

New Mexico Basic Economic Development Course

Hourly Schedule

July 21-25, 2019

Sunday, July 21

- 11:00-5:00 Registration
- 12:00-2:00 Economic Development Overview - *Ronnie Bryant, CEcD, HLM, FM*
- 2:00-4:30 Course Orientation and Introduction to Case Studio - *Mark Lautman, CEcD & Noreen Scott, CEcD*
- 6:00-8:00 President's Reception: Economic Development and Politics – *Rep. Patty Lundstrom, CEcD*

Monday, July 22

- 7:30-8:00 Breakfast
- 8:00-9:30 Managing an EDO – *Rep. Patty Lundstrom, CEcD*
- 9:30-11:00 Understanding Your Community - *Noreen Scott, CEcD, FM, HLM*
- 11:00-11:15 Break
- 11:15-1:00 Strategic Planning – *Mark Lautman, CEcD, FM, HLM*
- 1:00-2:00 Resource Panel on Job Creation Program Theaters Working Lunch
- 2:00-3:30 Research and Statistics – *Jack Allston, CEcD, FM, HLM*
- 3:30-6:00 Case Studio-Team Leads
- 6:30-8:00 Dinner at Bear Creek Lodge

Tuesday, July 23

- 7:30-8:00 Breakfast
- 8:00-9:30 Strategic planning Case Study – *Mark Lautman CEcD, FM, HLM*
- 9:30-11:00 Business Retention – *Christine Logan, CEcD*
- 11:00-11:15 Break
- 11:15-12:45 Business Attraction – *J.J. Johnston, CEcD, FM, IOM*
- 12:45-1:00 Pick up Box Lunch

- 1:00-4:00 Marketing and Social Media – *Guillermo Mazier, CEcD*
- 4:00-5:30 Understanding Your Prospect's Perspective – *Steve Vierck, CEcD*
- 6:00-7:30 Joint Reception with NM IDEA

Wednesday, July 24

- 7:30-8:00 Breakfast
- 8:00-9:30 Real Estate and Reuse – *Jim Smith CCIM, SIOR*
- 9:30-11:30 Financing, start-up and Small Business – *Juan Torres EDFP, MBA & Johanna Nelson MBA, CEcD*
- 11:30-1:30 Lunch Presentation: New Mexico Border issues – *Jerry Pacheco*
- 1:30-3:00 Workforce Development – *Pat Vanderpool, CEcD & Marcos Martinez*
- 3:00-6:00 Case Study
- 6:00-7:30 Mainstreet Walkabout & Dinner at Jaliscos

Thursday, July 25

- 8:00-9:30 Case Study Work session – Breakfast
- 9:30-11:00 Ethics in Economic Development - *Deborah Burns, MBA*
- 11:00-2:30 Working Group for Presentation
- 2:30-3:00 Shark Tank
- 3:30-4:00 Presentation of Certificates