

The Basic Course

July 14 - 18, 2023 * Silver City, NM



WESTERN
NEW MEXICO UNIVERSITY

W 12th Street, Silver City, NM 88061

Course Schedule

- All sessions will be held in the Global Resource Center (GRC) on the campus of Western New Mexico University.
- The registration cost includes meals, snacks and refreshments.

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Day 1

Sunday, July 14th
1:00 - 8:00p

12:00 - 1:00p	Registration
1:00 - 1:30p	Welcome / Introductions / Course Orientation Joseph Shepard, PhD, WNMU President & Ken Ladnex, Town of Silver City Mayor
1:30 - 2:30p	Perspectives of Economic Development Kenny McDonald, CEcD
2:30 - 2:45p	Break
2:45 - 3:45p	Understanding Your Community Nathan Tafoya, CEcD & Noreen Scott, CEcD
3:45 - 4:00p	Break
4:00 - 5:00p	Intro to Strategic Planning Mark Lautman, CEcD
5:30 - 8:00p	Cocktail Reception & Dinner @ WNMU President's Home



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Day 2

Monday, July 15th

8:00a - 8:00p

8:00a	Breakfast
8:30 - 10:45a	Managing an Economic Development Organization Patty Lundstrom, CEcD
10:45 - 11:00a	Break
11:00a - 12:00p	Statewide ED Outlook - Mark Roper, Cabinet Secretary for Economic Development Department
12:00 - 1:00p	Lunch
1:00 - 2:30p	Community Development - Noreen Scott, CEcD
2:30 - 2:45p	Break
2:45 - 5:00p	Business Retention & Expansion (BR&E) Eric Canada
6:00 - 8:00p	Dinner @ WNMU Museum, Fleming Hall Working With the Legislature - Rep Patty Lundstrom, CEcD

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Day 3

Tuesday, July 16th

7:30a - 8:00p

7:30a	Breakfast
8:00 - 9:30a	Strategic Planning Workshop Eric Canada & Mark Lautman, CEcD
9:30 - 9:45a	Break
9:45 - 11:45a	Business Attraction & Entrepreneurship Danielle Casey, CEcD
11:45a - 1:15p	Lunch & Economic Development at the Border Jerry Pacheco
1:15 - 1:30p	Break
1:30 - 3:00p	Research & Statistics - Danielle Casey, CEcD
3:00 - 3:15p	Break
3:15 - 5:15p	Marketing - Ron Kitchens & Noreen Scott, CEcD
6:00 - 8:00p	Dinner @ Jalisco's Cafe



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Day 4

Wednesday, July 17th

7:30a - 8:00p

7:30a	Breakfast
8:00 - 10:15a	Workforce Development & Housing Jerry Schalow & Pat Vanderpool, CEcD
10:15 - 10:30a	Break
10:30 - 11:30a	Basics of Economic Development Finance Mark Barbash, PhD
11:30a - 12:30p	Lunch
12:45 - 2:00p	Financing Resources & Incentives Deborah Burns & Johanna Nelson, CEcD
2:00 - 2:15p	Break
2:15 - 3:15p	Anatomy of a Deal Deborah Burns & Johanna Nelson, CEcD
3:15 - 3:30p	Break
3:30 - 5:00p	Resources Discussion - Priscilla Lucero
6:00 - 8:00p	Dinner @ Wrangler's Bar & Grill

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Day 5

Thursday, July 18th

8:00a - 4:00p

8:00a	Breakfast
8:30 - 10:30a	Real Estate - Jim Smith
10:30 - 10:45a	Break
10:45 - 12:30a	Visitor Driven Economic Development Lancing Adams & Jack Brennan
12:30 - 1:30p	Lunch
1:30 - 3:00p	Ethics in Economic Development Deborah Breitfeld, CEcD
3:00 - 4:00p	Lessons Learned, Evaluations & GRADUATION! Joseph Shepard, PhD, WNMU President

