



# Michigan Association of Regions TRAINING CONFERENCE

July 22-23, 2009 – Sheraton Lansing Hotel, Lansing

## Regional Councils/Economic Development Districts: Know Your Regions

### Economic Development Training Program

#### Wednesday, July 22

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2:00 p.m. – 2:30 p.m.      **Registration**

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#### **Welcome & Introductions**

**Linda Preston**, MAR President, Supervisor, Pokaton Township, Board Member, Southwestern Michigan Planning Commission, Benton Harbor, MI

2:30 p.m. – 3:00 p.m.

#### **Overview of Training Conference**

**Diane Rekowski**, Executive Director, Northeast Michigan Council of Governments, Gaylord, MI  
Chairperson, MAR Strategic Planning Committee

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#### **New Regionalism Research Project**

Introduction:

**Sandeep Dey**, Executive Director, West Michigan Shoreline Regional Development Commission, Muskegon, MI

Moderator:

**Matthew Chase**, Executive Director, National Association of Development Organizations (NADO), Washington D.C.

3:00 p.m. – 5:30 p.m.

This pre-conference workshop will provide an update on the New Regionalism Research Project being undertaken by the NADO Research Foundation. The research involves the development and identification of new tools/index to determine if your regional council/economic development district is positioning itself to the new global economy. An important aspect of this session will be to seek your input and comments.

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6:30 p.m. – 8:00 p.m.

**Dinner/ Guest Speaker**

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**Thursday, July 23**

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**8:00 a.m. – 8:45 a.m. Continental Breakfast**

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**Know Your Region: Leading Your Region's Planning Effort**

Economic Development Training Program Sponsored by EDA

Moderator:

**Matthew Chase**, Executive Director, National Association of Development Organizations (NADO), Washington D.C.

Speaker:

**Brian Kelsey**, Director of Community and Economic Development  
Capital Area Council of Governments (TX)

**8:45 a.m. – 10:40 a.m.**

Recent international and national research has focused attention on the need for regional approaches to economic development, yet far too many state and local programs lag in actually implementing regional competitiveness and innovation strategies. The new EDA-approved curriculum, *Know Your Region*, provides an overview of the principles of developing regional strategies and applying related research findings in creating more vibrant regional economies.

This module, *Leading Your Region's Planning Effort*, is designed to provide practitioners and policy makers with the tools and resources to effectively lead economic development planning efforts from a regional perspective. Given the significant role that developing a successful regional call to action has on the success of regional development initiatives, this module will highlight case studies and will provide tools for overcoming common obstacles to collaboration.

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**10:45 a.m. – 11:00 a.m. Break**

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**Know Your Region: Detecting Regional Advantage**

Economic Development Training Program (continued)

Speaker:

**Brian Kelsey**, Director of Community and Economic Development  
Capital Area Council of Governments (TX)

**11:00 a.m. – 12:30 p.m.**

This module, *Detecting Regional Advantage*, is designed to teach practitioners how to consider and assess regional advantages in their own community. The module will illustrate how a region's economic base, talent pool, innovative environment, and business development interact to form the building blocks of regional competitive advantage.

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**12:30 p.m. – 1:30 p.m.**

**NETWORKING LUNCH**

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## **Know Your Region: Formulating Strategies and Executing Your Plan**

Economic Development Training Program (continued)

Speaker:

**Brian Kelsey**, Director of Community and Economic Development  
Capital Area Council of Governments (TX)

**1:30 p.m. – 3:45 p.m.**

The module, *Formulating Strategies*, builds upon the lessons from the previous modules and provides tools to understand and prioritize concrete strategies that can be utilized to overcome the challenges posed by recent global changes. In addition, this module will also provide information on how to conduct a comprehensive regional SWOT analysis and will offer insight into key considerations for applying regional development strategies.

*Executing Your Plan* culminates the information presented in this curriculum by providing tools to assist you in understanding how to evaluate and assess your development initiatives. This module will provide tools for practitioners to select appropriate evaluation metrics, create realistic implication timelines, and effectively communicate development impacts.

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**3:45 p.m. – 4:00 p.m.**

**Break**

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**4:00 p.m. – 5:00 p.m.**

### **Michigan Association of Regions (MAR) Annual Business Meeting**

**Linda Preston**, MAR President, Supervisor, Southwestern Michigan Planning Commission, Benton Harbor, MI

**Jon Coleman**, MAR Secretary/Treasurer, Executive Director, Tri-County Regional Planning Commission

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**5:00 p.m.**

**Adjourn**

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Last Updated April 23, 2009