

SOAR TO NEW HEIGHTS IN ECONOMIC DEVELOPMENT

Heartland
Economic Development Course

Schedule

Pre-Course Virtual Strategic Planning Session

April 15 or April 17, 2025

On-site Course in Blue Springs, MO

April 29-May 2, 2025

Presented by:

The Heartland Economic Development Course Board of Directors and the Institute for Decision Making at the University of Northern Iowa

In partnership with:

- ◆ 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

Accredited by:



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Administered by:



Tuesday, April 15 **OR** Thursday April 17, 2025 - Virtual

| Pre-Course Webinar Course Overview & Strategic Planning Module | |
|---|---|
| Tuesday April 15 8:00-10:15 am | Get Ready for Heartland! – James Hoelscher, CEcD Course Director Strategic Planning: Essential Planning for ED Success <ul style="list-style-type: none">• <i>Karla Organist, CEcD, CNP, Project Manager, UNI Institute for Decision Making</i> |
| OR... | |
| Thursday April 17 8:00-10:15 am | Get Ready for Heartland! – James Hoelscher, CEcD Course Director Strategic Planning: Essential Planning for ED Success <ul style="list-style-type: none">• <i>Karla Organist, CEcD, CNP, Senior Project Manager, UNI Institute for Decision Making</i> |

Participation in one of the two webinars is required to complete the course. If neither of the dates offered work for your schedule, **please contact James at james.hoelscher@uni.edu prior to March 29.**

Monday, April 28, 2025 - Onsite

| Welcome to Heartland! | |
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| 3:00 pm | Courtyard by Marriott – Check-in opens |
| 4:00 – 6:00 pm | Course Registration Begins (Note: Registration is also open 7:00-7:45 am Monday) <i>Adams Pointe Conference Center – attached to hotel</i> |
| 5:00 – 7:00 pm | Welcome Reception (informal/optional) <i>Adams Pointe Conference Center – attached to hotel</i> <i>(Reception includes appetizers & drink tickets)</i> |



Tuesday, April 29, 2025

Schedule

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|-----------------|---|
| 7:00 – 7:55 am | Full Breakfast |
| 7:00 – 7:45 am | Registration (Note: registrations should be completed by 7:45 am) |
| 8:00 – 8:30 am | Welcome and Heartland Introduction <i>James Hoelscher, CEcD, Director, Heartland EDC</i> |
| 8:30 – 9:30 am | Managing an EDO – Rising to the Challenge <ul style="list-style-type: none">• <i>Kiley Miller, Senior Business Attraction Manager – Iowa, Alliant Energy, IA</i>• <i>Karla Organist, CEcD, CNP, Senior Project Manager, UNI Institute for Decision Making</i>• <i>Debra Teufel, CEcD, President/CEO Hutchinson/Reno Chamber of Commerce, KS</i> |
| 9:30 – 9:45 am | Break |
| 9:45 – 10:45 am | Managing an EDO (continued) – Strategic Relationships |
| 10:45 – Noon | Ethics in Economic Development - What's Keeping You Up at Night? <ul style="list-style-type: none">• <i>James Hoelscher, CEcD, UNI Institute for Decision Making</i>• <i>Andrew Nilges, CEcD, President/CEO Executive Director North Sioux City Economic Development Corp., SD</i>• <i>Mark Dawson, CEcD, President, Greater Clinton Area Chamber of Commerce, MO</i> |
| Noon-1:00 pm | Lunch |
| 1 – 7:00 pm | Business Retention & Expansion – Systems, Interviews, Tactics & Tips <ul style="list-style-type: none">• <i>Dr. Carolyn Chrisman, EdD, EDFP, MoCED, Chrisman Consulting, LLC</i>• <i>Brien Thorstenberg, CEcD, MBA, Vice President for Economic Development/Tulsa Regional Chamber</i> Manufacturing Bus Tour – BRE in Practice Class Networking Dinner While on Tour – The Mill Room at East Forty Brewing – Blue Springs, MO |



Wednesday, April 30, 2025

Schedule

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| 7:00 – 7:55 am | Full Breakfast |
| 8:00 – 9:15 am | Real Estate Development – Understanding the Land to Land the Project <ul style="list-style-type: none">• Courtney Dunbar CEcD, EDFP, AICP, Director, Site Selection and Economic Development, Burns & McDonnell, NE |
| 9:15 – 9:30 am | Break |
| 9:30– 10:30 am | Real Estate (continued) |
| 10:30 – 10:45 am | Break |
| 10:45 – 12:00 pm | Ethics in Action – People, Perspectives & Progress <ul style="list-style-type: none">• Chad Schreck, President & CEO, North Iowa Corridor Economic Development Corporation, Mason City, IA• Jonathan Long, Vice President of Diversity, Equity & Inclusion, Tulsa Regional Chamber, OK• Andrew Nilges, CEcD, President/CEO Executive Director North Sioux City Economic Development Corp., SD• Mark Dawson, CEcD, President Greater Clinton Area Chamber of Commerce, MO |
| 12:00 – 1:15 pm | Lunch |
| 1:15 – 2:30 pm | Workforce Development & Talent Retention/Attraction <ul style="list-style-type: none">• Rue Ramsey, Vice President, Workforce & Talent Strategies, Economic Development, Tulsa Regional Chamber, OK |
| 2:30 – 2:45 pm | Break |
| 2:45 – 4:30 pm | Workforce Development & Talent Retention/Attraction (continued) |
| 5:30 pm | State Networking Dinners /Organized by the Class Members from Each State |



Thursday, May 1, 2025

Schedule

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| 7:00 – 7:55 am | Full Breakfast Optional Professional Development Path and Options Breakfast Discussion <ul style="list-style-type: none">• <i>Karla Organist, Liesl Seabert & James Hoelscher UNI Institute for Decision Making, IA</i> |
| 8:00 – 9:15 am | Entrepreneurship – Ecosystem Evolution for New and Small Business <ul style="list-style-type: none">• <i>Rebecca Gubbels, Director – Growth & Mentoring Services, Enterprise Center Johnson County, MO</i> |
| 9:30 – 9:45 am | Break |
| 9:45-10:30 am | Entrepreneurship (Continued) |
| 10:30 – 11:30 am | Financing for Economic Development – In Practice from the Trenches <ul style="list-style-type: none">• <i>Mark Stombaugh, Executive Director, Missouri Development Finance Board, MO</i>• <i>Tracy Brantner, CEcD, EDFP, MoCED, Executive Director, Johnson County Economic Development Corporation, MO</i>• <i>Andrea Sitzes, EDFP, Market Executive/VP, Arvest Bank, Christian County, MO</i> |
| 11:30 – 12:15 am | Working Lunch – Finance Lab |
| 12:15 – 1:00 pm | Finance Debrief |
| 1:00 – 1:15 pm | Load Buses & Depart |
| 1:15 – 1:45 pm | <i>Bus ride from Adams Pointe to BridgeSpace, Downtown Lee’s Summit</i> |
| 1:45 – 7:15 pm | Neighborhood/Community Development/Placemaking Bus Tour & Training <ul style="list-style-type: none">• <i>Liesl Seabert, AICP, Program Manager-UNI Institute for Decision Making</i> Neighborhood/Community Development –Tours of Downtown Lee’s Summit, MO Dinner & Networking While in Downtown Lee’s Summit, MO |
| 7:15 pm | <i>Buses load to depart for Adams Pointe</i> |



Friday, May 2, 2025

| Schedule | |
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| 7:00 – 7:55 am | Full Breakfast |
| 8:00 – 9:30 am | Understanding Site Selection & Responding to RFIs – Conversation with the Experts <ul style="list-style-type: none">• <i>Beth Johnson, CEcD, Business Recruitment Project Manager, Kansas Department of Commerce</i>• <i>Shannon Landauer, CEcD, Executive Director, Hastings Economic Development Corporation and Hastings Chamber of Commerce, NE</i>• <i>Christopher D. Lloyd, Senior Vice President & Director, McQuireWoods Consulting, LLC</i> |
| 9:30 – 9:50 am | Break |
| 9:50 – 11:15 am | Understanding Site Selection & RFI Continued |
| 11:15 – 11:30 am | Ready to Move Forward <ul style="list-style-type: none">• <i>Karla Organist, CEcD & James Hoelscher, CEcD University of Northern Iowa Institute for Decision Making</i>• <i>Heartland Board of Directors & Faculty</i> |
| 11:30 am | Adjourn |

