



2019 Schedule

August 12-15, 2019

Stoney Creek Inn, Moline, IL

***Class Director:
Anne Heinze Silvis***

***Class Director:
Mallory Smith***

***Class Director:
Brian Moody***

Monday, August 12, 2019			
	YEAR ONE	YEAR TWO	YEAR THREE
10:00 – 10:45 am	Opening Session: Moderator Christopher Merrett Welcome from the Quad Cities <i>Jeff Anderson</i>		
10:45 – 11:30 am	Class Introductions	Class Introductions	Class Introductions
11:30 - 12:30 pm	Lunch		
12:30 – 1:45 pm	Personality Types and Communication <i>Jenny Garner and Susan Odum</i>	Community & Economic Development Finance <i>John Grueling</i>	Case Studies <i>Sharon Gulick</i>
1:45 – 2:00 pm	Refreshment Break	Refreshment Break	Refreshment Break
2:00 - 3:15 pm	Personality Types and Communication <i>Jenny Garner and Susan Odum</i>	Business Retention and Expansion <i>John Grueling</i>	Case Studies <i>Sharon Gulick</i>
3:15 - 3:45 pm	Stretch Break	Stretch Break	Stretch Break
3:45 - 4:45 pm	Community & Economic Dev. Practices <i>Sharon Gulick</i>	Buy Local <i>Susan Odum</i>	Starting & Managing a Non-Profit Organization <i>Joy Boruff</i>
5:00 – 6:30 pm	Networking Happy Hour		

Tuesday, August 13, 2019

	YEAR ONE	YEAR TWO	YEAR THREE
8:00 – 8:15 am	Greeting & Announcements	Greeting & Announcements	Greeting & Announcements
8:15 –9:30 am	Community Development Assessments <i>Sharon Gulick</i>	Business Site Selection Process <i>Jeff Wagoner</i>	Marketing Your Community <i>Nancy Norton</i>
9:30 –10:00 am	Refreshment Break	Refreshment Break	Refreshment Break
10:00 – 11:00 am	Strategic Visioning and Planning <i>Gisele Hamm & Linda Lee Blaine</i>	Making Your Community Development Ready <i>Nancy Norton</i>	Workforce Development <i>Blanche Shoup</i>
11:00 – 11:15 am	Stretch Break	Stretch Break	Stretch Break
11:15 am – 12:15 pm	Principles of Effective Facilitation <i>Anne Heinze Silvis</i>	Building Entrepreneurial Communities <i>Terry Schuster</i>	The "One Person" Development Office <i>Joy Boruff</i>
12:15 – 1:00 pm	Lunch		
1:00 – 1:30 pm	Networking Break		
1:30 – 2:00 pm	All Sessions for the Afternoon will be Salon A & B PCED Overview *Required for all Years Susan Odum and Eric Larson		
2:00 – 3:30 pm	Modernizing Local Public Service Delivery: A LEAP Ahead <i>Norm Walzer</i>		
3:30 – 3:45 pm	Refreshment Break		
3:45– 5:00 pm	Enhancing the Quality of Public Places <i>Kara Salazar</i>		
6:00 – 7:30 pm	Optional Activity: <i>Bike Ride on the Riverfront</i>		
Evening	Dinner on Your Own		

Wednesday, August 14, 2019

	YEAR ONE	YEAR TWO	YEAR THREE
8:00 – 8:15 am	Greeting & Announcements	Greeting & Announcements	Greeting & Announcements
8:15 – 9:15 am	Round Table Discussions		
9:15 - 9:30 am	Refreshment Break	Refreshment Break	Refreshment Break
9:30 – 10:30 am	Understanding Community Economies <i>David Swenson</i>	Attracting and Financing Private Sector Investment (Part 1) <i>Steve Kline and Herb Klein</i>	Measuring Community Progress <i>Christopher Merrett</i>
10:30 – 10:45 am	Stretch Break	Stretch Break	Stretch Break
10:45 – 11:45 am	Asset-Mapping and Identification of Stakeholders <i>Anne Heinze Silvis</i>	Understanding Community Economies <i>David Swenson</i>	Attracting and Financing Private Sector Investment (Part 2) <i>Steve Kline and Herb Klein</i>
11:45 - 1:00 pm	Lunch		
1:00 - 2:00 pm	<i>Arts & Community Development</i> <i>Pamela White</i>	Creating an Attractive Place for Tourists and Residents <i>Rick Reed & Cindy Bruhn</i>	Planning and Financing ED Projects <i>Jeff Anderson</i>
2:00 – 4:30 pm	Field Trip: To FIGGE Art Museum Davenport, IA <i>Pamela White</i>	Field Trip To LeClaire, IA Tourism and Downtown Development in LeClaire <i>Rick Reed & Cindy Bruhn</i>	Walking tour of Moline, Illinois: "Planning and Implementing Redevelopment in Moline" <i>Jeff Anderson</i>
4:30 - 6:30 pm	Optional Activity: PCED Review		
5:00 - 8:00 pm	Dinner on Your Own		

Thursday, August 15, 2019

	YEAR ONE	YEAR TWO	YEAR THREE
8:00 – 9:15 am	Awards Breakfast with Certificate Presentation and Graduation Ceremony		
9:15 – 10:30 am	Identifying Leaders and Volunteers <i>Anne Heinze Silvis</i>	Planning a Successful Business Exit or Succession Strategy <i>Sean Park</i>	Economic Impact Modeling <i>Robin Hanna</i>
10:30 – 10:45 am	Stretch Break	Stretch Break	Stretch Break
10:45 - 11:45 am	Team Building & Group Decision <i>Anne Heinze Silvis</i>	Planning a Successful Business Exit or Succession Strategy <i>Sean Park</i>	CEO - Community Leadership Development <i>Brian Moody</i>
12:30 – 2:30 pm	PCED EXAM for those testing for certification		