

Economic Development Marketing and Attraction

May 18-19, 2010

Instructors: Rob DeRocker

Mark James, CEcD, Principal, ED Solutions Inc.

States, regions, and communities use economic development marketing and promotion techniques for several purposes: to attract, retain, and expand businesses; to improve their community's image internally and externally; and to promote local policies and programs. Before initiating a marketing and attraction program, economic development organizations need to understand their target audience so that they can craft their message. The Economic Development Marketing and Attraction Course, a core course in LIDEA's Louisiana Economic Development Certification Program, will help those involved in ED marketing understand and focus on their audience, and teach marketing techniques using various mediums of communication, including how to best use the Internet and social networking as economic development marketing tools

Economic Development Finance

September 21-22, 2010

Instructor: Dr. Jud Edwards, Director, Center for International Business and Economic Development, Troy University

As economic developers initiate programs and projects to improve the economic health of a community, it is essential to have a clear understanding of how these activities are financed. The Economic Development Finance Course, part of LIDEA's Louisiana Economic Development Certification Program, will cover a broad spectrum of topics, including an overview of public and private financing options, how public financing can complement bank financing, small business development, and real estate development. In addition, participants will learn how to read financial reports, financial statements, balance sheets, and profit and loss statements, and how to perform credit analysis on company performance. Participants will have an opportunity to gain hands-on experience through case studies in order to solidify their knowledge of the programs.

Building the Workforce of the Future

November 9-10, 2010

**Instructors: Ted Abernathy, CEcD, Executive Director, Southern Growth Policies Board
Jeff Lynn, Director, Louisiana FastStart, Louisiana Economic Development**

Skilled and talented workers are the backbone of a productive and efficient economy, and policy makers often face challenges in meeting business demands for skilled workers on the one hand, and training and educating potential employees for a rapidly changing workplace on the other. Economic developers can play a strategic role in bridging this gap. This course, Building the Workforce of the Future, part of LIDEA's Louisiana Economic Development Certification Program, will teach the basics of workforce development, and specifics of Louisiana's FastStart program. Topics to be covered include the structure of the workforce system, sources of funding for workforce programs, and how economic developers can better integrate workforce strategies into their development plans.