 15<sup>th</sup>**

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- 7:30 – 8:00**     **“Grab and Go” Breakfast** - Sponsored by PowerSouth
- 8:00 – 9:00**     **The Site Selection Process and Role of the Consultant**  
Jay A. Garner, CEcD, CCE; President and Founder, Garner Economics, LLC
- 9:00 – 9:15     Class Photo and Break
- 9:15 – 11:15**     **Business Retention and Expansion**  
Laith Wardi, CEcD; President, ExecutivePulse, Inc.
- 11:15 – 12:30     Lunch on Your Own
- 12:30 – 2:30**     **Community Development Fundamentals**  
Megan A. Lucas, CCE, CEcD, IOM  
CEO and Chief Economic Development Officer, Lynchburg Regional Business Alliance
- 2:30 – 2:45     Break – Sponsored by Spire
- 2:45 – 3:30**     **Case Study Project Time**
- 3:30 – 5:30**     **Ethics in Economic Development**  
Megan A. Lucas, CCE, CEcD, IOM  
CEO and Chief Economic Development Officer, Lynchburg Regional Business Alliance

**Wednesday, July 16<sup>th</sup>**

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- 7:30 – 8:00** “Grab and Go” Breakfast - Sponsored by Sain Associates
- 8:00 – 10:00** **Economic Development Finance and Economic Impact Analysis**  
Don Smith; Executive Director, St. Clair County Economic Development Council
- 10:00 – 10:15 Break - Sponsored by Stifel
- 10:15 – 11:30** **The Use of Data in Economic Development**  
Shane Kearney; Director, Economic and Community Development  
Alabama Power Company
- 11:30 – 12:45 Lunch on Your Own
- 12:45 – 1:45** **Entrepreneurship and Small Business Development**  
David Mixson; Associate Director, GEDI
- 1:45 – 2:00 Break – Sponsored by Spire
- 2:00 – 3:15** **Panel: Entrepreneurship and Small Business**  
Moderator: David Mixson; Associate Director, GEDI
- Panel Members:**  
Aleia Shipman; Founder and CEO, 3G Chemical Solutions (Bessemer)  
Boyd Stephens; Founder, Netelysis and I85Cyber.org (Montgomery)  
Jason Wilson; Founder and CEO, Coldwater Mountain Brewpub (Anniston)
- 3:15 – 3:30** **CEcD Overview** GEDI Staff
- 3:30 - 5:15** **Case Study Project Time**

**Thursday, July 17<sup>th</sup>**

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- 7:30 – 8:00** “Grab and Go” Breakfast - Sponsored by Central Alabama Electric Cooperative
- 8:00 – 9:00** **Community Geography and Site Analysis**  
Wheeler Crook  
Vice President, Engineering; Goodwyn Mills Cawood
- 9:00 – 9:15 Break – Sponsored by Spire
- 9:15 – 10:45** **Real Estate Development and Reuse**  
Deborah McGill Smith, CEcD; Vice President – Industrial Brokerage and Consulting / Partner  
Cushman & Wakefield / EGS
- 10:45 – 11:00 Break
- 11:00 – 12:00** **Overview of Workforce Development**  
Jeff Lynn; President, Central Alabama Community College
- 12:00 – 1:15 Lunch on Your Own and Optional Case Study Project Time
- 1:15 – 2:15** **Panel: Workforce Development and Talent Attraction**  
Moderator: Jeff Lynn; President, Central Alabama Community College
- Panel Members:**  
Dr. Olivier Charles; President, Bishop State Community College  
Trevor Cook; Director of Workforce Development, City of Auburn  
LaShaunda Holly; HR Manager, BASF Environmental Catalyst and Metal Solutions
- 2:15– 2:30 Break – Sponsored by GEDI

- 2:30 – 3:30      Managing an Effective Economic Development Organization**  
Phillip Dunlap  
Economic Development Director, City of Auburn
- 3:30 – 4:30      Panel: The Role of an Economic Developer**  
Moderator: Jeremy L. Arthur; Director, GEDI  
  
Panel Members:  
Connie Bainbridge; Manager of Community & Economic Development, Central AL Electric Cooperative  
David Rodgers, CECD; Vice President, Mobile Chamber  
Jamie Troutman; Assistant Director & Governmental Affairs, Cullman Economic Development Agency
- 4:30 – 5:00      Case Study Project Time**
- 5:00 - 6:30      Closing Reception (Terrace Room)**  
Sponsored by EDAA and Southeast Gas

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**Friday, July 18<sup>th</sup>**

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- 7:15 - 8:15      Graduation Breakfast and Ceremony - Sponsored by Spire**
- 8:15 – 10:15      Strategic Planning for Economic Development**  
Jeremy L. Arthur  
Director, GEDI
- 10:15 – 10:30      Break - Sponsored by Spire
- 10:30 – 12:30      Case Presentations and Course Wrap Up**  
Site Selection Visitors / Case Study Competition Judges:  
Vince Perez; Director of Economic Development, Southeast Gas  
Thomas Tyson; Economic Development Representative, PowerSouth  
Brenda Tuck; Rural Development Manager, Alabama Department of Commerce