

# **KENTUCKY**

## **Institute for Economic Development**

**August 24 - August 27, 2009**  
**Embassy Suites Hotel**  
**Lexington, Kentucky**

**Directed by:**

**University of Kentucky  
Gatton College of Business & Economics  
Executive Education Center**

**Sponsored by:  
Kentucky Cabinet for Economic Development  
Kentucky Association for Economic Development**

**Accredited by:  
International Economic Development Council**

**Gatton**  
COLLEGE OF BUSINESS & ECONOMICS  
UNIVERSITY OF KENTUCKY  
EXECUTIVE EDUCATION CENTER

 INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL  
*The Power of Knowledge and Leadership*

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## SYNOPSIS

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The Kentucky Institute for Economic Development offers intensive training in basic economic development theory and practice. The Institute's objective is to meet the needs of persons working in the development field, both as professionals and active volunteers. It is designed to equip participants with the tools necessary to compete aggressively and successfully for new development in their communities. Particular emphasis is focused on training the staff and volunteers of state, local and regional development organizations.

The focus of the curriculum is on local development organizations, Chamber of Commerce staff and volunteers, industrial and commercial facility managers, realtors, planners, developers, officers of financial institutions, engineers, public utility representatives, government officials and concerned citizens.

The faculty is composed of practitioners and academicians of recognized, long-standing experience in economic development. They focus most heavily on practical economic development strategy - a shirt-sleeves, how-to approach.

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## IEDC ACCREDITED COURSE

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This course is accredited by the International Economic Development Council (IEDC), the nation's largest membership organization for economic developers. IEDC, provides conferences, education and clearinghouse services, research and professional development opportunities. For more information on IEDC membership or IEDC courses, call (202) 942-9466 or visit [www.iedconline.org](http://www.iedconline.org).

IEDC partners with a number of educational institutions increasing opportunities for training in economic development. IEDC accredits these courses based on the reputation of each program and the content and subjects covered. Currently IEDC accredits the University of Oklahoma's Economic Development Institute (OU/EDI) educational offerings as well as over 20 Basic Economic Development course (BEDCs) which are taught throughout the country. IEDC accreditation supports their mission to serve as a clearinghouse for information and learning opportunities available to economic developers. Each course is run independently and is not managed by IEDC.

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## MAJOR COURSE TOPICS

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### Perspectives on Economic Development

- An overview of the field of economic development; defining economic development; essentials for success

### Strategy Development

- Developing and implementing local community and economic development strategies

### Community Development

- Analyzes the economic development preparedness of communities; how to overcome weaknesses and capitalize on strengths; components of community development; the community development process

### Developing, Managing and Financing an Economic Development Program

- Organizing, financing and implementing a successful local/ regional program

### Roles and Responsibilities of Organizations Engaged in Economic Development

- Examines public and private sector organizations typically engaged in the economic development process

### Current and Future Trends in Economic Development

- Examines trends in transportation, communication, population shifts, international trade, etc.; looks at anticipated changes in economic development and the profession

### The Importance of Research and Economic Data in Economic Development

- Research data - what you need, where to find it and how to use it

### The Site Location Process

- Investigates how a company selects a site; the process and the factors considered; an industrial location case study will be presented and analyzed

### Techniques for Site/Park Development and Marketing

- Characteristics of a successful industrial/business park; techniques for developing and marketing industrial sites

### Developing and Implementing Successful Marketing Strategies and Techniques

- Analyze what you have to sell - know your product; finding the "clients" - prospect targeting and marketing; advertising and promotional techniques; handling prospects; examines successful marketing techniques - case studies

### The Key Role of Finance in Economic Development

- Sources of financing - public and private; deal structuring and business location decisions; analysis and interpretation of financial statements

### Business Retention and Expansion Strategies

- Essential ingredients of a successful program; using available resources; creative programs

### Economic Development in a World Economy

- Understanding trade issues and their effect on local economies; attracting foreign investment; the mechanics of international trade

### Entrepreneurship and Small Business Development

- The role of small business in U. S. economy; understanding the entrepreneur; tools and techniques for small business growth.

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## REGISTRATION

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Check-in will take place at 7:30 a.m. Monday, August 24, 2009, at the Embassy Suites in Lexington, Kentucky. All class sessions will be held in the hotel. The course will conclude Thursday, August 27, approximately 6 p.m.

Tuition for the week-long course is \$590. This includes instruction, course materials, refreshment breaks, breakfasts each morning, a Monday lunch and Wednesday evening reception/dinner. Participants are highly encouraged to attend the lunch and dinner sessions. Tuition does **NOT** include housing or meals other than those mentioned.

Participants are encouraged to register as soon as possible by completing the attached registration form and sending it and a check made payable to the Kentucky Institute for Economic Development to:

Kentucky Institute for Economic Development  
P.O. Box 23386  
Lexington, Kentucky 40523

If it is necessary to cancel a registration, a refund of fees, less a \$100 administrative charge, will be made if cancellation takes place on or before the enrollment deadline of Monday, August 3, 2009. No refunds will be made after that date; however, substitutions may be made at any time until the first class session.

### **Class enrollment will be limited to 60.**

Applications will be accepted on a first-come-first-served basis. Early registration is encouraged.

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## ATTENDANCE POLICY

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Only participants who attend **ALL** classes will receive credit for the course. No excuses for absence other than illness, family emergency or business emergency will be accepted. If illness or emergency causes a participant to miss more than 10% of the class sessions, credit for course completion **CANNOT** be given. IEDC requires the submission of an attendance roster by KIED at the conclusion of the course.

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## CERTIFICATION

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Certification of completion will be awarded to all participants who satisfy the course requirements. Continuing Education Units (CEU's) and individual transcripts are available upon written request to the University of Kentucky.

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## ACCOMMODATIONS

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Course participants should make their own room reservations prior to July 25, 2009 at the Embassy Suites Lexington. We have been quoted single or double room rates of \$109 per night excluding taxes. The Embassy Suites is located at 1801 Newtown Pike, Lexington, KY. The toll free number is 800-362-2779. The local telephone number is (859) 455-5000.

**Please mention the Kentucky Institute for Economic Development to obtain the special rate.**

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## OTHER FULLY ACCREDITED ECONOMIC DEVELOPMENT COURSES (2009)

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### BASIC ECONOMIC DEVELOPMENT COURSES

<b>March</b>	Ohio (Columbus) 800/632-7763 Arkansas (Little Rock) 501/683-7347 Georgia (Macon) 478/471-5398
<b>April</b>	Heartland (Cedar Falls, IA) 319/273-2969
<b>May</b>	New Mexico (Silver City) 505/538-6320 Tennessee (Nashville) 615/532-1291
<b>June</b>	Colorado (Golden) 303/202-2965 New York (Albany) 516/426-4058
<b>July</b>	Maryland (Aberdeen) 410/575-6027 Minnesota (Duluth) 888/387-4594
<b>August</b>	North Carolina (Chapel Hill) 919/643-0972 Washington (Seattle) 206/256-6110 California (San Diego) 916/448-8252 New Mexico (Silver City) 505/538-6320
<b>September</b>	Michigan (Lansing) 517/241-0011 Main (Augusta) 207/582-5147 Mississippi (Hattiesburg) 601/266-6122 Texas (Austin) 512/480-8432
<b>October</b>	Illinois (Edwardsville) 618/650-2660
<b>November</b>	Florida (Tampa) 813/905-5800 Wisconsin (Madison) 608/265-8136
<b>December</b>	Pennsylvania (Middletown) 717/948-6178

### IEDC COURSES

IEDC offers numerous courses during the year on the following subjects:

Business Retention and Expansion  
Economic Development Credit Analysis  
Introduction to Economic Development  
Real Estate Development & Reuse  
Managing Economic Development Organizations  
Economic Development Credit Analysis  
Economic Development Marketing & Attraction  
Economic Development Planning  
Entrepreneurial & Small Business Development Strategies  
Technology-Led Economic Development  
Workforce Development

For more information about these programs or to register, please contact IEDC at (202)942-9466 or visit [www.iedconline.org](http://www.iedconline.org)

# REGISTRATION

Please complete the registration form, enclose a check for \$590 made payable to the Kentucky Institute for Economic Development, and return to: Kentucky Institute for Economic Development, PO Box 23386, Lexington, Kentucky 40523. If you have any questions, please telephone Wayne Foster at (859) 887-8770 or the University of Kentucky Executive Education Center at (800) 284-6407. Duplicate this form as needed.

Name \_\_\_\_\_ Position/Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_ Home Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Name desired on name tag \_\_\_\_\_

Enclosed is a \$590 check payable to the Kentucky Institute for Economic Development for the full registration fee.

Limited scholarships are available for those engaged full time in economic development activities. Demonstration of financial need is an important criterion in the selection process. For information contact Wayne Foster at the address or telephone number listed above.

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