

Chesapeake Basic Economic Development Course

July 27-31, 2026

All times for this course are EST
LOCATION: VIRTUAL (ZOOM)

Monday, July 27

8:30 - 10:00 AM	Introductions & Case Study Highlights – Pam Ruff, Sandy Dubay, CEcD, and Sharon Disque, CEcD
10:30 AM - 12:30 PM	Strategic Planning – Rosa Cruz, CEcD
12:30 - 1:15 PM	Lunch
1:15 - 3:15 PM	Finance – Ebony Stocks, CEcD
3:30 - 5:00 PM	Case Study / Project Time (Independent)

Tuesday, July 28

8:30 - 10:30 AM	Business Retention & Expansion – Heather Gramm, CEcD
10:45 AM - 12:45 PM	Workforce Development – Latrice Lewis
12:45 - 1:45 PM	Lunch
1:45 - 3:45 PM	Marketing & Attraction – Sandy Dubay, CEcD
4:00 - 5:00 PM	Case Study / Project Time (Independent)

Wednesday, July 29

9:00 AM - 12:30 PM	MEDA Summer Conference
12:30 - 1:30 PM	Lunch
1:30 - 3:30 PM	Neighborhood & Community Development – Christine McPherson
3:45 - 5:00 PM	Case Study Prep (Group)

Thursday, July 30

8:30 - 10:30 AM	Managing Economic Development Organizations (EDOs) – Laurie Babb, CEcD
10:45 AM - 12:45 PM	Real Estate Development – Jim Chandler, CEcD
12:45 - 1:45 PM	Lunch
1:45 - 3:45 PM	Small Business & Entrepreneurship – Lora Brown and Jamie Williams, CEcD
4:00 - 5:00 PM	Case Study Prep (Group)

Friday, July 31

9:00 - 11:00 AM	Ethics – Lynne Benzion, CEcD
11:00 AM - 12:00 PM	Lunch & Case Study Presentation Prep
12:00 - 2:00 PM	Case Study Presentations
2:00 - 3:00 PM	Wrap-up

Attendance is required for all aspects of this course (including the MEDA Summer Conference).
Attendance will be taken regularly.