

# **2020 Ohio Basic Economic Development Course**

April 28 – May 1, 2020  
Columbus Marriott Northwest, 5605 Blazer Pkwy, Dublin, Ohio

## **Day One: Tuesday, April 28, 2020**

- 8:30 – 9:30 am**      **Course Registration/Check-In/Breakfast**
- 9:30 – 10:00 am**      **Welcome and Opening Remarks**  
*Speakers:* Joy Davis, President, Ohio Economic Development Association;  
Jennifer Tisone Price, Executive Director, OEDA & Mark Barbash, Director,  
Ohio Economic Development Institute, 2019 Ohio Basic Economic  
Development Course Facilitator
- 10:00 – 11:00 am**      **Introduction to Economic Development**  
**What Makes a Prepared Community**  
*Speaker:* Kenny McDonald, President and Chief Economic Officer,  
One Columbus
- 11:00 – 12:15 pm**      **Economic Development Issues Luncheon**  
Keynote: Ned Hill, Professor of Public Affairs and City & Regional Planning,  
John Glenn College of Public Affairs
- 12:15 – 1:15 pm**      **Strategic Planning**  
*Speaker:* Nathan Green, Director of Economic Development, Montrose Group
- 1:15 – 1:30 pm**      **Break**
- 1:30 – 2:30 pm**      **Strategic Planning cont'd**  
*Speaker:* Nathan Green, Director of Economic Development, Montrose Group
- 2:30 – 2:45 pm**      **Break**
- 2:45 – 3:45 pm**      **Community Development**  
*Speaker:* Jim Sweeney, Sweeney & Associates, former Executive  
Director, Franklinton Development Association
- 3:45 – 4:00 pm**      **Break**
- 4:00 – 5:00 pm**      **Community Development cont'd**  
*Speaker:* Jim Sweeney, Sweeney & Associates, former Executive  
Director, Franklinton Development Association
- 5:00 pm**      **Welcoming Tour and Reception @ Bridge Park**

## Day Two: Wednesday, April 29, 2020

7:30 – 8:00 am	<b>Breakfast/Networking</b>
8:00 – 9:00 am	<b>Business Retention &amp; Expansion</b> <i>Speakers:</i> Sean Hughes, Economic Development Director, City of Delaware & Greg Moon, Executive Director, Wyandot County Economic Development
9:00 – 9:15 am	<b>Break</b>
9:15 – 10:15 am	<b>Business Retention &amp; Expansion cont'd</b> <i>Speakers:</i> Sean Hughes, Economic Development Director, City of Delaware & Greg Moon, Executive Director, Wyandot County Economic Development
10:15 – 10:30 am	<b>Break</b>
10:30 – 11:00 am	<b>Jobs Ohio Update:</b> <i>Speaker:</i> Dr. Glenda Bumgarner, Ph.D., JobsOhio, Senior Director of External Engagement
11:00 – 12:30 pm	<b>Economic Development Issues Luncheon</b> <i>Uncovering Your Area's Competitive Positioning: How to identify which industries or companies would place the greatest value on your area's? unique mix of assets. Speaker:</i> Janet Ady, President & CEO, Ady Advantage
12:30 – 12:45 pm	<b>Break</b>
12:45 – 1:45 pm	<b>Business Attraction / Site Selection</b> <i>Speakers:</i> Quinten Harris, JD/MPA, Deputy Director for Jobs and Economic Development, The City of Columbus Department of Development & Christiane Schmenk Senior Counsel/Of Counsel, Bricker & Eckler LLP
1:45 – 2:00 pm	<b>Break</b>
2:00 – 3:00 pm	<b>Business Attraction / Site Selection cont'd</b> <i>Speakers:</i> Quinten Harris, JD/MPA, Deputy Director for Jobs and Economic Development, The City of Columbus Department of Development & Christiane Schmenk Senior Counsel/Of Counsel, Bricker & Eckler LLP
3:00 – 3:15 pm	<b>Break</b>
3:15 – 4:15 pm	<b>Managing Economic Development Organizations</b> <i>Speakers:</i> Jeremiah Gracia, Economic Development Admin, City of Dublin & David Zak, President and CEO, Tiffin-Seneca Economic Partnership
4:15 – 4:30 pm	<b>Break</b>
4:30 – 5:30 pm	<b>Managing Economic Development Organizations cont'd</b> <i>Speakers:</i> Jeremiah Gracia, Economic Development Admin, City of Dublin & David Zak, President and CEO, Tiffin-Seneca Economic Partnership
5:15pm	<b>Class Photo</b>

## Day Three: Thursday, April 30, 2020

- 7:30 – 8:00 am**            **Breakfast/Networking**
- 8:00 – 9:00 am**            **Economic Development Finance**  
*Speaker:* Mark Barbash, Lecturer, OSU John Glenn College of Public Affairs;  
Director, Ohio Economic Development Institute
- 9:00 – 9:15 am**            **Break**
- 9:15 – 10:15 am**        **Economic Development Finance cont'd**  
*Speaker:* Mark Barbash, Director, Ohio Economic Development Institute  
Lecturer, OSU John Glenn College of Public Affairs
- 10:15 – 10:30 am**        **Break**
- 10:30 – 11:30 am**        **Economic Development Ethics**  
*Speakers:* Paul Brehm, Economic Development Director, City of Forest Park &  
Robert McCarthy, Partner, Bricker & Eckler, LLP
- 11:30 – 11:45 am**        **Break**
- 11:45 – 12:45 pm**        **Economic Development Ethics cont'd**  
*Speakers:* Paul Brehm, Economic Development Director, City of Forest Park &  
Robert McCarthy, Partner, Bricker & Eckler, LLP
- 12:45 – 2:15 pm**        **Economic Development Issues Luncheon: Rural Economic Development**  
Keynote: David Robinson, President and CEO, The Montrose Group, LLC.
- 2:15 – 2:30 pm**            **Break**
- 2:30 – 3:30 pm**            **Small Business and Entrepreneurship**  
*Speakers:* Moderator: Jerome Jones, Small Business Administration, Columbus;  
Laura Frum, President, Community Capital Development Corporation; Jerome  
Jones, Lender Relations Specialist; U.S. Ohio Small Business Administration; &  
Amy Hashak, Partner, Network Management, JumpStart, Toledo.
- 3:30 – 3:45 pm**            **Break**
- 3:45 – 4:45 pm**            **Small Business and Entrepreneurship cont'd**  
*Speakers:* Moderator: Jerome Jones, Small Business Administration, Columbus;  
Laura Frum, President, Community Capital Development Corporation; Jerome  
Jones, Lender Relations Specialist; U.S. Ohio Small Business Administration; &  
Amy Hashak, Partner, Network Management, JumpStart, Toledo.

## Day Four: Friday, May 1, 2020

- 7:30 – 8:00 am**            **Breakfast/Networking**
- 8:00 – 10:00 am**        **Workforce Development and Talent Acquisition**  
Moderator: Lisa Patt-McDaniel, President & CEO, Workforce Development Board of Central Ohio  
Speakers: Kristi Clouse JobsOhio, Executive Director of Operations  
Michelle Collins ConsuxNEO, Akron, Ohio; Vice President  
Emily Fabiano, Governor’s Office of Workforce Transformation
- 10:00 – 10:15 am**        **Break**
- 10:15 – 12:00 pm**        **Advanced Location Marketing**  
*Speaker:* Jim Walton, Brand Coach, Brand Acceleration, Inc.
- 12:00 – 12:15 pm**        **All About the Ohio Economic Development Institute**  
*Speaker:* Mark Barbash, Director, Ohio Economic Development Institute  
Lecturer, OSU John Glenn College of Public Affairs
- 12:15 pm**                **Wrap Up:** Mark Barbash, Director, Ohio Economic Development Institute