



**2022 Schedule**

**August 8-11, 2022**

**Abraham Lincoln Hotel, Springfield, IL**

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

**Class Director:**  
*Mallory Smith*

**Class Director:**  
*Brian Moody*

<b>Monday, August 8, 2022</b>			
	<b>YEAR ONE</b>	<b>YEAR TWO</b>	<b>YEAR THREE</b>
<b>8:00 - 9:00 am</b>	Registration		
<b>9:00 - 10:00 am</b>	Community & Economic Development <i>Christopher Merrett</i>		
<b>10:00 - 10:30 am</b>	Class Introductions	Class Introductions	Class Introductions
<b>10:30 am - 11:45 am</b>	Economic Development 101 <i>Russell Medley</i>	Environmental Hazards: A Focus on Brownfield Remediation <i>Christopher Merrett</i>	Case Studies <i>Richard Proffer</i>
<b>11:45 am - 1:00 pm</b>	Lunch		
<b>1:00 - 2:15 pm</b>	Facilitation Principles <i>Kara Salazar</i>	Community & Economic Development Finance <i>Robin Hanna</i>	Case Studies Somerset Simulation <i>Richard Proffer</i>
<b>2:15 - 2:35 pm</b>	Break		
<b>2:35 - 3:45 pm</b>	Asset-Mapping and Identification of Stakeholders <i>Anne Heinze Silvis</i>	Business Retention and Expansion <i>Robin Hanna</i>	Measuring Community Progress <i>Christopher Merrett</i>
<b>3:45 - 5:00 pm</b>	Community & Economic Dev. Practices <i>Richard Proffer</i>	Quality of Place <i>Kara Salazar</i>	Economic Development in Mattoon <i>Carlos Ortega</i>
<b>5:00 - 6:00 pm</b>	<i>Meet &amp; Greet Networking Reception</i>		

**Tuesday, August 9, 2022**

	<b>YEAR ONE</b>	<b>YEAR TWO</b>	<b>YEAR THREE</b>
<b>8:30 - 8:45 am</b>	Greeting & Announcements	Greeting & Announcements	Greeting & Announcements
<b>8:45 - 10:00 am</b>	Community Development Assessments <i>Richard Proffer</i>	Cooperatives 101 <i>Sean Park</i>	Marketing Your Community <i>Rick Reed and Cindy Bruhn</i>
<b>10:00 - 10:30 am</b>	Break		
<b>10:30 - 11:45 am</b>	How to Encourage Buying Local <i>Susan Odum</i>	Business Site Selection Process <i>Nancy Norton</i>	Workforce Development <i>Richard Funderburg</i>
<b>11:45 am - 1:00 pm</b>	Lunch		
<b>1:15 - 2:30 pm</b>	Poverty Simulation <i>Nancy Ouedraogo</i>		
<b>2:30 - 2:45 pm</b>	Break		
<b>2:45 - 4:30 pm</b>	Poverty Simulation <i>Nancy Ouedraogo</i>		
<b>4:30 - 5:00 pm</b>	Professional Certified Economic Development <i>Eric Larson and Susan Odum</i>		
<b>5:30 - 6:30 pm</b>	Optional PCED Review with <i>Eric Larson</i> For those testing August 11, 2022		

**Wednesday, August 10, 2022**

	<b>YEAR ONE</b>	<b>YEAR TWO</b>	<b>YEAR THREE</b>
<b>8:30 - 8:45 am</b>	Greeting & Announcements	Greeting & Announcements	Greeting & Announcements
<b>8:45 - 10:00 am</b>	Age Matters <i>Anne Heinze Silvis</i>	Attracting and Financing Private Sector Investment (Part 1) <i>Steve Kline and Herb Klein</i>	Planning a Successful Business Exit or Succession Strategy <i>Jim Boyd</i>
<b>10:00 - 10:30 am</b>	Break		
<b>10:30 - 11:45 am</b>	Strategic Visioning and Planning <i>Gisele Hamm &amp; Linda Lee Blaine</i>	Reversing the Exodus <i>Pam Schallhorn</i>	Attracting and Financing Private Sector Investment (Part 2) <i>Steve Kline and Herb Klein</i>
<b>11:45 am - 1:00 pm</b>	Lunch		
<b>1:00 - 2:30 pm</b>	Community Digital Marketing , What's Working in 2022 <i>Andrew Skattebo</i>		

**Wednesday, August 10, 2022**

<b>2:30 - 2:45 pm</b>	Break		
<b>2:45 - 4:30 pm</b>	Community Digital Marketing , What's Working in 2022 <i>Andrew Skattebo</i>		
<b>Thursday, August 11, 2022</b>			
	<b>YEAR ONE</b>	<b>YEAR TWO</b>	<b>YEAR THREE</b>
<b>8:30 - 8:45 am</b>	Greeting & Announcements	Greeting & Announcements	Greeting & Announcements
<b>8:45 - 10:00 am</b>	Understanding Community Economics <i>Chris Merrett</i>	Building Entrepreneurial Communities <i>Jonathan Weyer</i>	Community Leadership Development <i>Brian Moody</i>
<b>10:00 - 10:15 am</b>	Break		
<b>10:15 - 10:45 am</b>	Class Debrief  <i>Anne Heinze Silvis</i>	Class Debrief  Mallory Smith	Class Debrief  <i>Brian Moody</i>
<b>10:45 am - 11:30 am</b>	Certificate Presentation and Award Ceremony		
<b>12:30 - 2:30 pm</b>	PCED EXAM for those testing for certification		