



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

2023 PROFESSIONAL DEVELOPMENT GUIDE

Build Your Competitiveness and
Advance Your Career With IEDC

Visit www.iedconline.org/prodev

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PROFESSIONAL DEVELOPMENT GUIDE

For Economic Developers at All Levels

Your career and your community demand cutting-edge economic development skills. IEDC is here to help. Through our dynamic and immersive resources and programs, you can boost your knowledge, enhance your network, and advance your community.



Membership

IEDC members enjoy exclusive benefits, including discounted training course, exam, and conference registration rates, access to the IEDC membership directory, the Economic Development Journal, the ED Now blog, legislative updates, and affinity program benefits. Become a member today!

Visit www.iedconline.org/join to learn more.



Certified Economic Developer Program

Certified Economic Developers (CEcDs) are part of a network of more than 1,100 professionals who have demonstrated a high degree of knowledge and practical, applicable experience. Recertification requirements are designed to allow Certified Economic Developers to remain up to date on the latest best practices of the field. Ready to sit for the exam or recertify?

Visit www.iedconline.org/CEcD to see what's required.



Entrepreneurship Development Professional (EDP)

IEDC's newest certification, the EDP is designed for professionals who work with entrepreneurs and small businesses, as well as those that support them.

Visit www.iedconline.org/EDP to learn more.



Training Courses

Our interactive courses are the leading source of education for economic developers at all levels of experience and provide an international perspective focusing on real-life experiences, best practices, and tools you can use in your community.

Visit www.iedconline.org/courses for upcoming courses.



Conferences

Our Leadership Summit, Economic Future Forum, and Annual Conference will not only connect you with others who share your goals and experiences, but will also keep you at the forefront of the profession by providing access to insights from community leaders, industry experts, and federal policymakers.

Visit www.iedconline.org/conferences to find all upcoming conferences.



Webinars

With no travel, no hotels, and no lost days from the office, our webinars are a cost-effective professional development program. Learn about the latest research, techniques, and industry tools in a convenient online environment.

Visit www.iedconline.org/webinars to see what topics we're exploring.



EDRP

The Economic Development Research Partners Program is an exclusive membership level of IEDC, which supports practice-oriented research. The publications developed under EDRP's guidance and sponsorship are designed to increase the knowledge base of the economic development profession and help practitioners navigate through today's rapidly changing economy.

Visit www.iedconline.org/EDRP to find the latest report.



ED Marketplace

Utilize IEDC's ED Marketplace as your one-stop shop for products and services specifically for economic developers; whether that is through our job board, online bookstore or professional services database, we have something for everyone.

Visit www.iedconline.org/EDMarketplace to learn more.



Excellence in Economic Development Awards Program

Submit your best projects to IEDC's Excellence in Economic Development Awards program. IEDC recognizes the world's best economic development programs, partnerships, and marketing materials as well as the year's most influential leaders.

Visit www.iedconline.org/awards to learn more.



Accredited Economic Development Organization (AEDO) Program

The AEDO designation recognizes the professional excellence of economic development entities and provides independent feedback on their operations, structure, and procedures

Visit www.iedconline.org/AEDO to learn more.



Salary and Demographic Survey

IEDC's Salary Survey of Economic Development Professionals has remained the industry standard reference for compensation, demographic, and professional activity information. Data from thousands of economic development professionals make this an authoritative report of exacting detail.

Visit www.iedconline.org/2021_salary to learn more.

Date	Event	Format
January 19-20	Managing Economic Development Organizations Course	Online
January 28 - 29	Certified Economic Developer (CEcD) Exam	Tucson, AZ
January 29 - 31	2023 IEDC Leadership Summit	Tucson, AZ
January 29	Economic Development Ethics Workshop	Tucson, AZ
February 21-22	Introduction to Entrepreneurship-Led Economic Development Course	Online
February 23 - 24	Accelerating Growth through Entrepreneurship-Led Economic Development Course	Online
February 28	CEcD Exam Essentials Workshop	Online
March 9 - 10	Business Retention & Expansion Course	Baltimore, MD
March 22 - 24	Economic Development Credit Analysis Course	Online
April 13 - 14	Neighborhood Development Strategies Course	Online
April 27 - 28	Real Estate Development & Reuse Course	Online
May 4-5	Entrepreneurial & Small Business Development Strategies Course	Online
May 8 - 19	Certified Economic Developer (CEcD) Exam	Online
May 16-17	Economic Development Marketing & Attraction Course	Online
May 18-19	Economic Development Strategic Planning Course	Online
June 11 - 13	2023 IEDC Economic Future Forum	Calgary, AB
June 20	Economic Development Ethics Workshop	Online
June 27 - 28	Technology-Led Economic Development Course	Online
June 29 - 30	Workforce Development Strategies Course	Online
July 18	CEcD Exam Essentials Workshop	Online
July 24 - 25	Business Retention & Expansion Course	Online
July 26 - 28	Economic Development Credit Analysis Course	Online
August 3 - 4	Real Estate Development & Reuse Course	Online
August 15 - 16	Introduction to Entrepreneurship-Led Economic Development Course	Online
August 17 - 18	Accelerating Growth through Entrepreneurship-Led Economic Development Course	Online
August 28 - 29	Economic Development Marketing & Attraction Course	Online
September 16 - 17	Certified Economic Developer (CEcD) Exam	Dallas, TX
September 17 - 20	2023 IEDC Annual Conference	Dallas, TX
September 17 & 18	Economic Development Ethics Workshops	Dallas, TX
September 19	CEcD Exam Essentials Workshop	Dallas, TX
October 5 - 6	Entrepreneurial & Small Business Development Strategies Course	Online
October 9 - 27	Foreign Direct Investment & Exporting Course	Online
October 19 - 25	Entrepreneurship Development Professional Certification Exam	Online
November 2 - 3	Real Estate Development & Reuse Course	Phoenix, AZ
November 13 - 14	Economic Development Marketing & Attraction Course	Online
December 7 - 8	Business Retention & Expansion Course	Online

BECOMING A CERTIFIED ECONOMIC DEVELOPER (CEcD)



With over 1,100 Certified Economic Developers (CEcD) worldwide, IEDC's certification program is the industry gold standard for excellence in the profession.

The CEcD certification unites the field by establishing a baseline of core knowledge for economic development professionals. By offering this highly sought after and comprehensive designation, IEDC promotes the status and credibility, as well as enhances the knowledge and performance, of all economic developers.

WHY EMPLOYERS SHOULD INVEST IN CEcDs



Help Your Staff
Become Certified



The Value of CEcDs
to Employers



As an employer,
your investment in
certification can
have long-lasting
benefits

2023 CEcD Exam Dates

January 28-29, 2023 | Tucson, AZ

Application Deadline: December 30, 2022

May 8-19, 2023 | Online

The written portion of the exam will take place on May 8.

Oral exams will be scheduled between May 15-19.

Application Deadline: April 18, 2023

September 16-17 | Dallas, TX

Application Deadline: August 25, 2023

All candidates for the Certified Economic Developer exam must first meet three requirements:

1. Experience Requirement

Completion of four years of consecutive, paid, full-time economic development or related experience.

2. Education Requirement

Completion of four core courses and two elective courses.

Required Courses:

- Introduction to Economic Development or Basic Economic Development Course
- Business Retention & Expansion
- Economic Development Credit Analysis
- Real Estate Development & Reuse

Elective Courses (Choose Two):

- Economic Development Finance Programs
- Economic Development Marketing & Attraction
- Economic Development Strategic Planning
- Entrepreneurial & Small Business Development Strategies
- Foreign Direct Investment & Exporting
- Managing Economic Development Organizations
- Neighborhood Development Strategies
- Technology-Led Economic Development
- Workforce Development Strategies



We offer a number of equivalencies and special waivers.
Visit www.iedconline.org/prodev for details.

3. CEcD Exam Essentials Workshop Requirement

New candidates applying to sit for an exam must participate in a CEcD Exam Essentials Workshop, either in person or online. This workshop provides candidates with a complete overview of the Certified Economic Developer (CEcD) exam process, from the application to the oral examination. They will learn tools and techniques for preparing for the exam and witness a mock oral interview. This workshop is offered free of charge.

- February 28, 2023 - Online
- July 18, 2023 - Online
- September 19, 2023 - Dallas, TX, in conjunction with the 2023 Annual Conference.

ENTREPRENEURSHIP DEVELOPMENT PROFESSIONAL (EDP)



Developed with support from the Ewing Marion Kauffman Foundation and the U.S. Economic Development Administration (EDA) and in partnership with SourceLink, IEDC is excited to continue to offer these two new courses as part of its professional development line-up. They are designed for professionals who work with entrepreneurs and small businesses as well as those that support them.

Individuals can also pursue the Entrepreneurship Development Professional (EDP) certification to demonstrate to their peers and community leaders that they have the skills and expertise to make a difference in the community through entrepreneurship-led economic development. The new designation connects entrepreneurship support, economic development and community development approaches in order to create and nurture thriving entrepreneurial ecosystems.

Who is this for?

For professionals who work at:

- Economic Development Organizations (EDO)
- Entrepreneurship Support Organizations (ESO)
- City, county, state, or federal government
- Institution of higher education
- Chamber of Commerce
- Bank, venture capital, or investment firms

Benefits of new training courses and credential:

- Learn from experienced entrepreneurship professionals on how to practice ELED strategies and learn the tools needed to connect entrepreneurship focused resources in your community.
- Hands-on and interactive training courses that provide an opportunity to evaluate and develop or build upon an ELED strategy for your community.
- Continued professional development beyond the initial certification to contribute to the development of this new field.

Who benefits from this new certification?

- Anyone working with entrepreneurs, startups, small businesses, or working to support entrepreneurship in their region.
- Professionals looking to create or strengthen the entrepreneurial infrastructure in their region.
- Economic developers who want to expand their practice.
- Entrepreneurship support professionals wanting to better understand economic development strategies.

Requirements for the EDP Certification:

Experience Requirement

Minimum of 2 years of paid, full-time work in economic development or entrepreneurial support.

Education Requirements

Required Courses:

- Entrepreneurship & Small Business Development Strategies
- Introduction to Entrepreneurship-Led Economic Development (ELED I)
- Accelerating Growth through Entrepreneurship-Led Economic Development (ELED II)
- Economic Development Credit Analysis

Elective Courses (Choose One):

- Neighborhood Development Strategies
- Technology-led Economic Development
- Business Retention & Expansion
- Economic Development Finance Programs



Current CECDs must complete the ELED I and ELED II required courses. If a current CECD completed one of the EDP elective courses in order to meet the requirements of the CECD, then they will have met the EDP elective requirement. CECDs must meet both the core and elective requirements of EDP to be eligible to sit for the EDP exam.

2023 EDP Exam Date

October 19-25, 2023 | Online

Application Deadline: September 29, 2023

ECONOMIC DEVELOPMENT ACADEMY



INTRODUCTION TO ECONOMIC DEVELOPMENT

Register for one of IEDC's Virtual Economic Development Academies! An Academy includes two IEDC Training Courses and within four or five days, attendees can fulfill two of seven professional development requirements needed to sit for the Certified Economic Developer (CEcD) Exam. We are also offering an Academy to compliment our Entrepreneurial-Led Economic Developer (EDP) program. Attending an ELED Academy will fulfill two of the five professional development requirements needed to sit for the EDP exam. Recertification credits are also provided to CEcDs for attending any courses within an Academy.

Registering for the Academy saves you 15% on the cost of both courses!

2023 Virtual Academy Dates:

February 21-24, 2023

- **February 21-22:** Introduction to Entrepreneurship-Led Economic Development
- **February 23-24:** Accelerating Growth Through Entrepreneurship-Led Economic Development

May 16-19, 2023

- **May 16-17:** Economic Development Marketing & Attraction
- **May 18-19:** Economic Development Strategic Planning

June 27-30, 2023

- **June 27-28:** Technology-Led Economic Development
- **June 29-30:** Workforce Development Strategies

July 24- 28, 2023 *Five Day Academy

- **July 24-25:** Business Retention & Expansion
- **July 26-28:** Economic Development Credit Analysis

August 15-18, 2023

- **August 15-16:** Introduction to Entrepreneurship-Led Economic Development
- **August 17-18:** Accelerating Growth through Entrepreneurship-Led Economic Development

About the Course

This comprehensive training course will introduce the economic development profession to participants both new and experienced. Learn how economic development strategies can be structured to encourage local and regional development and advance your community's growth potential. This course emphasizes theoretical and practical perspectives on economic development and provides participants with the skills they need to organize, plan, and implement economic growth initiatives. Those new to economic development are encouraged to take this course first as an overview of the field's key concepts.

Course Offerings

The Basic Economic Development Courses (BEDC) are accredited by IEDC and are equivalent to the Introduction to Economic Development course. BEDC course directors collaborate regularly with IEDC to ensure the quality of the BEDC course content is consistent with IEDC's standards. IEDC's accredited programs are operated independently by our recognized partners.



Meet IEDC's curriculum requirements by taking a Basic Economic Development Course. See page 22-23 for BEDC Calendar.



BUSINESS RETENTION & EXPANSION

CEcD CORE | EDP ELECTIVE COURSE



ECONOMIC DEVELOPMENT CREDIT ANALYSIS

CEcD CORE | EDP CORE

About the Course

This interactive course presents the core components of a BRE program and why the concerns of local businesses need to be actively addressed. Learn the “red flags” that may indicate a company is looking to move elsewhere, and learn how to structure an effective technical assistance program to respond to business concerns. This course helps participants understand how a BRE program relates to attraction, workforce development, small business finance, technology transfer, and many other economic development activities.

Course Highlights

- Establishing, maintaining, and upgrading a BRE program
- Creating effective models for business visitations and surveys
- Customer Relationship Management (CRM) techniques
- Marketing a BRE program
- Establishing an early warning system
- Cluster- and industry-focused BRE programs
- Tracking and analyzing customer feedback and response
- Quantitative and qualitative economic development metrics

Course Offerings

March 9-10, 2023 | Baltimore, MD

Early Rate By: January 27, 2023
Regular Rate: Jan. 28 - Feb. 24, 2023
Late Rate After: February 25, 2023

This course is held in partnership with Maryland Economic Development Association (MEDA).

July 24-25, 2023 | Online

Early Rate By: June 16, 2023
Regular Rate: June 17 - July 14, 2023
Late Rate After: July 15, 2023

This course is part of an Economic Development Academy July 24-28, 2023.

December 7-8, 2023 | Online

Early Rate By: October 27, 2023
Regular Rate: Oct. 28 - Nov. 22, 2023
Late Rate After: November 23, 2023

About the Course

This hands-on course presents business financing tools and available private financing options, as well as how the public sector can complement bank financing. Course participants will perform credit analysis by determining how well a company buys and sells to make a profit. Learn how to read financial reports, financial statements, balance sheets, and profit and loss statements. Enroll now to understand the basics of structuring deals for small businesses that often combine public and private sector financing programs.

Course Highlights

- Business credit analysis and deal structuring/restructuring
- Credit risk, maturity risk, rate risk, and liquidity
- Determining if a firm is productive and profitable
- Analysis of small business lending programs
- Negotiation and loan packaging options
- Review SBA, HUD, USDA, and commercial lending programs
- Overview of real estate financing and lending tools

Course Offerings

March 22-24, 2023 | Online

Early Rate By: February 10, 2023
Regular Rate: Feb. 11 - Mar. 10, 2023
Late Rate After: March 11, 2023

July 26-28, 2023 | Online

Early Rate By: June 16, 2023
Regular Rate: June 17 - July 14, 2023
Late Rate After: July 15, 2023

This course is part of an Economic Development Academy, July 24-28, 2023.



REAL ESTATE DEVELOPMENT & REUSE

CEcD CORE



INTRODUCTION TO ENTREPRENEURSHIP-LED ECONOMIC DEVELOPMENT

EDP CORE

About the Course

This course clearly articulates the eight-stage process for real estate development and reuse from conception to realization. Learn a wide variety of financing tools that are available at the local, regional, and state levels, including tax increment financing, bond financing, tax credits, tax abatements, land assembly, and brownfield redevelopment. Multiple in-class case studies will be used to help participants work through actual financial and regulatory problems.

Course Highlights

- Housing, retail, office, industrial, hotel, and mixed-use development
- Regulatory and approval process including zoning and permitting
- Assessing community involvement and political feasibility
- Public, private, and nonprofit financial modeling
- Understanding the pro forma operating statement structure
- Property valuation and capitalization rates
- Brownfield redevelopment phase structure and liability
- Request for qualification/proposal process

Course Offerings

April 27-28, 2023 | Online

Early Rate By: March 17, 2023
Regular Rate: Mar. 18 - Apr. 14, 2023
Late Rate After: April 15, 2023

August 3-4, 2023 | Online

Early Rate By: June 23, 2023
Regular Rate: June 24 - July 21, 2023
Late Rate After: July 22, 2023

November 2-3, 2023 | Online

Early Rate By: September 22, 2023
Regular Rate: Sep. 23 - Oct. 20, 2023
Late Rate After: October 21, 2023

This course is held in partnership with Arizona Association for Economic Development (AAED).

About the Course

This course focuses on building an understanding of the importance of building a community centered around entrepreneurship and small business creation, sustainability and growth. After taking this course, course participants will be able to identify their role in the ecosystem, understand the roles of others and come away with the skills to bring organizations together around shared goals. Learn important skills such as assessing a community's appetite for risk, identifying resource gaps, understanding the importance of inclusion, and developing practical ways to measure success.

Course Highlights

- Understanding entrepreneurship-led economic development
- Building an inclusive entrepreneurial ecosystem and collaborating with other entrepreneurship support organizations
- Assessing your community's entrepreneurship composition
- Becoming a trusted source
- Understanding the importance of an inclusive ecosystem
- Measuring and funding your ecosystem
- Addressing BRE, attraction and philanthropy in your entrepreneurship efforts

Course Offerings

February 21-22, 2023 | Online

Early Rate By: January 13, 2023
Regular Rate: Jan. 14 - Feb. 10, 2023
Late Rate After: February 11, 2023

This course is part of an Economic Development Academy, February 21-24, 2023.

August 15-16, 2023 | Online

Early Rate By: July 7, 2023
Regular Rate: July 8 - August 4, 2023
Late Rate After: August 5, 2023

This course is part of an Economic Development Academy, August 15-18, 2023.



ACCELERATING GROWTH THROUGH ENTREPRENEURSHIP - LED ECONOMIC DEVELOPMENT

EDP CORE



ECONOMIC DEVELOPMENT FINANCE PROGRAMS

CEcD ELECTIVE | EDP ELECTIVE

About the Course

In this interactive course, participants gain a thorough knowledge of business stages and how to provide support and financial resources addressed specifically to their needs. The course helps participants develop a deep appreciation for the unique needs and challenges of minority and women-owned businesses, and the benefits of building ecosystems in communities of color. Participants will also learn to appreciate the role of legislators and policy makers, how storytelling can influence stakeholders, and a deeper understanding of rural cultures.

Course Highlights

- Overview of the types and stages of businesses, and how to serve their different needs
- Evaluate when companies need funding, the types of funding, and where to find it
- Assist entrepreneurs in creating sustainable growth, and preparing them for potential crises
- Establishing entrepreneurial ecosystems in communities of color and understanding the reality of challenges faced by minority, women, and LGBTQ owned companies.
- Understanding the unique issues in developing entrepreneurs in rural areas
- Learn how to communicate with decision-makers about the benefits of ELED
- The art of storytelling and how to tell your story

Course Offerings

February 23-24, 2023 | Online

Early Rate By: January 13, 2023
Regular Rate: Jan. 14 - Feb. 10, 2023
Late Rate After: February 11, 2023

This course is part of an Economic Development Academy, February 21-24, 2023.

August 17-18, 2023 | Online

Early Rate By: July 7, 2023
Regular Rate: July 8 - August 4, 2023
Late Rate After: August 5, 2023

This course is part of an Economic Development Academy, August 15-19, 2023.

About the Course

The core objective of this analytical course is to explain the financial tools used to stimulate private sector investment that results in the creation of permanent private sector jobs, increased productivity, and improvement in the local tax base. Course participants will learn how to calculate debt/service ratios, cash-on-cash rate of return, capitalization rates, underwriting ratios, debt coverage ratios, and similar financial tools used to identify project feasibility. Course instructors will also spend time teaching how potential investors measure return on investment (ROI) and how lenders evaluate risk. Participants have an opportunity to work through multiple case studies in order to solidify their knowledge of the finance programs.

Course Highlights

- Learn how to help small businesses adjust the imbalance between cost and revenue
- Explore the fundamentals of reducing risk of default and foreclosure
- Understand credit risks – matching sources and uses of funds to lower monthly payments and strengthen cash flow position
- Review maturity risks – providing collateral substitution with guarantee of collateral cushion
- Evaluate Community Development Block Grants, Rural Business Enterprise Grants, and Public Infrastructure Grants
- Revolving Loan Funds and Community Development Financial Institutions
- New Markets Tax Credits, Historic Preservation Tax Credits, and Tax Increment Financing

Course Offering

This course will be offered again in 2024.



ECONOMIC DEVELOPMENT MARKETING & ATTRACTION

CEcD ELECTIVE



ECONOMIC DEVELOPMENT STRATEGIC PLANNING

CEcD ELECTIVE

About the Course

Businesses looking to relocate or expand need accurate, up-to-date, and credible information, and communities need rock-solid marketing techniques to reach the needs of the business community. Course participants will learn how to craft their community's message and explore various communication mediums, including how to best utilize social media and web technologies as an economic development marketing tool. Case studies and sample plans will highlight the dos and don'ts of economic development marketing and attraction.

Course Highlights

- Site selection fundamentals, including corporate strategies
- Identifying target audiences using data-driven techniques
- Developing a community marketing plan and brand
- Garnering internal and external support for the marketing campaign
- Engaging social media and website design to target new markets
- Benchmarking, evaluating, and monitoring the marketing plan

Course Offerings

May 16-17, 2023 | Online

Early Rate By: April 7, 2023
Regular Rate: April 8 - May 5, 2023
Late Rate After: May 6, 2023

This course is part of an Economic Development Academy, May 16-19, 2023.

August 28-29, 2023 | Online

Early Rate By: July 14, 2023
Regular Rate: July 14 - August 11, 2023
Late Rate After: August 12, 2023

November 13-14, 2023 | Online

Early Rate By: October 2, 2023
Regular Rate: October 3 - 31, 2023
Late Rate After: November 1, 2023

About the Course

This highly interactive course lets participants work in small teams to understand the complexity and challenges of strategic planning. Learn techniques for building consensus among stakeholders who represent different values and interests. Participants also learn the quantitative techniques used to better understand their community, and explore project assessment methods for setting priorities and measuring their plan's impact.

Course Highlights

- Stakeholder analysis, structuring participation, and planning fundamentals
- Consensus building, group facilitation, and conflict
- Defining geography, competitive advantage, and SWOT
- Determining vision, mission, goals, and objectives
- Demand-side strategies and supply-side strategies
- Identifying projects and strategy formation and implementation
- Setting realistic benchmarks and measuring success
- Exploring the use of dashboard indicators

Course Offerings

May 18-19, 2023 | Online

Early Rate By: April 7, 2023
Regular Rate: April 8 - May 5, 2023
Late Rate After: May 6, 2023

This course is part of an Economic Development Academy, May 16-19, 2023.



ENTREPRENEURIAL & SMALL BUSINESS DEVELOPMENT STRATEGIES

CEcD ELECTIVE | EDP CORE



FOREIGN DIRECT INVESTMENT & EXPORTING

CEcD ELECTIVE

About the Course

Explore the core aspects of entrepreneurial and small business development. In this course, you will learn the financial and managerial tools economic developers use to create a climate that encourages entrepreneurial and small business development. Practitioners will examine the barriers they face and how communities can leverage their economic development resources to build highly integrated networks to help businesses thrive in the global economy.

Course Highlights

- Identifying and addressing the needs of entrepreneurs
- Defining urban- vs. rural-focused entrepreneurial and small business strategies
- Managing technical assistance (e.g., economic gardening) programs
- Development and management of business incubators
- Understanding federal and state government resources (e.g., SBDCs)
- Financing programs including microlending, venture capital, and angel networks
- Creating a technical assistance tracking system to measure job growth, etc.

Course Offerings

May 4-5, 2023 | Online

Early Rate By: March 24, 2023
Regular Rate: March 25 - April 21, 2023
Late Rate After: April 22, 2023

October 5-6, 2023 | Online

Early Rate By: August 25, 2023
Regular Rate: Aug. 26 - Sep. 22, 2023
Late Rate After: September 23, 2023

About the Course

This course teaches the core components of bringing the world economy to your community's front door. Foreign direct investment (FDI) and exporting are now essential components of a local economic development strategy. Attendees will learn how to attract foreign investors, from identifying targeted sectors to engaging new business. They will also explore how to facilitate exports in their community, with an emphasis on how existing federal and state programs can assist. The course will cover all aspects of doing business with foreign entities, from cultural differences to tax and financing issues.

Course Highlights

- Understanding how the federal government specifically supports EDOs in pursuit of FDI and growing exports, especially among small- to medium-sized businesses
- In-depth coverage of how to make the most of trade shows and trade missions, including working with elected officials and dealing with the press
- Explanation of why an investor would be interested in setting up operations in the U.S., and the means by which they may undertake investment, from mergers and acquisitions to new greenfield development
- Private and public financing programs that ensure exporters of any size have access to capital and insurance
- How foreign business climates differ from that of the U.S., and how to navigate in new markets as well as welcome different cultures into your community
- Review of trade policy, including what steps can be taken if a company encounters trade barriers such as tariffs or unnecessary regulation

Course Offerings

October 9-27, 2023 | Online*

Asynchronous Portion: October 9-26, 2023
Online Live Instruction: October 27, 2023

Early Rate By: August 30, 2023
Regular Rate: Aug. 31 - Sep. 29, 2023
Late Rate After: September 30, 2023

**This course will be offered in a combination format, with a self-paced portion of the course opening on October 9. The live online instruction will be held on October 27. Attendees must complete the asynchronous assignments before the live course begins.*



MANAGING ECONOMIC DEVELOPMENT ORGANIZATIONS

CEcD ELECTIVE

About the Course

This course will focus on the key principles and practices of professional management in economic development. It will define excellence in economic development and explain the fundamentals of managing for results, outcome-based performance, organizational assessment, stakeholder identification, vision and mission scope, organizational culture, and more. Since EDOs differ from one another depending on their available resources, location, and mission, this course is designed to equip a leader of any organization to make the right decisions.

Course Highlights

- Outcome-based management and performance
- Managing conflict and developing a statement of ethics
- Understanding and evaluating the EDOs core competencies
- Serving the customer and measuring customer satisfaction
- Improving knowledge management and internal processes
- Working with board/city council members, staff, and community stakeholders
- Team building, determining hiring needs, and managing budgets
- Leveraging existing resources and working with regional organizations

Course Offering

January 19-20, 2023 | Online

Early Rate By: December 9, 2022
Regular Rate: Dec. 10, 2022 - Jan. 6, 2023
Late Rate After: January 7, 2023



NEIGHBORHOOD DEVELOPMENT STRATEGIES

CEcD ELECTIVE | EDP ELECTIVE

About the Course

This practitioner-driven course uses case studies to complement current neighborhood development theory. Participants will learn how to identify major neighborhood actors and their objectives and strategies for redevelopment, as well as understand the process for creating a strategic economic development plan to meet neighborhood development goals.

Course Highlights

- Asset creation, wealth creation, and enterprise development and expansion
- Housing development, real estate speculation, and tax base stabilization
- Public and private sector roles in combating inner city unemployment
- Examining historical and current neighborhood trends
- Performing leakage assessments and gap analyses
- Aligning strategic plans for multiple neighborhood groups
- Understanding the banking and grocery needs of the underserved
- Working with the media to share success stories

Course Offerings

April 13-14, 2023 | Online

Early Rate By: March 3, 2023
Regular Rate: March 4 - 31, 2023
Late Rate After: April 1, 2023



TECHNOLOGY-LED ECONOMIC DEVELOPMENT

CEcD ELECTIVE | EDP ELECTIVE



WORKFORCE DEVELOPMENT STRATEGIES

CEcD ELECTIVE

About the Course

In this course, participants will be introduced to the legal and financial framework for bringing innovation to market, including technology protection and product licensing. Learn how to partner with government, industry, higher education, and the private sector to create a highly integrated network of technology and innovation. Multiple case studies will be presented to explain the role of business incubators, accelerators, venture capital, angel networks, gap financing, and more.

Course Highlights

- Forming strategic alliances and technology clusters
- Building partnerships with higher education and technology councils
- Understanding technology transfer and commercialization
- Reviewing patent, copyright, trademark, and licensing terms
- Developing incubators, accelerators, and research parks
- Developing multiple financing mechanisms for technology businesses
- Debt vs. equity financing options for entrepreneurs and small businesses
- Rural technology-led economic development strategies

Course Offerings

June 27-28, 2023 | Online

Early Rate By: May 19, 2023
Regular Rate: May 20 - June 16, 2023
Late Rate After: June 17, 2023

This course is part of an Economic Development Academy June 27-30, 2023.

About the Course

Skilled workers are the backbone of a productive and efficient economy, and a critical decision point in today's business location decisions. This versatile course explains the essential relationship between economic and workforce development through case studies, practical examples, and current research. Course participants will learn what programs currently leverage federal, state/provincial, and local financial resources to support workforce development. Learn about what you can do through collaborative programs to build the workforce pipeline and upgrade the skills of your community's existing workforce. Other topics will include: the emerging demand-driven model in workforce development, sector strategies for targeted industry clusters, K-12 development and integration, occupational analysis, talent attraction, and more.

Course Highlights

- The core components of the workforce development system and its essential role in economic development
- Understanding occupational data analysis
- Assessing the qualifications, skills, and abilities of the current workforce
- Recruitment and retention of a skilled labor force
- The role of higher education in workforce and economic development
- New alliances, new models, federal funding, and best practices in regional and local initiatives

Course Offerings

June 29-30, 2023 | Online

Early Rate By: May 19, 2023
Regular Rate: May 20 - June 16, 2023
Late Rate After: June 17, 2023

This course is part of an Economic Development Academy, June 27-30, 2023.



2023 BASIC ECONOMIC DEVELOPMENT COURSES

ACCREDITED PROGRAMS

January 23-26, 2023

Arizona BEDC (In-Person)
Phoenix, AZ
Carrie Kelley
carrie@aaed.com
602-240-2233
www.aaed.com

January-June

CETYS BEDC (Hybrid)
Mexicali/Tijuana, Baja California
Manual Lecuanda Ontiveros
programalideres@cetys.mx
www.cetys.mx/gsb/en/home/

February 28-March 3, 2023

Louisiana BEDC (In-Person)
New Orleans, LA
Karen Romero
kromero@selu.edu
985-549-3831
www.lideatraining.com/training-courses

March-April, 2023

Ohio BEDC (In-Person)
Columbus, OH
Mark Barbash
mbarbash@ohioeda.com
614-774-7599
www.ohioeda.com

April 3-7, 2023

Mid-South BEDC (In-Person)
Little Rock, AR
Candice Lawrence
clawrence@arkansasstatechamber.com
501-210-4205
aedce.org

April 11-14, 2023

Texas Spring BEDC (In-Person)
Round Rock, TX
Amy Swank
amy@texasedc.org
512-480-8432
www.texasedc.org

April 18-21, 2023

Heartland BEDC (Hybrid)
Blue Springs/Kansas City, MO
James Hoelscher
James.hoelscher@uni.edu
319-273-6944
bcs.uni.edu/heartland/

May 8-11, 2023

Tennessee BEDC (In-Person)
Nashville, TN
Kim Denton, CECD
kim.denton@tennessee.edu
865-974-8464
www.cis.tennessee.edu

May 8-12, 2023

Indiana BEDC (In-Person)
Muncie, IN
Brian Blackford
bablackford@bsu.edu
317-502-6307
www.bsu.edu/ici

May 2023

Wisconsin BEDC (In-Person)
Mary Perry
mperry@weda.org
414-699-3917
weda.org/events/

June 12-16, 2023

Colorado BEDC (In-Person)
Denver, CO
Michelle Claymore
mclaymore@c3gov.com
303-289-3747
www.edcconline.org

June 2023

New York BEDC (In-Person)
Albany, NY
Christa Franzi
Cfranzi@camoinassociates.com
518-899-2608
www.nysedc.org

July 10-14, 2023

Auburn BEDC (In-Person)
Auburn, AL
Amelia Stehouwer
amelia@auburn.edu
334-844-5394
auburn.edu/intensivecourse

July 16-20, 2023

New Mexico BEDC (In-Person)
Silver City, NM
Noreen Scott
Noreen.scott73@gmail.com
505-710-7172
econdevacademy.com/

July 24-27, 2023

Chesapeake BEDC
Baltimore, MD
Sandy Dubay
Sandy@medamd.com
240-608-4441
www.MEDAmd.com

July 31-August 3, 2023

Chapel Hill BEDC
Chapel Hill, NC
Jonathan Morgan
morgan@sog.unc.edu
919-843-0972
<https://go.unc.edu/BEDC>

August 2023

Kentucky BEDC (In-Person)
Location TBD
Clay Snowden
clay@kaedonline.org
502-994-2599
kaedonline.org/education/

August 28-31, 2023

GA Tech BEDC (In-Person)
Atlanta, GA
Alan Durham
alan.durham@innovate.gatech.edu
404-660-0241
gt-bedc.org

September 12-14, 2023

Michigan BEDC
Lansing, MI (In-Person)
John Avery
avery.john@medaweb.org
517-241-0011
www.michiganbusiness.org/

September 2023

Northwest BEDC (In-Person)
Olympia, WA
Linda Alongi
Linda.Alongi@commerce.wa.gov
360-725-4031
www.commerce.wa.gov/nwedcourse

September 25-28, 2023

True South BEDC (In-Person)
Hattiesburg, MS
Chad Miller
Chad.r.miller@usm.edu
601-266-6666
www.usm.edu

October 16-20, 2023

Illinois BEDC (In-Person)
Naperville, IL
Cindy Cobetto
cgorsag@siue.edu
618-650-2164
bedcillinois.com/

October 2023

Upper Midwest BEDC (Hybrid)
Minneapolis/St. Paul, MN
Colleen Ayers
colleen@edam.org
952-928-4640
www.edam.org & www.mnedf.org

October 17-20, 2023

Texas Fall BEDC (In-Person)
Allen, TX
Amy Swank
amy@texasedc.org
512-480-8432
www.texasedc.org

November 5-8, 2023

Western BEDC (In-Person)
Vancouver, BC
Dale Wheeldon
dwheeldon@bceda.ca
604-819-3809
www.bceda.ca

November 7-10, 2023

USF BEDC (In-Person)
Tampa, FL
David Hill
Djhill4@usf.edu
813-974-4682
www.usf.edu

December 2023-February 2024

Pennsylvania BEDC (Hybrid)
Harrisburg, PA
Carol Kilko
kilko117fourth@comcast.net
717-385-9589
www.PEDA.org

Dates Pending

California BEDC
Fresno, CA
Helen Schaubmayer
helen@caled.org
916-448-8252 x16
caled.org

BECOME AN IEDC MEMBER

When you join IEDC, you'll be investing in your career and your community. We work hard every day to make sure you see a return on that investment. Join IEDC today.

Why Join IEDC?

With more than 4,800 members, IEDC is the largest non-profit organization of its kind for economic developers in the world, and you can be one of them. You don't have to be an economic developer to get value from IEDC's world-class programs and research; our members include economic and community development professionals, site location experts, local, state and federal agencies, and other prominent leaders across a broad-spectrum of professions.

Visit www.iedconline.org/join to learn more about the benefits of IEDC membership.

Benefits of an IEDC Membership



Extensive professional development opportunities



Exclusive access to networking opportunities



Save big on IEDC events, products, and services

IEDC ACKNOWLEDGES OUR PARTNERS IN EDUCATION

NATIONAL EDUCATION PARTNER



The National Development Council (NDC) was founded in 1969 with a simple but powerful mission: increase the flow of capital investment, jobs, and community development to distressed communities throughout the country. Through partnerships with governments and nonprofit organizations across the country,

we deliver a unique combination of development finance and capacity building services in the form of technical assistance, training, and certification programs. These partnerships result in new jobs, business expansion, real estate development projects, and dollars for investment into additional community development projects and activities that improve communities and enhance the lives of low and moderate-income people.

Visit www.ndconline.org for more information.

ACCREDITED PROGRAM



OU/EDI is the premier multi-year professional-level program of its type in the United States. They have an intensive 117-hour course program. Courses are offered at multiple locations and many of the courses can be accessed online.

Participants can graduate in as little as 6 months with a combination of in-person and online courses. Credit hours in any single subject may be used as fulfilling the professional development requirements for the Certified Economic Developer (CEcD) exam. Graduation from OU/EDI is not a requirement to sit for the CEcD exam.

Visit pacs.ou.edu/edi for more information.

ECONOMIC DEVELOPMENT MARKETPLACE

The ED Marketplace is your one-stop-shop for all jobs and services in the economic development field.

Career Opportunities

Find your next big career opportunity or outstanding new co-worker. Advertise your job opportunity through the ED Marketplace.

Professional Services

Looking for a partner for your next project? The best in economic development consultants and vendors are listed here.

Request for Proposals

Hire the perfect consultant for your next project. Advertise your RFP and maximize your reach. The ED Marketplace connects you to the best in economic development consultants and vendors.

Bookstore

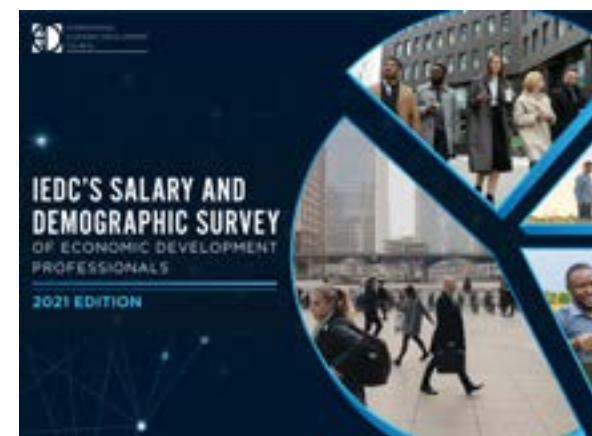
IEDC's curated listing of resources to help your community and career reach new heights. Books, manuals, webinars, reports and our essential Salary & Demographic Survey available for purchase.

IEDC SALARY SURVEY

IEDC's Salary and Demographic Survey of Economic Development Professionals is the industry standard reference for compensation, demographic, and professional activity information.

The 2021 Salary and Demographic Survey is now available in the ED Marketplace.

Data from thousands of economic development professionals make this an authoritative report of exacting detail. Don't miss out on this highly sought after resource.



Visit www.iedconline.org/2021_survey to download the 2021 Salary and Demographic Survey.

2023 SCHEDULE OF FEES

2023 IEDC SCHOLARSHIPS

2023 Professional Development			
2-Day Training courses	Early Rate	Regular Rate	Late Rate*
IEDC Member	\$520	\$670	\$690
Non-Member	\$675	\$825	\$845
Full Time Student **	\$115	\$135	\$155
3-Day Training courses	Early Rate	Regular Rate	Late Rate*
IEDC Member	\$630	\$780	\$800
Non-Member	\$815	\$965	\$985
Full Time Student **	\$135	\$155	\$175
Academy (4-day)	Early Rate	Regular Rate	Late Rate*
IEDC Member	\$885	\$1,140	\$1,175
Non-Member	\$1,150	\$1,400	\$1,435
Full Time Student **	\$195	\$230	\$265
Academy (5-day)	Early Rate	Regular Rate	Late Rate*
IEDC Member	\$980	\$1,235	\$1,270
Non-Member	\$1,270	\$1,520	\$1,555
Full Time Student **	\$215	\$250	\$285

* Walk-in registrations will be accepted. Full payment must be made on-site in order to attend the course.
 ** Copy of current transcript required.

Bundle a course with a conference

IEDC offers discounts when you sign up for a course and conference that are happening during the same week!

Online training courses

IEDC is offering both core and elective training courses in an online format for the majority of 2023.

Bulk registrations

Register a group of 3 or more for any of IEDC courses and receive a 10% discount off the total!

Apply for IEDC's scholarship opportunities to broaden your professional development horizons.

Application deadline: July 21, 2023.

The Diane Lupke Scholarship Fund

Diane Lupke, CECD, FM, HLM is the President of Lupke & Associates and a long-time member of IEDC. Lupke and Associates has worked in more than 75 communities to empower residents to recognize their assets and create change in their communities. Ms. Lupke is a past member of the Board of Directors of IEDC.

As a strong advocate for economic development initiatives in distressed communities, Ms. Lupke founded an education scholarship fund for economic development professionals working in these areas. This scholarship can be used to pay for one of IEDC's Economic Development training courses to enhance the recipients knowledge of economic development.

Visit www.iedconline.org/scholarships.

The Melissa Nebelsick Scholarship for Women

Melissa Nebelsick, CECD (1950 – 2016) was a vibrant and caring member of the economic development community who mentored many women in the field and was a role model of professionalism and critical thinking. In honor of her life's work, Melissa's friends and colleagues established a scholarship in her memory that seeks to provide women with educational and training opportunities in the field she cared so deeply for.

Visit www.iedconline.org/scholarships.

2023 CONFERENCES AND EVENTS

In a global economy, you never know where the next opportunity to advance your career or community will come from.

IEDC conferences are where economic development professionals go to stay at the forefront of our profession through interactive sessions led by industry experts and reputable keynote speakers. Held in a different city each year, IEDC's three conferences bring our profession together, culminating in the world's largest gathering of economic developers at our Annual Conference. Economic developers, businesses committed to economic development, community leaders, academics and stakeholders learn about cutting edge strategies through the fostering of new relationships, educational tours, and innovative programming.



2023 Leadership Summit January 29 - 31, 2023 • Tucson, AZ

The Leadership Summit is a unique gathering of economic development leaders holding senior management positions or operating economic development organizations, and those holding the CEcD certification. Experience high-level peer networking, professional development opportunities, and interactive discussions on the latest activities and issues affecting economic development leaders today.

Visit www.iedconline.org/Tucson to learn more.



2023 Economic Development Week May 8-12, 2023 • Online

Celebrating the economic development profession and the economic development professionals in your community.

Visit www.iedconline.org/EDW to learn more.

2023 IEDC Economic Future Forum June 11-13, 2023 • Calgary, AB

Economic Future Forum is a forward-looking conference that explores industry trends and the partnerships and strategies needed to grow, attract, retain, and expand companies in current and new industries. The conference also focuses on fostering innovation and economic transformation in the rapidly changing economy.

Visit www.iedconline.org/Calgary to learn more.



2023 IEDC Annual Conference September 17-20, 2023 • Dallas, TX

More than 1,400 economic developers from across the country and around the world meet annually to interact with distinguished speakers, panelists, and colleagues. Sessions cover the newest trends in economic development and are complemented by educational tours, networking events, and an extensive exhibit hall.

Visit www.iedconline.org/Dallas to learn more.



VALUE OF TAKING AN IEDC TRAINING COURSE

“ I recently attended the Economic Development Marketing and Attraction course in Calgary. The course was extremely well planned and executed. All presenters were extremely knowledgeable, interesting and most importantly current in the field. I came away from the course with multiple actionable strategies, some of which I have already implemented. The 2-day course was packed with content and was delivered in a format that kept everyone engaged and on task. ”

Donna

Economic Developer from British Columbia, Canada

“ As an economic development professional and realtor, specializing in commercial and industrial real estate, this course was both a great refresher of basic fundamentals, with the addition of new information for me to put into practice into my daily workload. The instructors were extremely knowledgeable, engaging and interjected humor to keep the class entertaining as well. I highly enjoyed this course and would recommend it to anyone in the field of economic development and/or real estate development. ”

Annie

Economic Developer from Elk River, MN

“ With the information and training I received as part of this seminar, the City of Palm Desert has is in process to develop and implement our first BRE program. The information and course content was very informative and current to today's best practices. The professors were engaging and knowledgeable in the subject matter. This seminar is a great foundation to the various concepts and best practices in today's world. I would highly recommend this seminar to colleagues in the Economic Development field. ”

Martin

Economic Developer from Palm Desert, CA

“ No matter where you are located, workforce is an issue—workforce without enough skill or the wrong skills; lack of soft skills; availability of training programs to address these—and the IEDC Workforce Development Strategies course is a great way to gain immediate knowledge on the subject. I was able to reinforce some of our local work, but also to gain an appreciation of, and insight into, new programs and metrics to implement back home. I highly recommend this course. ”

Tony

Economic Developer from Natchitoches, LA

About IEDC

The International Economic Development Council (IEDC) is a nonprofit, nonpartisan membership organization serving economic developers. With more than 4,800 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding jobs that facilitate growth, enhance wealth, and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions.

IEDC Mission

To provide leadership and excellence in economic development for our communities, members, and partners.

Connect With IEDC Online



Get more information on the IEDC Professional Development program at www.iedconline.org/prodev.



International Economic Development Council
1275 K Street NW, Suite 300
Washington, DC 20005
202-223-7800

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