



## 2024 Tentative Agenda

(subject to change)

### Monday, August 5

- 1:30 pm      **Welcome and Opening Remarks**  
Linda Alongi, Course Co-Director, Washington State Department of Commerce  
Michael Held, Course Co-Director, Business Oregon
- 2:00 pm      **Community & Economic Development Fundamentals**  
Garry Clark, Economic Development Professional, Author & Keynote Speaker
- 4:15 pm      **Theory to Practice: Integrating DEI for Success**  
Jaya Mallik, Founder & Chief Empathy Officer, Jaya Mallik Coaching &  
Consulting
- 5:30 pm      **Networking Reception**

### Tuesday, August 6

- 9:00 am      **Small Business and Entrepreneurship**  
Kat Rutledge, OCED, Associate State Director, Oregon Small Business  
Development Center (SBDC) Network (Michael)
- 1:00 pm      **Reuse & Redevelopment of Business Sites and Facilities**  
Michael Cade, Executive Director, Thurston Economic Development Council

### Wednesday, August 7

- 8:00 am      **Managing Economic Development Organizations**  
John Sternlicht, CEcD, CEO, Economic Development Alliance of Skagit County
- 10:15 am     **Top Drivers of Business Attraction**  
Melissa Murphy, Business Recruitment Officer, Business Oregon

1:00 pm      **Economic Development Finance**

3:15 pm      **Workforce and Economic Development**

**Thursday, August 8**

8:00 am      **Business Retention & Expansion**

Michael Held, Regional Services Business Manager, Business Oregon

10:15 am      **Strategic Planning**

Brittany Bagent, Senior Project Manager, ECONorthwest

Camille Trummer, Owner + Principal Consultant, Camille E. Trummer  
Consulting

1:00 pm      **Ethics in Economic Development**

Carolyn Meece, CEcD, Director of Lifetime Learning & Fun, Bend, Oregon

3:15 pm      **Graduation**