

Economic Development Profession

*Certifications, Scholarships and
Upcoming Training*

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Heartland Basic Economic Development Course (HEDC)

- The Heartland Economic Development Course (HEDC) offers intensive training in the basic concepts, information, methods, and strategies of local economic development
- Pre-requisite for CEcD examination
- April 19-23, 2015, Blue Springs, Missouri
- <http://www.bcs.uni.edu/heartland/>



Economic Development Institute (EDI)

- Pre-requisite for CEcD certification
- Courses held in: Oklahoma, Indiana and Tennessee (possibly Missouri in 2016 and/or 2017)
- Requires 117 course hours (can be done in a combination of face-to-face and online)
- Admission Requirements:
 - Completion of BEDC or IEDC's "Introduction to Economic Development" course
 - Three (3) years employment in full-time economic development position
 - Other equivalent education and/or experience will be considered
- www.ouedi.org



Certified Economic Development (CEcD)

- The Certified Economic Developer exam tests a practitioner's broad-based knowledge in the economic development field.
- The CEcD test unites the field of economic development and establishes a baseline of the core body of knowledge for economic developers.
- Key subject areas covered in the exam include:
 - Business Retention and Expansion
 - Strategic Planning
 - Marketing/Attraction
 - Technology-led Economic Development
 - Real Estate Development and Reuse
 - Economic Development Finance / Credit Analysis
 - Workforce Development
 - Neighborhood Development Strategies
 - Management Economic Development Organizations
 - Entrepreneurial and Small Business Development Strategies

<http://www.iedconline.org/web-pages/professional-development/how-to-become-certified/>

Professional Community and Economic Developer (PCED)

- Certification for professionals who have demonstrated knowledge and experience in the field of community and economic development.
- Certification is designated by the Community Development Council (CDI)
- CDI offers Years 1-3 of training – Midwest CDI is held in Illinois each August
- Application to take exam
- www.cdecouncil.com



Economic Development Finance Professional (EDFP)

- A rigorous, four-course training series that explores skills essential for the successful practice of economic development.
- Topics covered in the EDFP Certification Program include the following:
 - Business credit
 - Real estate finance analysis
 - Loan packaging procedures
 - Negotiating and problem solving skills
 - Deal structuring techniques
- Certification candidates must complete all four courses and pass the examination administered on the final day of each class.

http://nationaldevelopmentcouncil.org/index.php/site/training_schedule/category/certification

Business Retention and Expansion (BRE and BREP)

- BRE Fundamentals provides the tools necessary to implement a BRE program.
- The BRE Fundamentals course educates through lectures, group discussions, group exercises and Q&A with established BRE practitioners
- After completion of the course, attendees earn the title of BRE Project Coordinator.
- BREI also offers advanced certification (BREP – BRE Professional) after completing a set of education requirements.
- <http://brei.org/content/basic-information>



Other Professional Certifications

- CCE – Certified Chamber Executive (American Chamber of Commerce Executives)
- AICP – American Institute of Certified Planners (American Planning Association)



Fundamentals of Economic Development Workshop

- Designed to help local elected officials, board members and volunteers understand “economic development.”
- Workshop was developed in partnership between MEDC and University of Missouri, ExCEED
- Available as 3 hour, 4 hour and full-day sessions
- Fee is charged
- To schedule contact:
 - Sharon Gulick, Director ExCEED, University of Missouri
 - 573-884-0669 or GulickS@Missouri.edu



Scholarship Opportunities

MEDC Scholarship

- In 2015, the Missouri Economic Development Council offered the following scholarships:
 - Three (3) \$600 scholarships for worthy MEDC current members to attend the Heartland Economic Development Course (HEDC).
 - HEDC provides MEDC with one additional scholarship to HEDC to award to a worthy student in the amount of \$595.00.



MEDC 2015 Scholarships

Heartland EDC:

- MEDC Scholarship:
 - Shawna Searcy, Kearney Area Development Council, Kearney
 - W. Jackson Tough, El Dorado Springs Chamber of Commerce, El Dorado Springs

- Heartland Scholarship:
 - Travis Wilson, City of St. Charles, St. Charles

Jenny Overhue Memorial Scholarship

- Awarded annually to one Heartland Economic Development Course attendee from each of the six Heartland state.
- Tuition only (\$595).
- Preference given to attendees representing “rural” communities of less than 50,000 population.
- Applicants being awarded tuition scholarships from their respective state development association, utility provider or other scholarship sources are ineligible.

Northeast Power

- Matching scholarships of up to \$850 for individuals in the 18 northeast Missouri counties served by Northeast Power.
- Contact:
 - Gordon Ipson: gipson@northeast-power.coop

KCP&L

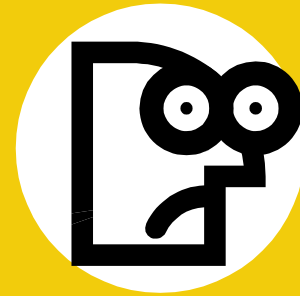
- Offers full scholarship for BEDC registration (no hotel) to economic development professionals in the KCP&L service area.
- 50/50 share of registration costs for IEDC, NDC, etc.
- Contact: Lisa Franklin: lisa.franklin@kcpl.com or go to: www.kcpled.com

Empire District

- Offers limited scholarships, primarily as a gap funding option.
- Typically \$250-\$500 to attend Basic course.
- Contact: Shawn Pingleton
SPingleton@empiredistrict.com
 - 800-639-0077 Ext. 2741

Ameren

- Offered to economic developers in Ameren-served communities who are beginning their economic development careers.
- For more information on scholarships contact the Ameren Business Development Executive that serves their area of the state:
 - Mike Chell
 - 314-554-2375 or mchell@Ameren.com
 - Glenn “Skip” Smallwood
 - 573-651-5629 or gsmallwood@Ameren.com



It's QUESTION TIME !!