



TN Managing Economic Development Course
June 24-25, 2020
TCED Online via Zoom*

Wednesday, June 24

- 10:00-10:30 Welcome & Introductions
Kim Denton, CEcD, UT Center for Industrial Services
GC Hixson, CEcD, JECDB of Wilson County
- 10:30-11:00 Organizational Culture & Values in an Environment of Change
Macel Ely, EdD, UT Naifeh Center for Effective Leadership
- 11:00-11:30 Managing Conflict & Building the Organizational Team **Macel Ely**
- 11:30-12:00 Break
- 12:00-1:30 Navigating the Generational Divide
Macel Ely, EdD, UT Naifeh Center for Effective Leadership
- 1:30-2:00 Break
- 2:00-2:30 Project Management for Continuous Performance Improvement **GC Hixson**
- 2:30-3:45 Practical & Effective Approaches to Engaging Boards & Stakeholders

Charles Wood, CEcD, VP Economic Development
Chattanooga Area Chamber

Kathy Price, CEcD, Executive Director
McMinn County EDA

Stephanie Watkins, TCEcD, SEIDA Program Director
Southeast Tennessee Development District
- 3:45 Wrap-up

****All times Eastern Daylight Time***



Center for Industrial Services
INSTITUTE *for* PUBLIC SERVICE



Thursday, June 25

- 9:00-10:00 Building Personal & Organizational Leadership Skills **GC Hixson**
- 10:00-11:00 Strategic Planning for Economic Development
Joe Barker, Executive Director, Southwest Tennessee Development District
- 11:00-11:30 Break
- 11:30-12:45 Media & Stakeholder Relations
Cynthia Moxley, CEO, Moxley Carmichael
- 12:45-1:30 Measuring Personal & Organization Performance **GC Hixson**
- 1:30 Evaluation Forms & Certificates



Center for Industrial Services
INSTITUTE *for* PUBLIC SERVICE