

# NEW MEXICO ECONOMIC DEVELOPMENT COURSE

July 22-26, 2018

Silver City, New Mexico

Presented by:

Western New Mexico University

In cooperation with:

International Academy of Economic Development

International Economic Development Council

New Mexico Economic Development Department

NM IDEA

## About the Course

The New Mexico Economic Development Basic Course will introduce you to the strategies, concepts of economic development. This newly updated format will give you the opportunity to enhance your skills in a hands on environment. Each participant will gain a basic knowledge of the scope and research required to grow the economy in your region. This course offers you practical knowledge for enhancing the economy, you will leave with a template and a process for doing an economic road map for your community.



This course is accredited by the International Economic Development Council (IEDC). As such, this course is considered equal to IEDC's Introduction to Economic Development Course, and may be considered towards requirements to site for the Certified Economic Developer (CEd) exam. IEDC, the nation's largest membership organization for economic developers, provides conferences, clearinghouse services, research and professional development opportunities.

## College Credit

Three hours of undergraduate or graduate credit are available to course participants. All students taking the course for college credit are required to attend the 4-hour class on Sunday afternoon, in addition to the rest of the course. A written exam is required, and for graduate students, an instructor-approved project is due on later than November 3, 2018.

## Check-In

Students must check in between 11 AM & 5 PM on Sunday, July 22<sup>nd</sup> in the lobby of Light Hall (on the campus of WNMU). You will receive conference materials at check-in.

## Dress

Casual dress is encouraged. Shorts, tennis shoes and sandals are fine. The weather in July ranges from a high in the mid-80s to evening temperatures in the low 70s.

## Housing

If you plan to stay on campus, the 5-day housing fee is \$170 for a shared residence hall suite. Suites include five private bedrooms, two bathrooms, and a shared living space.

The host hotel is Holiday Inn Express, 575.538.2525. A list of other area motels is available at <http://www.silvercity.org/list/category/hotels-motels-inns-226>.

## Air Travel

Boutique Air serves Grant County Airport with direct flights from Albuquerque and Phoenix, [www.boutiqueair.com/](http://www.boutiqueair.com/) or 855.268.8478.

## Course Fee

The registration fee is \$495 for in-state attendees and \$595 for out-of-state attendees, and includes books and course materials. There is also a required event fee of \$195 which covers all scheduled meals, field trips, and welcoming reception. For scholarship information or questions, call 505.710.7172. Online registration is available at [www.IAEconDev.org](http://www.IAEconDev.org).

## Refund Policy

100% refund prior to July 9, 2018; 50% refund prior to July 16, 2018; no refund is available after July 16<sup>th</sup>.

## Case Study Studio

The 2018 Course includes the practical application of what you will be learning. When you register you will be asked to choose between three New Mexico communities for which your team will be creating a strategy for economic growth and diversification. You will choose from an urban, a rural or a frontier community.

## NMEDC Advisory Council

Advisory Council members provide course oversight. They are appointed to represent a broad constituency of communities and economic development organizations.

Noreen Scott, CEcD, Course Director  
Dr. John Counts, Retired University President  
Jim Covell, CEcD, Retired  
Elizabeth Davis, CEcD, NMEDD  
Chase Gentry, CEcD, Clovis IDC  
Dr. Kathie Gilbert, Consultant  
Savannah Jermance, CEcD, City of Rio Rancho  
Mark Lautman, CEcD, Lautman Economic Architecture  
Christine Logan, CEcD, NMEDD  
Patty Lundstrom, CEcD, Greater Gallup EDC

Terry McDermott, USDA Rural Development  
Tim Nitti, New Mexico Partnership  
Pat Vanderpool, CECD, City of Tucumcari Economic Development  
Steve Vierck, CECD, EDC of Lea County  
Eileen Yarborough, Cibola Communities EDF, President, NM IDEA

Instructor bios and more detailed information on the course can be found at [www.IAEconDev.org](http://www.IAEconDev.org).

## Course Schedule

### *Sunday, July 22*

1 to 5 PM: Student Union Building

- Class Introductions
- Perspectives of Economic Development
- Intro to Strategic Planning and Case Study
- Orientation
- Case Assignments

6 to 7:30 PM: Presidents Reception

### *Monday, July 23*

8 AM to Noon

- Community and Neighborhood Development
- Break
- Understanding your Community: Strategic Planning

Noon: Lunch, Location: TBA

1 to 4 PM: Case Study Studio

4 PM: Main Street Presentation and tour

6 PM: Dinner at Jalisco's

### *Tuesday, July 24*

8 to 9 AM: New Business Attraction

9 to 10 AM: Business Retention & Expansion

10 AM: Break

10:15 AM to 12:15 PM: Panel Presentation

- Entrepreneurship
- Solo Work
- Film & Digital Media
- Visitor Attraction
- Energy & Extractive Industries
- Government
- Import Substitution

12:15 to 1:30 PM: Lunch & Keynote Speaker, “Border Trade & Development”  
1:30 to 5:30 PM: Case Study Studio.  
6 PM Dinner and Socializing – Bear Canyon Lodge

### *Wednesday, July 25*

8 to 9 AM: Understanding your Prospect’s Perspective  
9 to 10 AM: Workforce Development  
10 AM: Break  
10:15 to 11:15 AM: Real Estate and Reuse  
11:15 AM to 12:15 PM: Finance  
12:15- 1:30 PM: Lunch  
1:30- 3:30 PM: Research & Marketing  
3:30 PM: Break  
3:45 to 5:30 PM: Case Study Studio  
5:30 to 7 PM: Dinner & Discussion, “Legislative Issues & the Political Climate”  
7 PM: Studio Work Continues

### *Thursday, July 26*

8:30 to 9:30 AM: Managing an Economic Development Organization  
9:30 to 10:30 AM: Ethics in Economic Development  
10:30 AM: Break  
10:45 AM to 12:45 PM: Case Study Studio  
12:45 to 2 PM: Lunch  
2 PM: Class Photo  
2:30 to 3:30 PM: Presentations  
4 PM: Graduation

*Please complete the evaluation form and drive safely!*