

# **KENTUCKY**

## **Institute for Economic Development**

**August 20 - August 25, 2006**  
**Lexington, KY**

**Directed by:**  
**University of Kentucky**  
**Gatton College of Business & Economics**  
**International Business & Management Center**

**Sponsored by:**  
**Kentucky Cabinet for Economic Development**  
**Kentucky Association for Economic Development**

**Accredited by:**  
**International Economic Development Council**



**Gatton**  
COLLEGE OF BUSINESS & ECONOMICS  
UNIVERSITY OF KENTUCKY



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

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## SYNOPSIS

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The Kentucky Institute for Economic Development offers intensive training in basic economic development theory and practice. The Institute's objective is to meet the needs of persons working in the development field, both as professionals and active volunteers. It is designed to equip participants with the tools necessary to compete aggressively and successfully for new development in their communities. Particular emphasis is focused on training the staff and volunteers of state, local and regional development organizations.

The focus of the curriculum is on local development organizations, Chamber of Commerce staff and volunteers, industrial and commercial facility managers, realtors, planners, developers, officers of financial institutions, engineers, public utility representatives, government officials and concerned citizens.

The faculty is composed of practitioners and academicians of recognized, long-standing experience in economic development. They focus most heavily on practical economic development strategy - a shirt-sleeves, how-to approach.

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## IEDC ACCREDITED COURSE

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This course is one of twenty-three Economic Development Courses accredited by the International Economic Development Council (IEDC).

The nation's largest membership organization for economic developers, IEDC, provides conferences, education and clearinghouse services, research and professional development opportunities. For more information on IEDC membership or IEDC courses, call (202) 223-7800 or visit [www.iedconline.org](http://www.iedconline.org).

IEDC partners with a number of educational institutions increasing opportunities for training in economic development. IEDC accredits these courses based on the long-standing reputation for each program, updates to the program, and the content and subjects covered by each program. Currently IEDC accredits the University of Oklahoma's Economic Development Institute (OU/EDI) educational offerings as well as 23 Basic Economic Development course (BEDCs) which are taught throughout the country. IEDC accreditation supports their mission to serve as a clearinghouse for information and learning opportunities available to economic developers. Each course is run independently and is not managed by IEDC.

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## MAJOR COURSE TOPICS

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### **Perspectives on Economic Development**

- An overview of the field of economic development; defining economic development; essentials for success

### **Strategy Development**

- Developing and implementing local community and economic development strategies

### **Community Development**

- Analyzes the economic development preparedness of communities; how to overcome weaknesses and capitalize on strengths; components of community development; the community development process

### **Developing, Managing and Financing an Economic Development Program**

- Organizing, financing and implementing a successful local/ regional program

### **Roles and Responsibilities of Organizations Engaged in Economic Development**

- Examines public and private sector organizations typically engaged in the economic development process

### **Current and Future Trends in Economic Development**

- Examines trends in transportation, communication, population shifts, international trade, etc.; looks at anticipated changes in economic development and the profession

### **The Importance of Research and Economic Data in Economic Development**

- Research data - what you need, where to find it and how to use it

### **The Site Location Process**

- Investigates how a company selects a site; the process and the factors considered; an industrial location case study will be presented and analyzed

### **Techniques for Site/Park Development and Marketing**

- Characteristics of a successful industrial/business park; techniques for developing and marketing industrial sites

### **Developing and Implementing Successful Marketing Strategies and Techniques**

- Analyze what you have to sell - know your product; finding the "clients" - prospect targeting and marketing; advertising and promotional techniques; handling prospects; examines successful marketing techniques - case studies

### **The Key Role of Finance in Economic Development**

- Sources of financing - public and private; deal structuring and business location decisions; analysis and interpretation of financial statements

### **Business Retention and Expansion Strategies**

- Essential ingredients of a successful program; using available resources; creative programs

### **Economic Development in a World Economy**

- Understanding trade issues and their effect on local economies; attracting foreign investment; the mechanics of international trade

### **Entrepreneurship and Small Business Development**

- The role of small business in U. S. economy; understanding the entrepreneur; tools and techniques for small business growth

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## REGISTRATION

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Check-in will take place at 1:00 p.m. Sunday, August 20, 2006, at the Radisson Plaza Hotel in Lexington, Kentucky. All class sessions will be held in the hotel. The course will conclude Friday, August 25, approximately 1 p.m.

Tuition for the week-long course is \$550. This includes instruction, course materials, refreshment breaks, continental breakfasts each morning, and the Sunday and Thursday reception/dinners. It does NOT include housing or meals other than those mentioned.

Participants are encouraged to register as soon as possible by completing the attached registration form and sending it and a check made payable to the Kentucky Institute for Economic Development to:

Wayne Foster, President  
Kentucky Institute for Economic Development  
PO. Box 23386  
Lexington, Kentucky 40523

If it becomes necessary to cancel your registration, a refund of fees, less a \$50 administrative charge, will be made if you cancel on or before the enrollment deadline of Friday, August 4, 2006. No refunds will be made after that date; however, substitutions may be made at any time until the first class session.

**Class enrollment will be limited to 70.** Applications will be accepted on a first-come-first-served basis. Early registration is encouraged.

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## ATTENDANCE POLICY

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ONLY PARTICIPANTS WHO ATTEND ALL classes will receive credit for the course. No excuses for absence other than illness, family emergency or business emergency will be accepted. If illness or emergency causes a participant to miss more than 10% of the class sessions, credit for course completion **CANNOT** be given. IEDC requires the submission of an attendance roster at the conclusion of the course.

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## CERTIFICATION

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Certification of completion as well as Continuing Education Units (CEUs) will be awarded to all participants who satisfy the course requirements. The University of Kentucky maintains a permanent record of all CEUs earned. Individual transcripts are available upon written request.

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## ACCOMODATIONS

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Course participants should make their own room reservations prior to July 20, 2006 at the Radisson Plaza Hotel, Lexington. We have been quoted single or double room rates of \$75 per night excluding taxes. The Radisson is located at 369 West Vine Street (Downtown) Lexington. The toll free telephone number is (800) 333-3333. The local number is (859) 231-9000. **Please mention the Kentucky Institute for Economic Development to obtain the special rate.**

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## OTHER FULLY ACCREDITED ECONOMIC DEVELOPMENT COURSES (2006)

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### BASIC ECONOMIC DEVELOPMENT COURSES

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| January   | Indiana (Muncie) 765/285-1664<br>California (Sacramento) 916/448-8252<br>Mississippi (Jackson) 601/266-5515<br>Arizona (Phoenix) 520/621-7899  |
| March     | Ohio (Columbus) 614/221-1900<br>Arkansas (Little Rock) 501/683-7347<br>Georgia (Atlanta) 404/894-0332<br>Mid-South (Little Rock, AR) 501/683-7347  |
| April     | Texas (College Station) 979/458-1404<br>Heartland (Cedar Falls, IA) 800/782-9520<br>Florida (Tampa) 813/905-5852   |
| May       | New Mexico (Silver City) 505/538-6320  |
| June      | New York (Schenectady) 518/393-7252  |
| July      | Maryland (Aberdeen) 410/575-6027<br>Minnesota (Duluth) 888/387-4594  |
| August    | Washington (Seattle) 206/256-6110  |
| September | Michigan (Lansing) 517/241-0111<br>New England (Augusta, ME) 207/621-0011<br>Illinois (Edwardsville) 618/656-9048<br>North Carolina (Chapel Hill) 919/843-0972<br>Mississippi (Hattiesburg) 601/266-5515 |
| December  | Pennsylvania (Harrisburg) 717/720-1433<br>Mexico (Guadalajara) 318/869-2800  |

### IEDC COURSES

**IEDC offers 3 and 4 day courses during the year on the following subjects:**

Business Retention and Expansion  
Economic Development Credit Analysis  
Introduction to Economic Development  
Real Estate Development & Reuse  
Economic Development Finance Programs  
Managing Economic Development Organizations  
Brownfield Redevelopment  
Economic Development Marketing & Attraction  
Economic Development Planning  
Entrepreneurial & Small Business Development Strategies  
Neighborhood Development Strategies  
Technology-Led Economic Development

**For more information about other Accredited Economic Course programs or to register, please contact IEDC at (202)223-7800 or visit [www.iedconline.org](http://www.iedconline.org)**

## REGISTRATION

Please complete the registration form, enclose a check for \$550 made payable to the Kentucky Institute for Economic Development, and return to: Kentucky Institute for Economic Development, PO Box 23386, Lexington, Kentucky 40523. If you have any questions, please telephone Wayne Foster at (859) 887-8770 or the University of Kentucky International Business and Management Center at (800) 284-6407. Duplicate this form as needed.

Name \_\_\_\_\_ Position/Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_ Home Phone \_\_\_\_\_

Email Address \_\_\_\_\_

SS# \_\_\_\_\_ Name desired on name tag \_\_\_\_\_

Enclosed is a \$550 check payable to the Kentucky Institute for Economic Development for the full registration fee.

Limited scholarships are available for those engaged full time in economic development activities. Demonstration of financial need is an important criteria in the selection process. For information contact Wayne Foster at the address or telephone number listed above.

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PO Box 23386  
Lexington KY 40523