

Leadership for Economic Development

A premiere training course for new ED staff, board members, elected officials, city and county staff

AGENDA – February 23, 2009

10:00 a.m. – 11:45 a.m.	Registration and Continental Breakfast
11:45 a.m.	Buffet Lunch
12:00 p.m.-12:15 p.m.	Welcome and Introductions Joe Tortorelli, Chair Washington Economic Development Association
12:15 p.m.-1:00 p.m.	Washington State Economic Health & Vitality in 2009 Governor Gregorie (invited) State of Washington
1:00 p.m.-1:30 p.m.	Economic Development 101 Maury Forman, Managing Director Community, Trade & Economic Development <i>Manages statewide services unit responsible for business recruitment, retention and marketing. Formerly professional training director for CTED</i>
1:30 p.m.-2:00 p.m.	Using Research & Data to Support Economic Development Jane Field, Training Manager Employment Security Department
2:00 p.m.-2:30 p.m.	Setting the Stage: Planning for Economic Development Greg Dohm, Greg Dohm & Associates <i>Manager of Gov. Gardner's Economic development cabinet. 20+ years of city management and planning experience (Bothell and consulting)</i>
2:30 p.m.-4:00 p.m.	Panel: Economic Development Activities & Initiatives <ul style="list-style-type: none"> ❖ Business Recruitment – Bill Stewart <i>President/CEO of Kitsap Economic Development Alliance. 25+ years of public and private economic development experience</i> ❖ Business Retention/Expansion – Bill Lotto <i>Recently retired Lewis County EDC Executive Director. 30+ years of economic development experience. Managed business retention and expansion programs for over two decades and helped dozens of Washington companies expand operations or resolve problems facing their businesses.</i> ❖ Small Business Assistance – Celia Nightingale <i>Certified business advisor at the Olympia Small Business Development Center. 20+ years of business management experience</i> ❖ Workforce Development – Mike Brennan <i>Economic development manager for the State Workforce Board. Executive Director of the Bellingham Chamber of Commerce for 20 + years</i> ❖ Tourism – to be announced
4:00 p.m.-4:30 p.m.	Principles for Leadership in Economic Development Bruce Kendall, President/CEO Tacoma Pierce County Economic Development Board & Chairman of the Washington State Economic Development Commission
5:00 p.m.-7:00 p.m.	Legislative Reception- Location to be announced

Monday
February 23, 2009

Red Lion Hotel
Olympia, WA 98502

Major Sponsors:



Cost: \$100 for WEDA members & non-members (Special combination training & conference rate of \$300 for members & \$375 for non-members/\$50 late fee after 2/16/09)

To Register: Register online at www.wedaonline.org

For more information: Call (800) 718-1960 or visit our website at www.wedaonline.org

Accommodations: Red Lion Hotel, 2300 Evergreen Park Dr. SW, Olympia, WA 98502
WEDA group rate - \$102.95 (cut off date is 2/9/09)

Directions to the Olympia Red Lion: From either North or Southbound I-5 take exit #104, US Highway 101. Take first exit, Crosby Blvd/Cooper Point Road. Off the exit turn right on Cooper Point Road. Take immediate right onto Evergreen Park Drive. Turn right on Lakeridge Way (adjacent to Morris Business Park sign) continue straight to the hotel entrance.

Register Online at www.wedaonline.org