

**The Gaylord Palms™
Resort & Convention Center
ORLANDO, FLORIDA**



Event Hotel

**The Gaylord Palms™
Resort & Convention Center**

is the host hotel. The resort is situated on 63 acres and located five minutes from Walt Disney World™ theme parks. Few other places can summon such an immediate response as the atrium of Gaylord Palms™ Resort & Convention Center. You'll be awestruck by the resort's signature glass dome, where the Florida experience is showcased in all its glory — from the history and old-world charm of St. Augustine to the colorful and festive island spirit of Key West, to the mysterious waters and cypress of the Everglades. Set in the style and grandeur of a turn-of-the-century Florida mansion, Gaylord Palms™ Resort & Convention Center offers:



SEDC Summer Seminar rate is \$185/night plus taxes.

(A resort fee of \$15/day plus tax will be added to the guest room rate. The resort fee includes Walt Disney World™ Resort transportation, wired and wireless high speed internet access, unlimited use of fitness center, coffee, bottled water, a daily newspaper, the first 20 minutes complimentary for 800, local calls and credit card access calls).

You may make your reservations by calling 407-586-2000

Reservations must be accompanied by a one night's deposit plus tax at time of making reservations. Deposits are only refundable for cancellations occurring three days prior to arrival.

Gaylord Palms Resort™ & Convention Center

6000 w. Osceola Parkway
Kissimmee, Florida 34746
407-586-0000
<http://www.gaylordhotels.com/gaylordpalms>

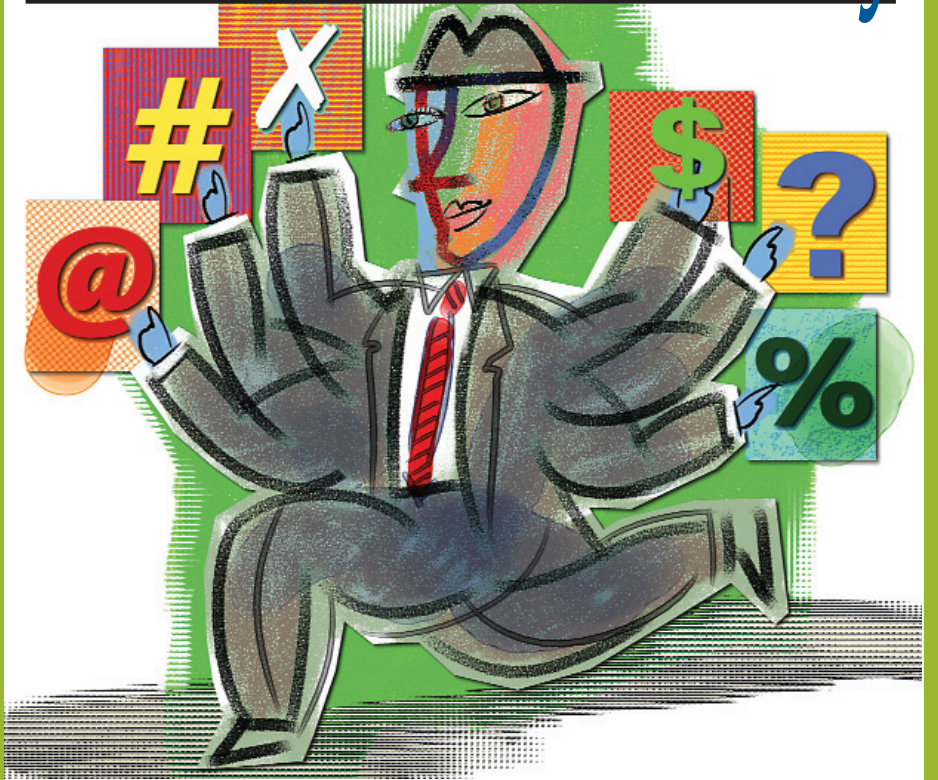
Exhibitor Opportunities:

To take advantage of sponsorship or exhibition opportunities at the SEDC Summer Seminar, please contact the SEDC Central Office by phone at 404-523-3030 or by email at kelly@sedc.org

**Southern Economic
Development Council, Inc.**
P. O. Box 18369
Atlanta, GA 30316



SEDC **Competitive**
Strategies for You
& Your Community



SEDC 2008 Summer Seminar

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Two great opportunities for professional development in one trip! Join SEDC at its Summer Seminar in Orlando, Florida, at the beautiful Gaylord Palms Resort & Convention Center adjacent to Walt Disney World™.

Why not take advantage of this professional development opportunity and enjoy some Florida sunshine at the same time!

See you there July 9-11, 2008

SEDCC Competitive Strategies for You & Your Community



SEDCC 2008 Summer Seminar

The Council of Development Finance Agencies (CDFA) is working with SEDCC to provide training sessions on economic development finance. These sessions will be offered in four one day seminars over the next two years in conjunction with existing SEDCC programs. People attending all four seminars will receive a **Certificate Of Basic Economic Development Finance Proficiency**. Seminars will be backed with case study examples with a wide range of local, regional and national speakers participating. Speakers will be selected from CDFA's speaker bureau and possible SEDCC representatives. Subject matter will be timely and supported by CDFA's resource database, publications and other original research.

Registration is limited for this seminar so register early!

1 Seminar One Wednesday, July 9th Introduction to Development Finance

This one-day seminar will set the stage for attendees and build the core knowledge base for their understanding of the basic principles of development finance. Cost of the seminar will be \$175 and include the following: instruction for the day, breaks and evening reception.

8:00 AM - 10:00 AM	Finance Fundamentals - The Basics of Bonds
Bonds are the bedrock of development finance and are the cornerstone of most development finance projects. This session will address the basics of bond finance including the various types of bonds, what they can finance, how they are issued and legal issues to consider.	
10:00 AM - 10:15 AM	Break
10:15 AM - 12:15 PM	Targeted Financing Tools - TIF, Brownfields, SIDs/BIDs, Special Districts
Targeted financing programs are the most popular form of development finance. Attendees will learn the basics of several financing tools including tax increment financing, special improvement districts/business improvement districts, special districts and brownfield financing programs.	
12:15 PM - 1:15 PM	LUNCH - ON YOUR OWN
1:15 PM - 3:15 PM	Investment Catalyst Tools - Tax Credits, Abatements, Incentives
In this session attendees will learn about several tax credit programs and how to effectively apply them to development opportunities as well as case study examples of the impact of tax credit programs across the country. The session will also address additional incentive programs as well as the often politically contentious use of abatements and how to maximize outcomes.	
3:15 PM - 3:30 PM	Break
3:30 PM - 5:30 PM	Access to Capital and Beyond - RLFs, Mezzanine and Guarantees
Important components in any development finance toolbox are tools that address access to capital concerns including revolving loan funds, mezzanine finance and guarantee programs. This session will examine how communities can use a revolving loan fund to help bridge their financing gaps and encourage development efforts.	
6:00 PM - 7:00 PM	RECEPTION

2 Seminar Two July 9th-11th Competitive Strategies for You & Your Community

Wednesday, July 9th

2:00 PM - 3:30 PM	WELCOME & OPENING SESSION Trends in Hiring Economic Development Professionals
Joan Jorgenson • President & CEO, Joan Jorgenson Consulting, Inc. Chloe Johnson • Principal, Johnson & Associates Tim Chason • President, The Chason Group, Inc.	
3:30 PM - 3:45 PM	Break
3:45 PM - 5:00 PM	Key Points about Economic Development Finance
Toby Rittner , EDFP • Executive Director, Council of Development Finance Agencies	
6:00 PM - 7:00 PM	RECEPTION

Thursday, July 10th

7:30 AM - 8:30 AM	Continental Breakfast
9:00 AM - 10:00 AM	Trends in Financing Your Economic Development Organization
Tom DiFiore • President, National Community Development Services Terry J. Cusack • Founder & CEO, STELLAR Fundraising	
10:00 AM - 10:15 AM	Break
10:15 AM - 12:00 PM	Using the Internet to Reach New Prospects
Brad Tocher • Director, Sales and Client Management, GIS Planning <i>(invited)</i>	
12:00 PM - 1:30 PM	LUNCH
Update on the SEDCC Annual Conference • October 4-7, 2008 The Homestead Resort, Hot Springs, Virginia	
2:00 PM - 3:00 PM	10 Characteristics of the Strongest Local Economies
Bill Fruth • President, POLICOM Corporation	
3:00 PM - 3:15 PM	Break
3:15 PM - 4:30 PM	10 Characteristics of the Strongest Local Economies (continued)
5:30 PM - 6:30 PM	RECEPTION

Friday, July 11th

7:30 AM - 8:30 AM	Continental Breakfast
8:45 AM - 9:45 AM	Recession or Not- New Realities in Preparing your Community
Mac Holladay • President, Market Street Services	
9:45 AM - 10:00 AM	Break
10:00 AM - 11:00 AM	Recession or Not- New Realities in Preparing your Community (continued)
11:00 AM	Closing Comments

Introduction to Development Finance

Wednesday Morning - July 9th, (one day only)

One Day Seminar: **\$175**

Competitive Strategies for You & Your Community

Wednesday Afternoon, July 9 - Friday, July 11th

SEDCC Rate: **\$295**

Non-Member Rate: **\$520**

Join SEDCC & Attend Event Rate: **\$470 (SAVE \$50.00)**

ATTEND BOTH & SAVE!

Wednesday All Day, July 9th - Friday, July 11th

SEDCC Rate: **\$350**

Non-Member Rate: **\$575**

Join SEDCC & Attend Both Events: **\$495 (SAVE \$80.00)**

Check Payable to SEDCC

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VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Name:

First Name for Badge:

Title:

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Email:

Special Needs:

Mail to:
SEDCC
P.O. Box 18369
Atlanta, GA 30316

Fax:
404-523-0406
Phone:
404-523-3030

On-Line:
www.sedcc.org

Registration Deadline is June 30, 2008

After this date please plan to register on site. In order to obtain a refund, all cancellations must be received in writing at the SEDCC Central Office. Refund policy is as follows: Cancellation notices received by Friday, July 4, 2008 - Amount refunded less an administrative fee of \$50. Cancellation notices received after Friday, July 4, 2008 - Amount refunded less an administrative fee of \$150. Registrants may substitute attendees without penalty. However, appropriate member/non-member rates will apply to substitute attendees.

Registration Form

(Please type or print)

SEDCC Competitive Strategies for You & Your Community



SEDCC 2008 Summer Seminar