

Southwest Arkansas
Economic Development
Boot Camp

AGENDA

Southern Arkansas University
March 3, 2016



University of
Central Arkansas

CENTER FOR
COMMUNITY
& ECONOMIC
DEVELOPMENT

8:00 – 8:30 am

Check in and Continental Breakfast

8:30 – 9:50 a.m.

Welcome

“Economic Development 101 & Community Branding and Marketing” presented by Jon Chadwell, Director of Newport Economic Development Commission

9:50 - 10:00 a.m.

Break

10:00 - 10:30 a.m.

“Role of the Local Official in Economic Development” presented by Amy Whitehead, Director of UCA’s Center for Community and Economic Development

10:30 – 11:30 a.m.

“Site Selection, Preparing the Product, and Working with AEDC” presented by Steve Jones, Building & Sites Coordinator at the Arkansas Economic Development Commission

11:30 - 12:15 p.m.

Lunch

12:15 - 1:00 p.m.

“The Community’s Role in Retaining and Growing Small Businesses in a Challenging Economy” presented by Teresa Cheeks Wilson, Senior Community Development Specialist at the Federal Reserve Bank of St. Louis

1:00 - 2:15 p.m.

“Fueling Local Economic Change through Youth Entrepreneurship” presented by Jeff Amerine, Founding Principal of Startup Junkie Consulting

2:15 - 3:15 p.m.

“Using What You Have (interactive activity)” presented by Kathy Moore Cowan, Senior Community Development Specialist at the Memphis Branch of the Federal Reserve Bank of St. Louis

3:15 - 3:30 p.m.

Closing Remarks and Questions