

Economic and Community Development Courses

The **ECG Community Solutions Group** offers a multitude of programs, classes and workshops to support growth throughout the ECG communities. The training is designed to reach all areas within the community infrastructure from customer service personnel to elected officials to economic development professionals and community stakeholders.

Our Economic and Community Development courses include **general courses** in interpersonal skills training, what incentives are, and international business customs. Also available are **specialized topics** including strategic planning, how to evaluate and develop property for development, and the site selection process.

Courses can be **customized** to suit your requirements. Costs are based on individual program content, location and required instruction.

Economic and Community Development Courses

Economic Development Process

- **Developing a Successful Economic Development Strategy** - *Jay Garner, CECD, CCE*
Every organization, whether it is a for-profit business or an economic development organization, needs a plan. An old Japanese proverb says “*When you’re dying of thirst it’s too late to think about digging a well.*”
- **The Site Selection Process and Your Community** - *Charlie Gatlin*
Learn the ins and outs of the site location process and how the assessments are conducted by site location consultants and corporate real estate executives. How to keep your community from NOT being eliminated from consideration.
- **What are Incentives and Why do I Need Them?** - *Charlie Gatlin*
When you compete for business, you may need a differentiator - something that sets you apart from your competition. Discover types of incentives used by states and communities, when they are used, and how they are justified in reaching a site location agreement.
- **Development Authority Overview** - *Jim Finch*
Learn about the general and unique powers that your authority can use to support the retention and recruitment of projects as well as the roles and powers of city officials and authority directors.

Community Development

- **Are we on the Same Page?** - *Jay Garner, CECD, CCE*
Today, for communities to be successful, it is all about quality public and private leadership and differentiating your community from the masses. The ‘new normal’ has turned the old ways of doing economic development upside down.
- **Going International: Understanding Effective Business Customs, Strategies and Tactics to Compete Globally** - *Jay Garner, CECD, CCE*
This course offers practical guidance to economic development practitioners, volunteers and elected officials on the cultural dos and don’ts of working with various foreign business cultures, primarily Asian and European.

Product Development

- **Planning for Your Future Industrial Park** - *Jim Ewing & Brian Warsham*
Discover the various steps involved in locating, acquiring and developing a community-owned industrial park. Specific topics include identifying and screening acreage, securing state and local permits, creating an overall site utilization design, preparing the site and marketing to prospects.
- **How to Evaluate Property for Development** - *Jerry Silvio*
Once sites have been identified, what are the basic evaluation steps necessary to improve the likelihood for success? Learn to review, evaluate and rank alternative sites for development while keeping in mind cost vs. revenue, jobs, capital investment and market demand.

Economic and Community Development Courses

Incentives and Financing

- **State Financing Overview - Jim Finch**
Provides the latest information your city can use to finance industrial, downtown and tourism development projects. A review of rules and regulations that govern the use of each financing program will be presented as well as discussion as to how each participant can support your city's economic and community development goals and strategies.
- **Redevelopment Tool Overview - Jim Finch**
Learn how to improve dilapidated properties and distressed areas in your city through the implementation of local tools such as Enterprise, Opportunity and Military Zones.
- **Hotel/Motel Tax Collection and Expenditure Overview - Jim Finch**
This course will provide an overview of current hotel motel tax code and a discussion of the requirements for cities to collect the tax. You will also learn the requirements for reporting, auditing, and contracting for the expenditure of the dedicated portion.

Retail Courses

- **Prepare Your Retail Site for Accelerated Development and Achieve Maximum Impact**
Preparing retail sites for accelerated development will make them more attractive to developers and retailers. This course will provide communities with the necessary site information a developer or retailer requires. This information will also assist communities in identifying key retail sites and with the preparation of marketing packages. Combining ECG's marketing expertise, a highly prepared site, and a professional marketing package provides a competitive edge.

General Courses

- **Interpersonal Skills Training - Buddy Glazner, CEcD**
Develop your interpersonal skills that lead to higher performance for both you and your organization. This course guides participants through a series of exercises, video vignettes and focused discussions that raise awareness of workplace behaviors and communication preferences that directly affect the ability of employees to work together effectively.

Economic Development Strategic Planning

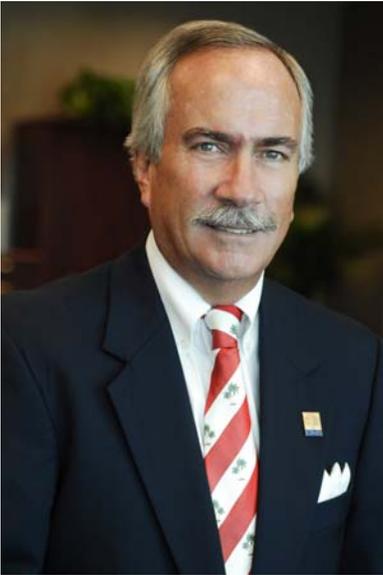
Strategic Planning is the cornerstone of every community; without it, a community will be less effective. This process will guide you through the process of defining your economic development strategy and determining the allocation of resources required to meet your organization's short and long-term goals.

Please contact **Michelle Cooper, Manager Community Development**, if you would like to include ECG's Economic and Community Development courses in your training schedules.

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Meet Your Instructors



Buddy Glazner, CEcD
President
Glazner Enterprises

In April 2009, Buddy took an early retirement package from Georgia Power Company after 34 years of service. He formed an LLC to promote various programs that benefit both communities and companies, by increasing employee morale and productivity.

Buddy is a trained facilitator with significant experience in working with local community organizations in the development and implementation of strategic economic development plans. He truly enjoys working with diverse community groups and companies in ways to make employees, companies, and communities more productive, competitive, and efficient.

For 11 years he was a Senior Community Development Advisor with Georgia Power. During that timeframe, he worked with over 320 Community Economic Development Organizations developing strategic economic development plans. Buddy was a sought after facilitator / trainer for many "County Leadership Classes". The all day program Buddy provided for the communities included a three hour segment regarding Interpersonal Skills Training.

Buddy was also one of the initial developers of the Georgia Academy for Economic Development. He was part of a core team that developed the curriculum and course content. During a six year period, Buddy, along with a few other allies trained up to 1,000 elected officials and other community leaders.

After obtaining the CEcD designation from the International Economic Development Council in 1998, Buddy took an opportunity to transfer his knowledge and experience to the Economic Development Department in November of 2000. Here he partnered with the State's Economic Development Department to recruit quality jobs and capital investment to Georgia.

Buddy received his undergraduate degree from **Delta State University**, Cleveland MS, then served the country for three years in the U.S. Army in Stuttgart, Germany. He returned to Delta State to obtain his MBA and then immediately started with Georgia Power in 1975.

Buddy is active with the International Economic Development Council and the Georgia Economic Developers Association.



Jim Finch
Deputy Commissioner (retired)
Georgia Department of Community Affairs

Jim recently retired as Deputy Commissioner of the Georgia Department of Community Affairs after 34 years of state employment. Jim has over 25 years of experience in community and economic development. He served as manager of the state's business retention program (BREP), the Regional Economic Business Assistance Program (REBA), regional program initiatives, and Executive Director of the Georgia Academy for Economic Development. He was the Department's legislative liaison.

He continues to serve as Chair of the Hotel Motel Tax Performance Review Board and as Treasurer of the Georgia Academy for Economic Development Board. Jim is Past President of the Georgia Economic Developers Association (GEDA).

Meet Your Instructors



Jay A. Garner, CEcD, CCE
President
Garner Economics, LLC

Jay is the President and Founder of Garner Economics, LLC, an economic development consulting firm headquartered in Atlanta, GA. Jay is a leader and innovator in the economic development profession, having served for 30 years as both an award-winning economic development and Chamber of Commerce practitioner, and as a consultant to the profession.

His firm assists clients throughout the U.S., Asia and Europe on a wide variety of projects, offering innovative, yet real-world solutions to achieve success. Jay often lectures and provides counsel on creating and implementing proactive global business development strategies and tactics. His firm is also a leader in providing assistance to corporate clients in their site selection process, such as Anchor Glass, Academy Sports, Hatfield Quality Meats, Stork Food Systems, Future Pipe Industries and others. His firm is the exclusive provider of site location services for ONE Source Facility Solutions—a global leader in architecture, engineering and construction management, based in Atlanta—and their worldwide clients.



James Ewing
Principal Owner
International Site Advisors, LLC

Jim is a Senior Consultant and Principal Owner of International Site Advisors, LLC (ISA) - a consulting company specializing in industrial site evaluation, land development and economic development services. He has over 32 years of experience in land management and economic development with the State of Georgia. With ISA, Jim works with state agencies, communities and industrial prospects as they strive to locate, plan and develop suitable sites for a broad range of manufacturing facilities.

Jim was Director of Global Commerce with Georgia Department of Economic Development where he was responsible for developing and implementing all of Georgia's economic development programs providing marketing of industrial assets to prospects, managing facility site searches, assistance to expanding companies, developing export opportunities for Georgia products and developing new business opportunities. His tenure produced innumerable projects located in Georgia: American Cancer Society Headquarters, NCR World Headquarters, Google, Boeing Company, Mayfield Dairies, Pirelli Tire, and Yamaha Motor Company to name a few.

He came to Georgia Department of Economic Development from the Georgia Forestry Commission in 1983. He graduated from the University of Georgia in 1973 and 1977 with degrees in Zoology and Land Management. Jim has been an active member of a number of national, regional and state professional organizations, including the Georgia Economic Developers Association. He is a 1993 alumnus of Leadership Georgia.

Meet Your Instructors



Jerry Silvio
President
Silvio Development

Silvio Development Company (SDC) was formed to provide Real Estate Solutions for industrial real estate. Its value comes from its founder, Jerry L. Silvio, whose 34 years' experience helped grow Pattillo Construction Company to the largest privately owned industrial development and construction company in the Southeastern United States. Jerry began his career as the estimator and project engineer but quickly moved into development, sales and leasing. To compliment his civil engineering technology degree and to accelerate his new responsibilities' knowledge, he earned a MBA in Finance. For the prior 30 years, Jerry was Vice President – Construction, and Senior Vice President – Development, Sales and Leasing. During that time, he was responsible for development activities, maintaining full occupancies of the company's almost 20 million square feet of leased properties and annually generating between two and three million square feet of new construction business. His reputation, knowledge and experience in the real estate industry is widely known and recognized.

At SDC, Jerry brings hands on practical application to projects in the early stages of conception through project management and build-out. Past and current clients include SKC Films, Rayonier, Forestar Real Estate Group, Thomas & Hutton, Mando USA, Eagle Rock Beverages, Dalton/Whitfield County Joint Development Authority, Development Authority of Rabun County, and others.



Charlie Gatlin
Director, Economic Development
Electric Cities of Georgia

Being the Director of Economic and Community Development with ECG, Charlie brings a wealth of knowledge and experience to this position. Having served with the Georgia Department of Economic Development (GDEcD) for over 20 years, Charlie has been an integral part in locating numerous companies in Georgia. While at the GDEcD, Charlie's positions included Deputy Commissioner for Business Recruitment and Retention, Deputy Commissioner for External Affairs, Deputy Commissioner for Tourism, Projects Team Leader, Chief of Staff, Director of Marketing and Research, and Executive Director of Georgia Allies.

As an economic developer, he has been a part of Georgia's economic development world, both at the state agency and in previous positions with the communities of Albany, Athens, Rome and Macon. Before entering the economic development field, Charlie was an Administration and Training Officer in the U.S. Air Force.

Charlie is a Certified Economic Developer (CED) and is past president and board member of the Georgia Economic Developers Association (GEDA), which recognized him in 2002 with a Rip Wiley Award for Professional Excellence. He holds a Bachelor's degree in Political Science and a Master's degree in Public Administration from the University of Georgia.

Meet Your Instructors



Brian C. Warsham
Senior Consultant
International Site Advisors

With over 41 years of experience in economic development, civil engineering, construction and environmental engineering, Brian's primary role as a **Senior Consultant** is to work with state agencies, communities and industrial prospects to locate, plan and develop suitable sites for a broad range of manufacturing facilities. He has extensive expertise in project management, business management, international marketing, civil engineering, construction, water and waste water treatment, hazardous waste management, environmental site assessment, site remediation and expedited environmental permitting activities with federal and state regulatory agencies.

During Brian's eight years with the Georgia Department of Economic Development as Chief of Engineering and Permitting, he was directly responsible for numerous key projects: Kia Motors Manufacturing of Georgia, West Point, GA; American Honda Motor Co. Inc., Tallapoosa, GA; Mitsubishi Power Systems Americas, Inc., Savannah, GA ; Kumho Tire Georgia Inc., Macon, GA.

He has marketed and managed numerous projects for multi-national corporations based throughout Europe and Asia. As an international business man, he has established and managed consulting firms in Mexico and Germany. Brian has successfully managed several large engineering and consulting organizations in his career including: Senior Vice President - National Client Program, Professional Service Industries, Inc.; Senior Vice President - South Region Manager, ATC Group Services, Inc.; Vice President - National Environmental Services, Law Engineering and Environmental, Inc.

Brian has a Bachelor of Science degree from the University of Alabama. He is a Registered Professional Engineer in four states: South Carolina, Alabama, Georgia and Tennessee. He is a past member of the Water Environmental Federation and the American Society of Civil Engineers. In 1993, Brian served on President Clinton's Committee for the passage of the North American Free Trade Agreement (NAFTA).

"While ECG has made reasonable efforts to provide quality training services, it makes no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, or suitability with respect to any training for any particular purpose. Any reliance you place on such training for a particular purpose is therefore strictly at your own risk. All information and material presented herein are subject to copyrights owned by ECG and other individuals or entities. Any reproduction, retransmission, republication, or other use of all or part of any information found herein is prohibited, unless prior written permission has been granted by ECG or the appropriate copyright owner. Copyright 2010. Electric Cities of Georgia, Inc. All rights reserved."