# Welcome to Heartland

## 2025

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## Heartland EDC State Partners

- 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!*

**KEDA** Kansas Economic Development Alliance

**MEDC** MISSOURI ECONOMIC DEVELOPMENT COUNCIL

**NEDA** Nebraska Economic Developers Association

**SELECT OKLAHOMA**

**PDI** PROFESSIONAL DEVELOPERS OF IOWA

**SOUTH DAKOTA** GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

## Heartland Sponsors

**GILMORE BELL**

**STRATA** PLATFORMS

2025

**Terracon**
Explore with us

## Basic Economic Development Course

- 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
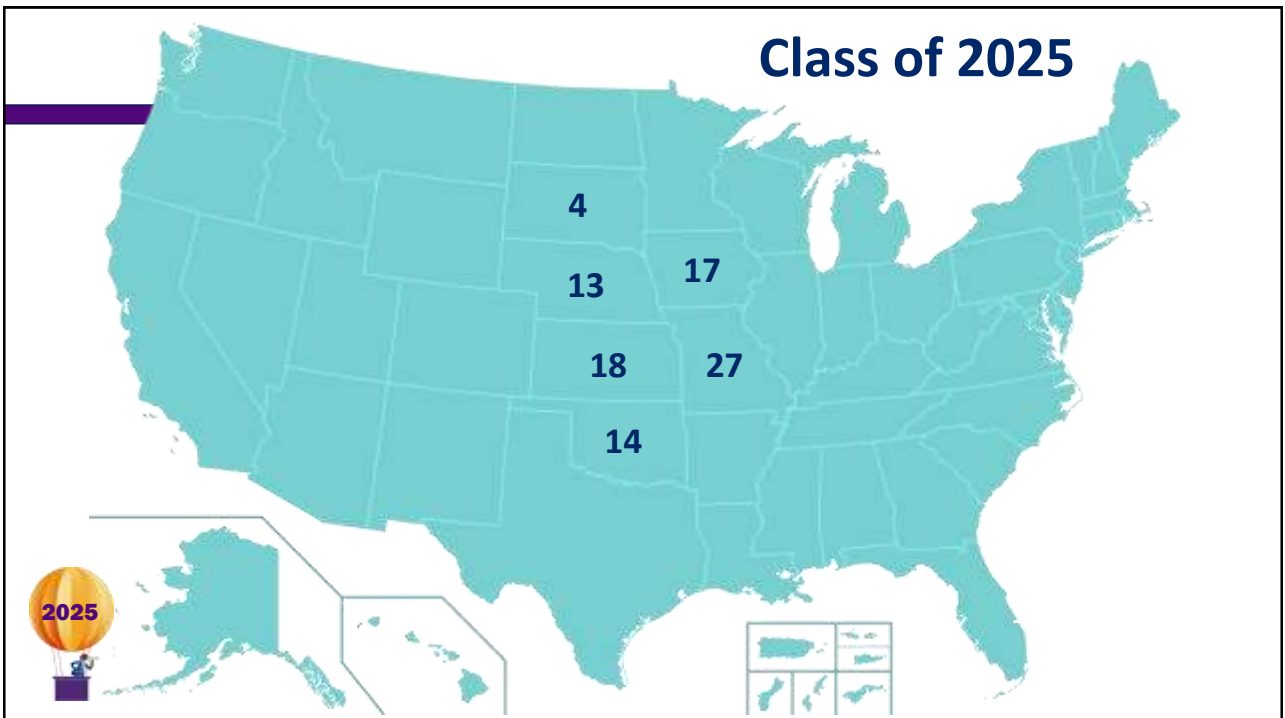
- A Course – Not a Conference

2025

## Tuesday, April 29, 2025

| Schedule | |
|---|---|
| 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 |
| | James Hoelscher, CEcD, Director, Heartland EDC |
| 8:30 – 9:30 am | Managing an EDO – Rising to the Challenge |
| | • Kiley Miller, Senior Business Attraction Manager – Iowa, Alliant Energy, IA |
| | • Karla Organist, CEcD, CNP, Senior Project Manager, UNI Institute for Decision Making |
| | • Debra Teufel, CEcD, President/CEO Hutchinson/Reno Chamber of Commerce, KS |
| 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? |
| | • James Hoelscher, CEcD, UNI Institute for Decision Making |
| | • Debra Teufel, CEcD, President/CEO Hutchinson/Reno Chamber of Commerce, KS |
| | • 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 |
| Noon-1:00 pm | Lunch |
| 1 – 7:00 pm | Business Retention & Expansion – Systems, Interviews, Tactics & Tips |
| | • Dr. Carolyn Chrisman, EdD, EDFP, MaCEO, Chrisman Consulting, LLC |
| | • Brian Thorstenberg, CEcD, MBA, Vice President for Economic Development/Tulsa Regional Chamber |
| | Manufacturing Bus Tour – BRE in Practice |
| | Class Networking Dinner While on Tour – The Mill Room at East Forty Brewing – Blue Springs, MO |



**heartland.uni.edu/2025-course-materials**

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# Class of 2025



4

13    17

18    27

14

2025

## Two Minute Introductions

- You have 2 minutes to introduce yourself to 3 new people
- Who you are, where you work, city, state, etc.

**2025**

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## 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
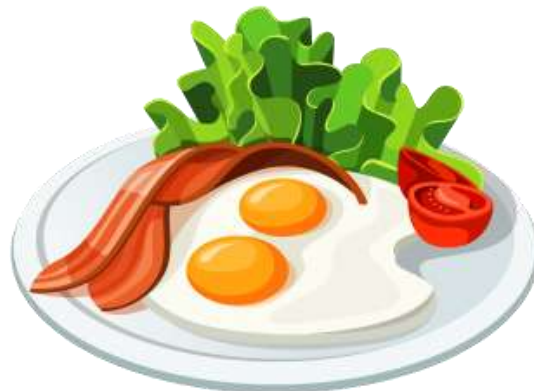
INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

## Our Promise: Variety of Learning Opportunities

- 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!!

2025

## Breakfast 7:00-7:50am

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

## Your Class Makes Your Course

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 (319)230-1664

2025

## Your Class Makes Your Course

8. Evaluations – Take notes – Online Eval for Certificate after Course
9. Dinners planned Tuesday & Thurs Evening – Wednesday Night is States' Night – You coordinate – invite board members
10. Tours – Today & 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

2025

# Heartland Welcome
Set up each speaker to succeed every time!

GETLOUD

# Reach Out – Let Us Know

**James:** (319) 230-1664
JAMES.HOELSCHER@UNI.EDU

**Karla:** (563) 608-1927
KARLA.ORGANIST@UNI.EDU

## Please!

Heartland
Economic Development Course