



2023 Schedule

August 14-17, 2023

Abraham Lincoln Hotel, Springfield, IL

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

***Class Director:
Courtney Yockey***

***Class Director:
Brian Moody***

August 14, 2023			
	YEAR ONE	YEAR TWO	YEAR THREE
8:00 - 9:00 am	Registration		
9:00 - 10:00 am	Community & Economic Development <i>Christopher Merrett</i>		
10:00 - 11:00 am	Class Introductions	Class Introductions	Class Introductions
11:00 am - 12:00 pm	Color Session <i>Susan Odum</i>	Business Retention and Expansion <i>Courtney Yockey</i>	Case Studies <i>Richard Proffer</i>
12:00 pm - 1:00 pm	Lunch		
1:00 - 2:15 pm	Color Session <i>Susan Odum</i>	Data for Decision Makers <i>Zach Kennedy</i>	Case Studies Somerset Simulation <i>Richard Proffer</i>
2:15 - 2:35 pm	Break		
2:35 - 3:45 pm	Asset-Mapping <i>Anne Heinze Silvis</i>	Quality of Place <i>Kara Salazar</i>	Case Studies Somerset Simulation <i>Richard Proffer</i>
3:45 - 5:00 pm	Community & Economic Dev. Practices <i>Richard Proffer</i>	Reversing the Exodus <i>Pam Schallhorn</i>	Measuring Community Progress <i>Christopher Merrett</i>
5:00 - 6:00 pm	<i>Meet & Greet Networking Reception</i>		

August 15, 2023

	YEAR ONE	YEAR TWO	YEAR THREE
8:30 - 8:45 am	Greeting & Announcements	Greeting & Announcements	Greeting & Announcements
8:45 - 10:00 am	Identifying Stakeholders <i>Anne Heinze Silvis</i>	Business Site Selection Process <i>Nancy Norton</i>	Marketing Your Community <i>Rick Reed and Cindy Bruhn</i>
10:00 - 10:30 am	Break		
10:30 - 11:45 am	Community Development Assessments <i>Richard Proffer</i>	Housing Basics <i>Craig Smith & Jayne Lourash</i>	Diversity, Equity, and Inclusion <i>Lisa Bly-Jones</i>
11:45 am - 1:00 pm	Lunch		
1:15 - 2:45 pm	Crisis Intervention <i>Anne Heinze Silvis</i>	Cooperatives 101 <i>Sean Park</i>	Business Session Planning <i>Jim Boyd</i>
2:45 - 3:00 pm	Break		
3:00 - 5:00 pm	Strategic Visioning and Planning <i>Gisele Hamm & Linda Lee Blaine</i>	Disaster Training <i>Brian Moody</i>	
5:30 - 6:30 pm	Optional PCED Review with <i>Eric Larson</i> For those testing August 17, 2023		

August 16, 2023

	YEAR ONE	YEAR TWO	YEAR THREE
8:30 - 8:45 am	Greeting & Announcements	Greeting & Announcements	Greeting & Announcements
8:45 - 10:00 am	Economic Development Basics <i>Russell Medley</i>	Attracting and Financing Private Sector Investment (Part 1) <i>Steve Kline and Herb Klein</i>	Mattoon in Motion <i>Alex Benishek</i>
10:00 - 10:30 am	Break		
10:30 - 11:45 am	How to Encourage Buying Local <i>Susan Odum</i>	Grant Writing Basics <i>Morgan Doggett</i>	Attracting and Financing Private Sector Investment (Part 2) <i>Steve Kline and Herb Klein</i>
11:45 am - 1:00 pm	Lunch		

1:00 - 2:15 pm	Building Momentum: Recent Child Care Successes <i>Joshua Laraby</i>		
2:15 - 2:30 pm	Break		
2:30 - 4:00 pm	Relief. Recover. Refinance <i>Angela Gardner</i>		
August 17, 2023			
	YEAR ONE	YEAR TWO	YEAR THREE
8:30 – 8:45 am	Greeting & Announcements	Greeting & Announcements	Greeting & Announcements
8:45 – 10:00 am	Understanding Community Economics <i>Chris Merrett</i>	Building Entrepreneurial Communities <i>Jonathan Weyer</i>	Community Leadership Development <i>Brian Moody</i>
10:00 - 10:15 am	Break		
10:15 – 10:45 am	Class Debrief <i>Anne Heinze Silvis</i>	Class Debrief Courtney Yockey	Class Debrief <i>Brian Moody</i>
10:45 am – 11:30 am	Certificate Presentation and Award Ceremony		
12:00 – 2:00 pm	PCED EXAM for those testing for certification		