

## Registration Form

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Please choose one from each:

### **1:00—2:00 p.m. Concurrent Sessions**

- Budgeting for Economic Development
- Relationship Management
- Local Government's Role in Economic Dev.

### **2:15—3:15 p.m. Concurrent Sessions**

- Financing an Economic Dev. Organization
- Working with International Companies
- Negotiating the Deal

**MEDA Member**       **Non-MEDA Member**

Visa                       MasterCard

Name \_\_\_\_\_

Authorized \_\_\_\_\_

Signature \_\_\_\_\_

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Zip Code that appears on statement \_\_\_\_\_

## Registration Information

### Member Fee

\$75.00

### Non-Member Fee

\$140.00

\*Please enclose payment with registration.

\*Please make checks payable to MEDA.

### REGISTRATION:

Please fax completed registration form to (517) 241-0089, or register online at [www.medaweb.org](http://www.medaweb.org) by **December 5, 2008**. *You **MUST** pre-register in order to attend this program.*

### Location:

This program is held at the Lansing Sheraton Hotel, located at 925 S. Creyts Road, Lansing, MI. (517) 323-7100.

### Hotel Accommodations:

Overnight accommodations can be made at the Sheraton Hotel by calling (517) 373-7100.

### Cancellation Policy:

Cancellations must be received in writing 24 hours prior to the event to receive a full refund. Registrants who do not attend and have not cancelled **will be charged the full price of registration.**

**Mail, fax, or complete form online:**  
Michigan Economic Developers Association  
P.O. Box 15096 Lansing, MI 48901-5096  
Phone: 517-241-0011 Fax: 517-241-0089

[www.medaweb.org](http://www.medaweb.org)

# Economic Development Skill Set



**December 10, 2008  
Lansing Sheraton Hotel  
Lansing, MI**



**MEDA**  
Michigan Economic Developers Association

# Economic Development Skill Set • December 10, 2008 • Sheraton Hotel, Lansing

**E**conomic development practitioners wear many hats. They can be the chief executive officer, chief financial officer, government liaison, public relations manager and treasurer all in one day. Elected officials and the local government staff also play a critical role in economic development. The Economic Development Skill Set involved in managing all of this activity is critical. Fundamental skills, such as leadership, professionalism, negotiation and relationship management are all necessary to be successful.

This program delves into several basic leadership and management areas for both economic development executives and government officials.

## 7:30 a.m. Registration

### 8:00—9:10 a.m. Facilitative Leadership – Developing Leaders in Your Community

Leadership is not only about the ideas of one person their ability to know what to do; it is also about the ability to develop other leaders to work towards the same goals. Learn how to develop and motivate leaders in your community by using this collaborative leadership practice. *David Hollister, President and Chief Executive Officer, Prima Civitas Foundation*

## 9:10—9:15 a.m. Networking Break

### 9:15—10:30 a.m. Leading Community Leaders

With a variety of high profile business and community leaders on their board of directors, learn how these economic development professionals communicate and motivate them to enact an agenda and action plan that puts the health of the overall community first.

Moderator: *John Czarnecki, President and CEO, Clinton County Economic Alliance.*

Panel: *JoAnn Crary, CEcD, President, Saginaw Future Inc.; Scott Fleming, President and CEO, The Enterprise Group of Jackson; James Hettinger, President and CEO, Battle Creek Un limited, Inc.; George Jackson, President and CEO, Detroit Economic Growth Corp. (invited)*

## 10:30—10:45 a.m. Networking Break

### 10:45—12:00 p.m. Role of Elected Officials in Economic Development

Defining the role of elected officials, such as the city council and board of directors, in operations funding/financing and policy issues, etc., is important towards collaboratively growing a community. This session will look at the roles of elected officials – what they should and shouldn't do.

*Virg Bernero, Mayor, City of Lansing*

## 12:00—12:45 p.m. Lunch and Membership Meeting

### 12:45—1:00 p.m. MEDC Updates from CDBG, Community Assistance Team (CA Team) and Other Staff

## 1:00—2:00 p.m. Concurrent Sessions

### Budgeting for Economic Development

This session will encompass the fundamentals of balancing and conducting a budget for an economic development organization; how to piece together funding from different sources to make a complete package; how to address/use the County or local government, grants, etc. and bind them into one budget; how to mesh a board's planning and strategic goals with their ability to implement them.

*Maureen Donohue Krauss, Deputy Director, Oakland County Economic Development and Community Affairs*

### Relationship Management

Economic development involves maintaining relationships with many people, organizations and the media at the same time. Learn the best ways to maintain these relationships, even through tough times.

*Kelly Rossman-McKinney, APR, Chief Executive Officer, The Rossman Group*

### Local Government's Role in Economic Development

City, Township and Village Managers are increasingly having roles in economic development projects. This session will look at their roles and how to increase their effectiveness.

*Frank Walsh, City Manager, City of St. Joseph  
Tobi Lake, Administrator, Newaygo County*

## 2:00—2:15 p.m. Networking Break

## 2:15—3:15 p.m. Concurrent Sessions

### Financing an Economic Development Organization

Whether it is through a capital campaign, membership, government funding, grants or other fundraising activities, organizations need to have a healthy, stable budget to be successful. Learn techniques to maximize financing for your organization.

*Justin Horvath, Director, Shiawassee Economic Development Partnership*

### Working with International Companies

International investment in our economy is growing and it is important to know what international companies are seeking when they prospect in your area, attend trade shows, etc. Learn how to work professionally with different cultures on attraction and retention deals.

*James Hettinger, President and CEO, Battle Creek Un limited, Inc.*

### Negotiating the Deal

Brush up your skills on negotiating a project, selling strategies and creating an excellent presentation. Participate in interactive mock negotiations. Hear both good and bad examples of strategies for negotiating an economic development deal.

*Dawn Baetsen, CEcD, Managing Partner, Atlas Insight*