



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 14th

- 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 15th

- 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 16th

- 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:**
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- 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 17th

- 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:**
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- 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

Friday, July 18th

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