



**TN Business Retention & Expansion Course**  
**Chattanooga Marriott Downtown Hotel – Chattanooga, TN**  
**June 16-17, 2026**

**Tuesday, June 16 (ET)**

9:30 – 10:00	<b>Registration</b>	<b>Tennessee River Room</b> Ground Floor
10:00 – 10:30	<b>Welcome &amp; Introductions</b>	<b>Tintin Czach, TCEcD</b> UT CIS
10:30 – 10:40	<b>Course Overview</b>	<b>Laith Wardi, CEcD</b> Gem City Growth Strategies
10:40 – 11:15	<b>Business Retention &amp; Expansion Overview</b>	<b>Laith Wardi</b>
11:15 – 12:00	<b>Prioritizing Your Customers in BRE</b> <i>Lifeboat Exercise</i>	<b>Course Participants</b>
12:00 – 12:45	<b>Lunch &amp; Networking</b>	
12:45 – 1:30	<b>Lifeboat Exercise – Revisited</b>	<b>Course Participants</b>
1:30 – 2:15	<b>Global Business Trends</b>	<b>Laith Wardi</b>
2:15 – 2:30	<b>Break</b>	
2:30 – 3:30	<b>BRE Objectives, Outcomes &amp; Framework</b>	<b>Laith Wardi</b>
3:30 – 3:45	<b>Break</b>	
3:45 – 5:15	<b>Best Practices Panel: Practitioners’ Perspective</b>	Moderator: <b>John Freeze, UTC</b> Panelists: <b>Lindsey Ferguson</b> McMinn County EDA <b>Robert Kwasnik</b> Dunlap Industries <b>Charles Wood, CEcD</b> Chattanooga Area Chamber
5:45	<b>Optional Dinner Gathering</b>	



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**Wednesday, June 17 (ET)**

6:30 – 8:00	<b>Full Breakfast</b>	<b>Table South</b> Second Floor
8:00 – 8:15	<b>Day 1 Recap &amp; Announcements</b>	<b>Laith Wardi &amp; Tintin Czach</b>
8:15 – 9:15	<b>Multi-Layered/Multi-Touch Outreach</b>	<b>Laith Wardi</b>
9:15 – 9:45	<b>Building Teams for BRE</b>	<b>Laith Wardi</b>
9:45 – 10:00	<b>BREAK</b>	
10:00 – 12:00	<b>Managing Customers for BRE, Developing Metrics, and using AI for BRE</b>	<b>Laith Wardi</b>
12:00 – 12:15	<b>Wrap Up &amp; Final Comments</b> Evaluation Forms/Adjourn	<b>Tintin Czach</b>

