



## Arizona Basic Economic Development Course

**January 14-18, 2013  
Phoenix, Arizona**

# Arizona Basic Economic Development Course

**APS Learning Center, 455 N. 3rd Street, Suite 333, Phoenix, AZ 85004**

Furthering your education in economic development will allow you to participate in the development and growth of your community. The Arizona Association for Economic Development, the leading professional economic development association in the State of Arizona, is proud to offer the 2013 Arizona Basic Economic Development Course. This course has been accredited by the International Economic Development Council (IEDC), the professional organization for economic developers. **Join us this January in sunny Arizona!**

### Course

This 4.5-day course is the accredited by IEDC and counts as one of the required courses for those seeking the Certified Economic Developer (CEcD) designation from the International Economic Development Council (IEDC). The course is intended to provide a solid foundation of economic development theory and practice. The course topics include today's most important economic development methods used in business, community, workforce and industrial development.

### Who Should Attend?

Those starting out in the economic development field, seasoned professionals seeking to brush up their skills; representatives from local/state/tribal government agencies, elected officials, chambers of commerce, industrial development organizations, urban planning and community development agencies, workforce development agencies.

## Course Curriculum

Our team of experienced instructors/speakers span the entire spectrum of the economic development field. The courses modules will include the following subjects:

- Business Retention and Expansion
- Strategic Planning
- Marketing/Attraction
- Economic Development Finance
- Small Business and Entrepreneurship Development
- Community/Neighborhood Development
- Real Estate Development and Reuse
- Workforce Development
- Managing Economic Development Organizations
- Economic Development Ethics

We may also offer electives in:

- Site Selection
- Doing Business in Indian Country
- Roles of Colleges and Universities in Economic Development

The program will begin the morning of Monday, January 14, and end at noon on Friday, January 18, 2013. There will be an opportunity to meet other course participants on Monday evening at a networking event.

## Course Pricing

AAED Member Price (before December 1, 2012):	<b>\$595</b>
AAED Member Price (after December 1, 2012):	<b>\$625</b>
Non-member Price (before December 1, 2012):	<b>\$625</b>
Non-member Price (after December 1, 2012):	<b>\$650</b>

*\*\*\*If registering a group of 3 or more, deduct 10% from the total. Please note that all registrations must be submitted at the same time.*

The registration price includes the cost of all course materials, as well as light snacks. Lodging and meals are not included.

## Accommodations

There are approximately 3,000 hotel rooms in downtown Phoenix. While AAED does not have a specific room block, we have provided suggestions for a variety of hotels, along with their distance to the APS Learning Center class location. The rates shown are approximate only and are subject to a variety of factors; please contact the hotels directly for specific information and prices.

### Budget (under \$100/night)

**Super 8 Motel**, 965 E. Van Buren (5 blocks),  
602-252-6823 (Walking Distance)

**America's Best Value Inn**, 424 W. Van Buren (9 blocks),  
602-257-8331

**Quality Inn and Suites**, 202 E. McDowell (1 mile),  
602-528-9100 (A block to the light rail)

### Mid-Level (\$100-200/night)

**Holiday Inn Express**, 620 N. 6<sup>th</sup> St. (1 block),  
602-452-2020

**Hotel San Carlos**, 202 N. Central Ave. (4 blocks),  
602-253-4121

**Springhill Suites by Marriott**, 802 E. Van Buren (3 blocks),  
602-307-9929

### Luxury (over \$200/night)

**Sheraton Phoenix**, 340 N. 3<sup>rd</sup> St. (less than 1 block),  
602-262-2500 (across the street)

**Hyatt Regency Phoenix**, 122 N. 2<sup>nd</sup> St. (2 blocks),  
602-252-1234

**Westin Phoenix**, 333 N. Central Ave. (3 blocks),  
602-429-3500

**Renaissance Downtown Phoenix**, 50 E. Adams (4 blocks),  
602-333-0000

**Kimpton Palomar at CityScape**, 2 E. Jefferson (5 blocks),  
602-253-6633

## Transportation

Sky Harbor International Airport is located three miles from the Downtown Phoenix training location. Sky Harbor International Airport is connected to downtown through the Metro Light Rail System. Airport staff can direct you to the bus/light rail transfer point. One ride pass is \$1.75 and an all day pass is \$3.50. For more information on routes please go to: [http://routes.valleymetro.org/timetables/785/transit\\_route?type=1](http://routes.valleymetro.org/timetables/785/transit_route?type=1)

Most major shuttles are available at Sky Harbor International Airport.

## Weather



Phoenix is located in the Valley of the Sun so sunshine is something you should count on. The average day high will be 67° with lows in the mid-40's.

## International Economic Development Council Accreditation



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*This course is accredited by  
the International Economic  
Development Council (IEDC),*

*the nations largest membership organization for  
economic developers. This course serves as the  
equivalent of IEDC's Introduction to Economic  
Development course. IEDC partners with numerous  
organizations that provide professional development  
opportunities for economic developers. For more  
information on IEDC, call 202-223-7800 or visit  
[www.iedconline.org](http://www.iedconline.org)*

## Basic Economic Development Courses

### **Ohio Basic Economic Development Course**

Date: Mar 5 - 7, 2013

Location: Columbus, OH

### **Georgia Tech's 46th Annual Basic Economic Development Course**

Date: Mar 12 - 15, 2013

Location: Atlanta, GA

### **Mid-South Basic Economic Development Course**

Date: Apr 1 - 4, 2013

Location: Little Rock, AR

### **Heartland Economic Development Course**

Date: Apr 21 - 25, 2013

Location: Kansas City Metro Area

### **Tennessee Basic Economic Development Course**

Date: Apr 29- May 2, 2013

Location: Nashville, TN

### **New Mexico Economic Development Course**

Date: May 19 - 23, 2013

Location: Silver City, NM

### **Texas Basic Economic Development Course**

Date: Jun 4 - 7, 2013

Location: Frisco, TX

### **Colorado Basic Economic Development Course**

Date: Jun 10 - 14, 2013

Location: Denver, CO

### **Basic Economic Development Course at the State University of New York in Albany**

Date: Jun 24-27, 2013

Location: Albany, NY

### **Upper Midwest Basic Economic Development Course**

Date: Jul 22 - 26, 2013

Location: Duluth, MN

### **Chesapeake Basic Economic Development Course**

Date: Jul 22 - 26, 2013

Location: Baltimore, MD

### **University of North Carolina Basic Economic Development Course**

Date: Jul 29 - Aug 1, 2013

Location: Chapel Hill, NC

### **Kentucky Institute for Economic Development**

Date: Aug 19 - 22, 2013

Location: Lexington, KY

### **Northwest Economic Development Course**

Date: Aug 2013

Location: Ellensburg, Washington

### **Michigan Basic Economic Development Basic Course**

Date: Sep 9 - 13, 2013

Location: Lansing, MI

### **Wisconsin Basic Economic Development Course**

Date: Sep 9 - 12, 2013

Location: Madison, WI

### **New England Basic Economic Development Course**

Date: Sep 9 - 12, 2013

Location: Portland, ME

### **True South Basic Economic Development Course**

Date: Sep 23 - 26, 2013

Location: Hattiesburg, MS

### **45th Annual Accredited Illinois BEDC**

Date: Oct 14 - 17, 2013

Location: Naperville, IL

### **Introduction to Economic Development Certificate Program**

Date: Oct 14 - 17, 2013

Location: Fresno, CA

### **37th USF Basic Economic Development Course**

Date: Nov 4 - 7, 2013

Location: Tampa, FL

### **Texas Basic Economic Development Course**

Date: Nov 12 - 15, 2013

Location: Austin, Texas

### **Economic Development Course in Pennsylvania**

Date: Dec 2 - 5, 2013

Location: Lancaster, PA

### **Alaska Basic Economic Development Course**

Date: Dec 3 - 6, 2013

Location: Anchorage, AK

# Registration

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

☐ Invoice

☐ Check enclosed

☐ VISA ☐ MASTER CARD ☐ AMEX # \_\_\_\_\_ Expires: \_\_\_\_\_

3Digit

Credit Card

Signature: \_\_\_\_\_ Verification Code \_\_\_\_\_ Zip code \_\_\_\_\_

**MAIL TO: AAED, 3033 N. Central Ave., Ste 615, Phoenix, AZ 85012 or FAX TO: (602) 240-2391.**

**Your registration for this event will serve as your guarantee for service and AAED's guarantee for payment. Cancellations must be received at least 10 business days in advance of the course for you to receive a refund. Please note that payment for event needs to be paid in full prior to the course date.**

**No entry without payment. If you have any questions contact AAED (602) 240-AAED (2233),**

**Bridgette@aaed.com**

## Course Sponsors

The following sponsors have made this course possible:



*Sponsorships Available Contact Dee Dee Bark, 480-998-1489, [deedee@aaed.com](mailto:deedee@aaed.com)*

For more information about the 2013 Arizona Basic Economic Development Course, please contact Joyce Grossman, Executive Director, Arizona Association for Economic Development: 602-240-2233, ext. 1; [Joyce@aaed.com](mailto:Joyce@aaed.com)