

NEW YORK STATE

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Economic Development Council



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# 2017 BASIC ECONOMIC DEVELOPMENT COURSE

June 19 – 22, 2017  
SUNY Polytechnic Institute  
Albany, New York

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## ABOUT THE COURSE

The Basic Economic Development Course (BEDC) provides an introduction to the concepts and practices of a broad economic development program. Through classroom instruction, peer learning, and case studies, the New York BEDC offers an immersive and comprehensive educational experience in economic development fundamentals.

This course is designed to meet the needs of persons relatively new to the development field, both as professionals and active volunteers. The preparation of the community for the retention and expansion of existing firms will be covered, as well as attracting new companies and incubating start-ups.

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3. Development location factors, and
4. Practical techniques and best practices of successful development.

The course is a valuable program for staff and volunteer leaders of:

- Local/Regional and Community Economic

Development Organizations (EDOs)

- Colleges and Universities
- Chambers of Commerce
- State Agencies
- Planners
- Colleges and Universities
- Utilities
- Workforce Investment Boards

The coursework is delivered in a classroom setting of varied formats, including seminar presentations and case studies. The course instructs on the key factors important to the development, organization, and operation of economic development activities in both the public and private sectors.

The faculty of the New York BEDC is comprised of seasoned practitioners and consultants who are recognized for their experience and expertise across the economic development practice. While the content of BEDC presentations place a focus on fundamentals, the course also highlights leading national and international trends and best practices in economic development.

The New York Basic Economic Development Course meets the "core requirements" prerequisite for those practitioners who wish to sit for the Certified Economic Developer (CEcD) credential issued by the International Economic Development Council (IEDC). To learn more about CEcD certification, visit the [IEDC website](#).

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## MONDAY, JUNE 19, 2017

**1:00PM - 1:30PM**

Course Introduction & The Case Study

Robert Camoin

BEDC Course Director

**1:30PM - 2:00PM**

Dynamics, Strategies and Tools of Economic Development

Robert Camoin

BEDC Course Director

**2:00PM - 4:15PM**

Community Development in Theory & Practice

Mark Waterhouse, President

Garnet Consulting Services

**4:15PM - 6:15PM**

Economic Development Strategic Planning

Mark Waterhouse, President

Garnet Consulting Services

**6:30PM - 7:30PM**

Networking Reception – Black & Blue Steak and Crab

*Sponsored by Camoin Associates*

## TUESDAY, JUNE 20, 2017

**8:15AM - 10:15AM**

Finance Packaging and Incentives

Jeff Janiszewski, Vice President, Strategic Business Development  
 Empire State Development

Patrick J. Kelly, Chief Executive Officer  
 St. Lawrence County IDA

**10:30AM - 12:30PM**

Business Retention & Expansion

Alexander "Sandy" Mathes

CEO of Otsego Now and  
 President of Mathes Public Affairs

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Steven G. Hyde, President & CEO  
 Genesee County Economic Development Center

John Jakubowski, Workforce Development Consultant  
 Genesee County Economic Development Center

**3:45PM - 4:45PM** Case Study Discussion

### WEDNESDAY, JUNE 21, 2017

**8:00AM - 10:00AM** Small Business & Entrepreneur Development

James J. Conroy, Senior Vice President  
 New York Business Development Corp.

Marc Alessi, Executive Director, Business Incubator Association of New York State

**10:15AM - 12:15** Real Estate Development and Reuse

Ray Gillen, Chairman  
 Schenectady Metroplex Development Authority

**12:15PM - 1:15PM** Lunch (*Case Study Work*)

**1:15PM - 3:15PM** Organizational Leadership; Developing and Managing an Economic Development Office

Martin Vanags, President  
 Saratoga County Prosperity Partnership

**3:30PM - 5:30PM** Marketing Your Community and Managing Prospects


Katherine Saunders, Vice President  
 Development Counsellors International (DCI)

### THURSDAY, JUNE 22, 2017

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Steven G. Leventhal, Esq., Partner  
 Leventhal, Cursio, Mullaney & Blinkoff, LLP

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**12:00PM - 1:00PM** Lunch (*Final Case Study Work*)

**3:00PM** GRADUATION

## REGISTRATION INFORMATION

The registration fee is \$625 and includes tuition, course materials, 3 lunches, and coffee breaks.

**Participants are responsible for their own hotel, breakfasts, dinners and transportation.**

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## CANCELLATION/REFUND POLICY

### ***Cancellation Policy on Registration Fee***

- Cancellation before May 19th – Full Refund
- Cancellation on/after May 19h subject to 50% processing fee
- After June 5th **NO REFUND** will be given

## HOTEL ACCOMODATIONS

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Rooms should be reserved by Monday, June 5th.

**Rate:** Singles \$109 (includes complimentary hot breakfast)

**Group Code:** NYSECONOMICDEVELOP

**Phone:** (518) 435-1800

The Fairfield Inn is about a 2 minute drive (.92 miles) from the facility. Please note that the Fairfield Inn does not provide shuttle service.

Other nearby lodging facilities include:

- Hilton Garden Inn – (518) 453-1300 (does not provide shuttle service)
- Courtyard by Marriott – (518) 435-1600 (does not provide shuttle service)

SPREAD THE WORD - GET SOCIAL!

SEE YOU IN ALBANY!

NEW YORK'S GROWTH IS OUR BUSINESS

New York State Economic Development Council | 111 Washington Avenue, 6th Floor | Albany, NY 12210

Phone: (518) 426-4058 | Fax: (518) 426-4059 | [www.nysedc.org](http://www.nysedc.org)