The Basic Course

July 16 - 20, 2023 * Silver City, NM

WESTERN NEW MEXICO UNIVERSITY

W 12th Street, Silver City, NM 88061

Course Schedule

- All sessions will be held on the campus of Western New Mexico University in Silver City, NM.
- The registration cost includes all meals, snacks and refreshments.
- Accompanying materials and additional information available on the Student Resource Page: www.econdevacademy.com/basic-course/student-resources-23/

1 Day 1

Sunday, July 16th
1:00 - 8:00p

12:00 - 1:00p	Registration
1:00 - 1:30p	Welcome / Introductions / Course Orientation
1:30 - 2:30p	Perspectives of Economic Development
2:30 - 2:45p	Break
2:45 - 3:45p	Understanding Your Community - Noreen Scott, CEcD
3:45 - 4:00p	Break
4:00 - 5:00p	Intro to Stragetic Planning - Mark Lautman, CEcD
5:30p	Cocktail Reception & Dinner President's Home

2 Day 2

Monday, July 17th
8:00a - 8:00p

8:00a	Breakfast
8:30 - 10:45a	Managing an EDO - Rep. Patty Lundstrom, CEcD
10:45 - 11:00a	Break
11:00a - 12:00p	Statewide ED Outlook - Jon Clark
12:00 - 1:00p	Lunch
1:00 - 2:30p	Community Development - Noreen Scott, CEcD
2:30 - 3:30p	Strategic Planning - Mark Lautman, CEcD
3:30 - 3:45p	Break
3:45 - 5:00p	Community Assessment Panel - Kirstin Keller
6:00 - 8:00p	Prospector's Dinner - Sunset Room, WNMU Legislative Discussion led by Rep. Patty Lundstrom, CEcD

3 Day 3

Tuesday, July 18th
7:30a - 8:00p

7:30a	Breakfast
8:00 - 10:00a	Business Retention & Expansion (BR&E) - Eric Canada
10:00 - 10:15a	Break
10:15 - 11:45a	Business Attraction - Danielle Casey, CEcD
11:45a - 1:15p	Lunch and Border Activity – Jerry Pacheco
1:15 - 3:45p	Research & Statistics - Danielle Casey, CEcD
3:45 - 5:15p	Small Business & Entrepreneurship Panel - Lisa Abeyta, Carrisa Vender
6:30p	Dinner

https://econdevacademy.com/basic-course/student-resources-23/

4 Day 4

Wednesday, July 19th
7:30a - 8:00p

7:30a	Breakfast
8:00 - 10:15a	Workforce Development - Jerry Schalow & Pat Vanderpool, CEcD, FM EDFP
10:15 - 10:30a	Break
10:30 - 11:30a	Finance – Mark Barbash, CEcD
11:30a - 12:30p	Financing Deals - Johanna Nelson, CEcD & Deborah Burns
12:30 - 2:00p	Lunch - Discussion of Deal Structuring Johanna Nelson, CEcD & Deborah Burns
2:00 - 4:30p	Marketing - Joanie Griffin
6:30p	Dinner

5 Day 5

Thursday, July 20th
8:00a - 3:00p

8:00a	Breakfast
8:30 - 10:30a	Real Estate - Jim Smith
10:30 - 10:45a	Break
10:45a - 12:15p	Ethics - Miguel Vicéns
12:15 - 1:30p	Lunch
1:30 - 2:30p	Visitor Driven Economic Development - Antoinette Vigil
2:30 - 2:45p	Break
2:45p	Graduation & Presentation of Certificates