

# Chesapeake Basic Economic Development Course

Schedule: July 27-30, 2015	Location: Department of Housing & Community Development Neighborhood Revitalization
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Time/Date	Monday, July 27	Tuesday, July 28	Wednesday, July 29	Thursday, July 30
Facilitator	Helga Weschke, CEcD	Lara Fritts, CEcD		Sharon Disque, CEcD
8:00 AM	Continental Breakfast	Continental Breakfast	MEDA Summer Conference	Continental Breakfast
8:30 AM	Welcome, Introductions & Case Study Overview	Business Retention & Expansion [Laurie Boyer, CEcD] (8:30 - 10:30)	Welcome / Business Meeting	
9:00 AM				Workforce Development [Michelle Day] (9-11am)
9:30 AM	Managing Economic Development Offices (Larry Twele, CEcD) -(9:00 - 11:00)	Conference and instruction on Marketing & Business Attraction		
10:30 AM				
11:00 AM	Break	Real Estate Development [Kim Clark] and lunch (10:30-2pm)	Sales Seminar & Lunch with DBED Secretary Mike Gill	Break / Case Study Prep (11-11:45)
11:30 AM	Case Study Discussion			Lunch (11:45-12:30)
12:00 PM	Lunch			
12:30 PM				
1:00 PM	Strategic Planning (Lisa Webb, CEcD)- (1:00 - 3:00)	Finance for Economic Development [Greg Cole]- (2:00 - 4:00)	FIELD TRIP: Community & Neighborhood Development[Amy Seitz] (2:00 - 4:00)	Small Business Development & Entrepreneurship [Beth Woodring] (12:30-2:30)
1:30 PM				
2:00 PM				
2:30 PM	Break	Case Study Prep (4:00 - 6:00)	Case Study Presentations (2:30-5:00pm)	
3:00 PM				
3:30 PM	Ethics (Jeff Finkle, CEcD) - (3:30 - 5:30)	Case Study Prep (4-6pm)		
4:00 PM				
4:30 PM				
5:00 PM	Reception at Brio (5:45-7:30)			
5:30 PM				
5:30 PM				
6:00 PM				
6:30 PM				
7:00 PM				