

Make the Leap!
Take your economic
development skills to
the next level!



LEVEL UP!

Heartland
Economic Development Course

Schedule

Pre-Course Virtual Strategic Planning Session

March 29 or April 05

On-site Course in Blue Springs, MO

April 22-26, 2024

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

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INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Administered by:

idm Institute for Decision Making

UNI / University of Northern Iowa.
Business & Community Services

Friday, March 29 OR Friday April 05, 2024 - Virtual

Pre-Course Webinar Course Overview & Strategic Planning Module

Friday March 29 8:00-10:15am	Get Ready for Heartland! – James Hoelscher, CEcD Course Director Strategic Planning Essential Planning for ED Success <i>Karla Organist, CEcD, Program Manager, University of Northern Iowa Institute for Decision Making</i>
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OR...

Friday April 05 8:00-10:15am	Get Ready for Heartland! – James Hoelscher, CEcD Course Director Strategic Planning Essential Planning for ED Success <i>Karla Organist, CEcD, Program Manager, University of Northern Iowa Institute for Decision Making</i>
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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 22, 2024 - Onsite

Welcome to Heartland!

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 a.m. Monday) <i>Adams Pointe Conference Center – attached to hotel</i>
4:00 – 7:00 pm	Welcome Reception (informal/optional) <i>Adams Pointe Conference Center – attached to hotel</i> <i>(Reception includes hearty apps and two drink tickets)</i>

Tuesday, April 23, 2024

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 <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 Communications & Economic Development Mgr., Alliant Energy, IA</i>• <i>Jim Gossett, CEO, Raccoon Valley Electric Cooperative, IA</i>
9:30 – 9:45 am	Break
9:45 – 10:45 am	Managing an EDO (continued) – Strategic Relationships
10:45 – 11:45 am	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>Debra Teufel, CEcD, President/CEO Hutchinson/Reno Chamber of Commerce, KS</i>• <i>Mark Dawson, CEcD, Greater Clinton Area Chamber of Commerce, MO</i>
11:45 – 12:45 pm	Lunch
12:45-1:30 pm	Bridging the Gap: Equity, Inclusion & Welcoming <ul style="list-style-type: none">• <i>Jonathan Long, Vice President of Diversity, Equity & Inclusion, Tulsa Regional Chamber, OK</i>
1:30 – 2:00 pm	Workforce Development & Talent Retention/Attraction <ul style="list-style-type: none">• <i>Rue Ramsey, Vice President, Workforce & Talent Strategies, Economic Development, Tulsa Regional Chamber, OK</i>
2:00 – 2:20 pm	Break
2:20 – 3:45 pm	Workforce Development & Talent Retention/Attraction (Continued)
3:45 – 4:00 pm	Break
4:00 – 4:45 pm	Workforce Development & Talent Retention/Attraction (Continued)
5:30 pm	Networking Fiesta – Adams Point Golf Course Club House <i>(Fiesta includes buffet supper and non-alcoholic beverages, cash bar available)</i>

Wednesday, April 24, 2024

Schedule

7:00 – 7:55 am	Full Breakfast
8:00 – 9:45 am	Entrepreneurship – Ecosystem Evolution for New and Small Business <i>Rebecca Gubbels, Director – Growth & Mentoring Services, Enterprise Center Johnson County, MO</i>
9:45 – 10:00 am	Break (15 min.)
10:00 – 11:00 am	Financing for Economic Development – In Practice from the Trenches <ul style="list-style-type: none"> • <i>Mark Stombaugh, Director, Regional Engagement Division, Missouri Department of Economic Development, 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>
11:00 – 11:10 am	Break (10 min.)
11:10 – 12:15 pm	<i>Finance (continued)</i>
12:15 – 1:30 pm	Lunch
1:30 – 2:00 pm	<i>Bus ride from Adams Pointe to BridgeSpace, Downtown Lee’s Summit</i>
2:00 – 4:15 pm	Neighborhood/Community Development/Main Street – The Heart of the Matter Bus Tour & Presentations <ul style="list-style-type: none"> • <i>BridgeSpace – Creation & Tours</i> • <i>Jim Thompson, Downtown Economic Development Specialist, Iowa Economic Development Authority, IA</i> • <i>Carol Lilly, Downtown Economic Development Specialist, Iowa Economic Development Authority, IA</i> • <i>Donnie Rogers, Jr. – Executive Director, Downtown Lee’s Summit, MO</i>
4:15 – 5:30 pm	Neighborhood/Community Development – Self-Guided Tours, Lee’s Summit, MO
5:30 – 7:30 pm	KC BBQ Dinner & Networking <i>(Dinner includes non-alcoholic beverages, cash bar available)</i>
7:15 pm	<i>Buses load to depart for Adams Pointe</i>

Thursday, April 25, 2024

Schedule	
7:00 – 7:55 am	Full Breakfast
7:00 – 7:50 am	Optional Professional Development Path and Options Breakfast Discussion <ul style="list-style-type: none">• <i>Drew Conrad, CEcD, CERP, Director, UNI Institute for Decision Making, IA</i>
8:00 – 9:00 am	Real Estate Development – Understanding the Land to Land the Project <ul style="list-style-type: none">• <i>Courtney Dunbar CEcD, EDFP, AICP, Site Selection and Economic Development Leader, Burns & McDonnell, NE</i>
9:00 – 9:10 am	Break
9:10 – 10:10 am	<i>Real Estate (continued)</i>
10:10 – 10:30 am	Break
10:30 – 11:30 pm	Ethics in Economic Development - Continued
11:30 – 12:30 pm	Lunch
12:30 – 5:00 pm	Business Retention & Expansion – Bus Tour, Tactics & Tips <ul style="list-style-type: none">• <i>Nick Glew, Vice President, Community Savings Bank, IA</i>• <i>Danielle DuPree, Executive Director, Ennovation Center, MO</i>• <i>VanDoIT/Ennovation Center Tours</i>
5:00 pm	State Networking Dinners on your own – Kansas City Area

Friday, April 26, 2024

Schedule	
7:00 – 7:55 am	Full Breakfast
8:00 – 9:30 am	Understanding Site Selection – Conversation with the Experts <ul style="list-style-type: none">• <i>Shannon Landauer, CEcD, President & CEO, Iowa Lakes Corridor Development Corporation</i>• <i>Chuck Sexton, Chief Executive Office, Next Move Group</i>
9:30 – 9:50 am	Break
9:50 – 11:00 am	Preparing the Perfect Proposal – Responding to an RFI <ul style="list-style-type: none">• <i>Samantha Pinkal Jefferson, VP Corporate Attraction-Emerging Sectors, Kansas City Area Development Council</i>
11:00 – 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