

# Welcome to Heartland

James Hoelscher, CEcD – Director  
Karla Organist, CEcD – Associate Director

**Heartland**  
Economic Development Course  
2024

**idm** Institute for Decision Making  
**UNI** University of Northern Iowa  
Business & Community Services

## Heartland EDC State Partners

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- Kansas Economic Development Alliance
- Missouri Economic Development Council
- Nebraska Economic Developers Association
- Select Oklahoma
- Professional Developers of Iowa
- South Dakota Governor’s Office of Economic Development



***Thank you Board Members!***

## Basic Economic Development Course

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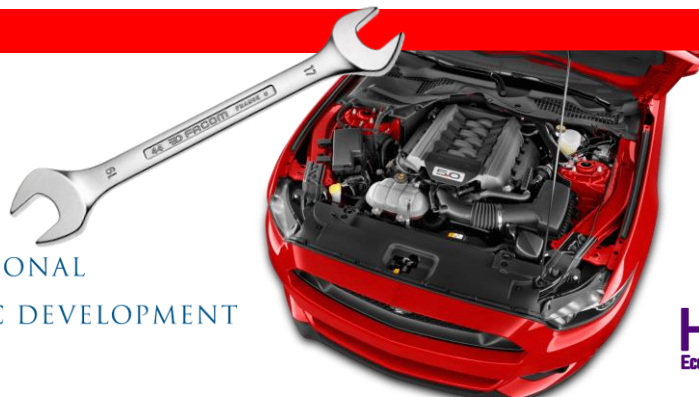
- Providing a solid foundation for entry-level economic development practitioners.
- Serves as the equivalent to IEDC's Introduction to Economic Development Course in preparation for the IEDC Certification exam.
- Accreditation by IEDC ensures that each BEDC covers subject areas determined to be the core building blocks in any economic development organization
- A Course – Not a Conference

## Our Promise: A Forum to Work "on" Your Development

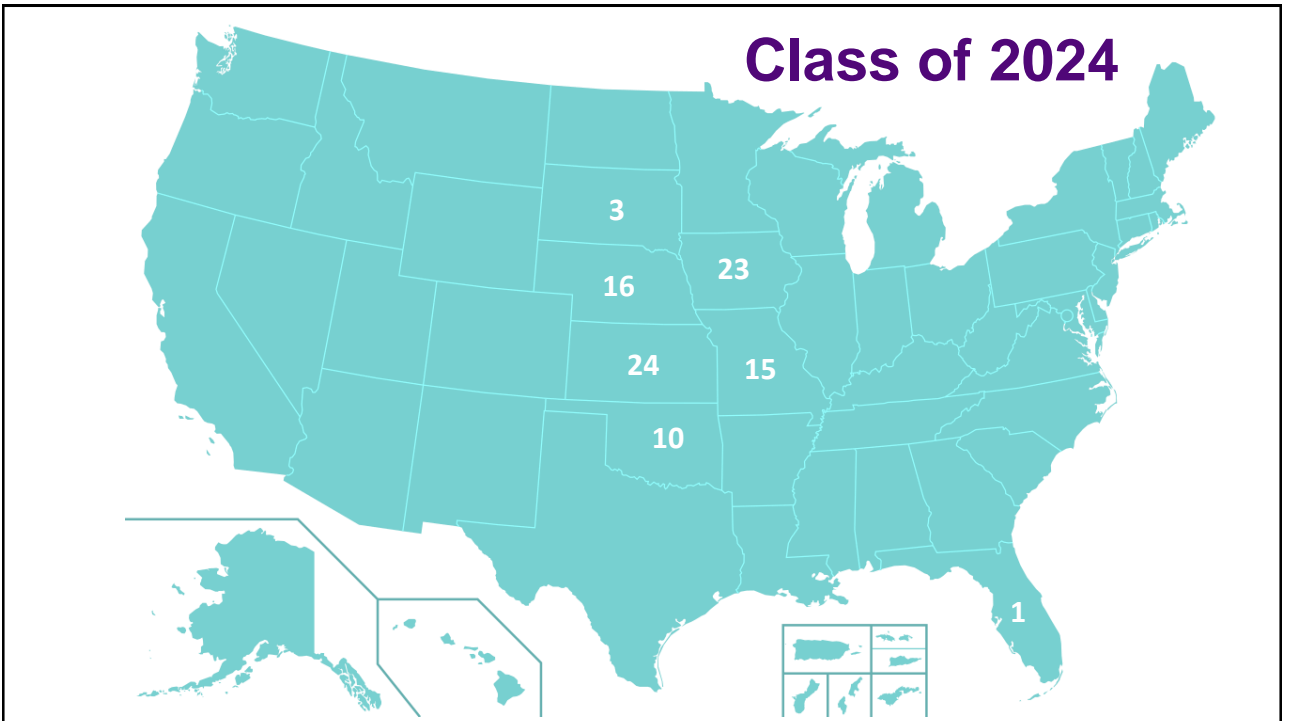
Managing an EDO ♦ Workforce ♦ Strategic Planning ♦ Ethics ♦ Real Estate  
Entrepreneurship ♦ Community & Neighborhood Development  
Marketing Strategies ♦ Finance ♦ BRE ♦ Marketing for Talent  
Working with Site Locators ♦ Responding to RFPs



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL



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## Two Minute Introductions

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- You have 2 minutes to introduce yourself to 4 new people
- Who you are, where you work, city and state
- Favorite snack food



## Our Promise: Diverse Learning Opportunities

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- Interactive Lectures · Best Practices · Real World Examples · Panels · Develop Discussions · Connection with nationally recognized faculty
- Access Heartland Board Members – A wealth of experience
- Rural & State Connections – Share Business Cards
- Responsible for Own Comfort – Casual, Coats, Umbrellas
- Dietary Restrictions – Please don't take their food!!
- Course Materials Webpage

<https://heartland.uni.edu/2024-course-materials>



## Breakfast 7:00-7:50am



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### Thursday 7:00-7:50am Breakfast Session Paths to Professional Development in ED

- Drew Conrad, CEcD, CERP



## Your Class Makes Your Course

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1. Start and stop on time... especially for the buses
2. Experiment and explore new ideas/ask questions
3. Respect differing opinions - listen and do not dominate
4. Be present while you are here – be here while you are present – graduation requires attendance
5. Shared responsibility for learning & networking
6. Mute phones, emails, FB, staff... this is YOUR PD time
7. Report absences to James:

[james.hoelscher@uni.edu](mailto:james.hoelscher@uni.edu)



## Your Class Makes Your Course

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8. Evaluations – Take notes – Online Eval for Certificate
9. Dinners planned Tuesday & Wednesday Evening – Thursday Night is States Night – You coordinate – invite board members
10. Tours – Wednesday & Thursday (Tour Bus vs. Driving)
11. Prepare for an Emergency – F: East Side of Building T: Lower Level Bathrooms
12. Push yourselves to network – Look out for each other!
13. A Course not a conference – pace yourselves
14. Requirement: sit at different tables & with different people!



## Reach Out – Let Us Know

**James:** (319) 230-1664

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**Please!**