

[Annual Conference](#) [Awards of Excellence Process](#) [Awards of Excellence Program](#) [California Enterprise Development Authority](#) [Economic Development Services](#) [Economic Impact Calculator](#) [ED Career Center](#) [ED Trainings & Workshops](#) [Facilitation Services](#) **Keys to Successful Economic Development** [Legislative Watch](#) [Local Elected Officials Training](#) [Professional Advisory Service](#) [Publications for Sale](#) [Retail Retention & Development Workshop](#) [Special Member Discounts](#) [Tools for Business Success](#)

**YOU ARE HERE** [Services](#) / [Keys to Successful Economic Development](#)

## Keys to Successful Economic Development

[Agenda for May 25-28, 2010 Northern California Offering](#)  
[Location, Registration & Payment](#)

### General Course Information

CALED's Keys to Successful Economic Development Training Course is designed as an introductory course for people who are generally interested in knowing more about how local economic development works, as well as for those people whose responsibilities include economic development assignments.

Three full days of everything you ever wanted to know about economic development. Take advantage of this in-depth interactive opportunity to discuss all aspects of economic development, including strategies, marketing, financing, incentives, business retention, business recruitment and resources. Attendees will get the opportunity to receive a professional certificate of completion in local economic development.

The course instructors and presenters are practicing professionals in local and state economic development who bring a great mix of knowledge and practical experience to the course insuring a large dose of reality. This is the only course of its kind offered in California and is your once/twice a year opportunity to learn more about economic development.

#### **\*\*PLEASE NOTE:**

**In order to receive full IEDC certification credit for this course and a certificate indicating course completion, participants must attend the entire course and stay through the final session on the last day. Please make travel plans accordingly.**

#### Course Topics Include:

- How to market your community
- Developing an economic development strategy
- Basic and advanced financing techniques
- Pros and Cons of using incentives
- Business attraction, retention, expansion and creation techniques
- Community assessment and planning

#### Who Should Attend:

- Candidates for IEDC certification
- Professionals new to the field of economic development
- Anyone who wants to learn the basics of economic development
- Practicing ED professionals who want a refresher course on the basics

### UPCOMING EVENTS

[Credit Analysis Course \(CALED, IEDC & LAEDC\)](#)  
**March 3-5, 2010**  
**Los Angeles, CA**

[CALED Policy Summit](#)  
**April 21-23, 2010**  
**Long Beach, CA**

[1, 2, 3's of Retail Development](#)  
**Venue: TBA**

[Keys to Successful Economic Development Training](#)  
**May 25-28, 2010**  
**Sacramento, CA**

### SEARCH

  

### NAVIGATION

[CALED Home Page](#)  
[ED Financing](#)  
[ED Job Postings](#)  
[Resource & Article Archives](#)  
[Site map](#)  
[Tools for Business Success](#)  
[Contact](#)

## Agenda for May 25-28, 2010 Offering (subject to change)

### Tuesday, 1:00pm-5:30pm

- 1:00pm-1:30pm Welcome and Introductions
- 1:30pm-2:30pm Defining Local Economic Development
- 2:30pm-5:30pm Strategic Planning
- 5:30pm-6:30pm Welcome Reception

### Wednesday, 9:00am-5:00pm

- 8:00am-9:00am Continental Breakfast in meeting room
- 9:00am-9:30am Morning Welcome
- 9:30am-11:30am Workforce Development
- 11:30am-1:00pm Lunch Buffet
- 1:00pm-5:00pm Real Estate Development and Reuse
- 3:00pm Afternoon Snack Break

### Thursday, 8:00am-5:00pm

- 7:00am-8:00am Continental Breakfast in meeting room
- 8:00am-10:30am Economic Development Financing
- 10:30am-12:30pm Small Business & Entrepreneurship Development
- 12:30pm-1:30pm Lunch Buffet
- 3:30pm Afternoon Snack Break
- 1:30pm-5:00pm Defining Economic Development Showcase I and II

### Friday, 8:00am-3:30pm

- 7:00am-8:00am Continental Breakfast in meeting room
- 8:00am-10:00am Managing an Economic Development Organization
- 10:00am-10:30am Break for attendees to check out of hotel
- 10:30am-12:30pm Economic Development Marketing & Attraction
- 12:30pm-1:30pm Lunch Buffet
- 1:30pm-3:30pm Business Retention & Expansion

\*\*Continental breakfast, lunch, and afternoon break are provided each day.

**Location:**

Sacramento Area, Venue TBA

**Registration**

Registration is currently not available for this training. Please check back in January 2010. If you are registered and would like to submit a payment, [click here](#).

**Fees**

Member rate is \$535\* (you must be the listed member in CALED)

Non-member rate is \$615\* (includes one-year Associate Membership in CALED)

\*Fees subject to change

You may download a copy of the Development Counsellors International (DCI) report, "A View From Corporate America" as an economic development marketing resource by opening up the pdf attachment at the bottom of this page.

For more information and/or to sponsor this event, contact [My Kristy Nong](#), Manager of Administration & Member Activities at 916-448-8252, ext. 13.

— [Forward this page to a friend](#) —

Attachment	Size
<a href="#">A View From Corporate America.pdf</a>	714.88 KB

5993 reads [Printer-friendly version](#)



**Tags** [Services](#)