

The High Ground Education Foundation presents

REDI 2009-2010

Rural Economic Development Initiatives

SESSION I

November 5, 2009

MCM Grande Hotel
Odessa, Texas

Register now at...

<https://www.regonline.com/REDICourse>

The High Ground Education Foundation presents

REDI 2009-2010

Rural Economic Development Initiatives

The REDI Course is a four part Comprehensive Economic Development Training Program for Economic Development Professionals, Board Members, Cities, Counties, Chambers & Community Leaders. Instructors for the course are seasoned economic development practitioners and experts on various topics including economic development planning, financing, marketing, proposal preparation, legal issues, prospect interaction and much more. Created in 1990, the course curriculum is constantly updated to provide cutting edge information and strategies to provide you with the tools necessary to make your economic development effort a success. The first session begins the education process by providing the basics of an effective economic development program, with each subsequent session building on the foundation of knowledge provided by the previous session. One can attend any or all of the sessions in the series.

SESSION I

November 5, 2009 ~ Odessa, Texas

CREATING A STRONG FOUNDATION FOR YOUR ECONOMIC DEVELOPMENT PROGRAM

Economic Development...How It Works
Understanding the Impact of Job Creation
Economic Development Organizational Structures
Regional Economic Development – Working with Your Neighbors
Using the Economic Development Sales Tax
Best Practices Panel

SESSION II

February 2010 ~ Levelland, Texas

DEVELOPING A DYNAMIC ECONOMIC DEVELOPMENT MARKETING STRATEGY

Community Profiles & Prepared Materials
Branding & Promotions
Building a Multi-Faceted Marketing Program
Using Social Media as a Marketing Strategy
Best Practices Panel

SESSION III

May 2010 ~ Amarillo, Texas

MAXIMIZING YOUR ECONOMIC DEVELOPMENT RESOURCES

Identifying & Developing Your Entrepreneurs
Business Retention & Expansion Strategies
Data Sources & Proposal Contents
Loan Programs & Funding Resources
State & Federal Program Overviews
Programs of Work & Planning Strategies
Tax Abatement, Special Zones & 380 Agreements
Best Practices Panel

SESSION IV

August 2010 ~ Midland, Texas

IMPLEMENTING A HIGH IMPACT ECONOMIC DEVELOPMENT PROGRAM

Workforce...Building from Inside and Out
Developing Sites & Preparing Site Presentations/Building Data
Incentives – Philosophy & Techniques
Contracts, Policies & Other Economic Development Legal Issues
Prospect Handling, Visits & Location Announcements
Assessing the Deals
Working with Consultants, Site Selectors & Corporate Realtors
Best Practices Panel & REDI Graduation

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November 5 & 6, 2009

MCM Grande Hotel ~ Odessa, Texas

SESSION I ITINERARY

THURSDAY, NOVEMBER 5, 2009

8:30 am to 9:00 am	COFFEE & REGISTRATION FOR REDI COURSE-SESSION I
9:00 am to 9:15 pm	WELCOME, INTRODUCTIONS & ANNOUNCEMENTS
9:15 am to 9:45 am	INTRODUCTION TO ECONOMIC DEVELOPMENT/HOW IT WORKS
9:45 am to 10:30 am	BASIC STRATEGIES & UNDERSTANDING THE IMPACT OF JOB CREATION
10:30 am to 10:45 am	BREAK
10:45 am – 11:15 am	UNDERSTANDING THE ECONOMIC DEVELOPMENT PROCESS- Dr. Ray Perryman's Point of View
11:15 am – 11:45 am	ORGANIZATIONAL STRUCTURES
11:45 pm – 12:30 pm	NETWORKING LUNCHEON
12:30 pm – 12:45 pm	A CASE STUDY IN REGIONALISM
12:45 am – 1:15 pm	THE VALUE OF WORKING WITH YOUR NEIGHBORS
1:15 pm – 2:00 pm	USING THE ECONOMIC DEVELOPMENT SALES TAX
2:00 pm – 3:00 pm	BEST PRACTICES PANEL
3:00 pm	SESSION I ADJOURNS

All participants are invited to enjoy the High Ground of Texas Fish Fry and Annual Meeting events. Fish Fry is complimentary to REDI Course Participants, High Ground Members, Sponsors & Guests. High Ground Meeting events on November 6th require an additional registration.

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REGISTRATION INFORMATION

Please register for the 2009-2010 REDI Course at <https://www.regonline.com/REDICourse>. **PARTICIPANTS CAN REGISTER FOR EACH SESSION SEPARATELY OR RECEIVE A DISCOUNT FOR REGISTERING FOR ALL FOUR SESSIONS.** Each session includes all course materials, lunch and refreshments. Dates for 2010 sessions will be announced in December 2009. One can attend any or all of the sessions in the series.

Registration for the REDI 2009-2010 Course-Session I in Odessa is separate from the High Ground Annual Meeting Events. Please complete registrations for each event.

REDI 2009-2010 Registration Fees:

High Ground Members-Each Session	\$ 99.00 per person/per session
High Ground Members-All Four Sessions	\$299.00 per person/complete course
Non-Members-Each Session	\$149.00 per person/per session
Non-Members-All Four Sessions	\$499.00 per person/complete course

Secure online credit card payments are accepted. Registration fees can also be mailed in advance or paid at the door on November 5th. However, an online registration is still required by November 2, 2009 at <https://www.regonline.com/REDICourse>.

Combination invoices for Annual Meeting Registrations, REDI Course Registrations and/or REDI Sponsorships are available upon request. Please contact the High Ground office at higround@xit.net to make arrangements.

If mailing registration fees... The High Ground of Texas Education Foundation
P.O. Box 716
Stratford, TX 79084

Please complete Registration and Sponsorship forms by Monday, November 2, 2009. All cancellations must be received 48 hours prior to the event or the organization will be billed in full for the appropriate registration fees. Registrations can be transferred to another person with no penalty.

REDI COURSE REGISTRATIONS CAN BE BILLED AND PAID IN CONJUNCTION WITH THE MEETING REGISTRATION, BUT A SEPARATE REDI COURSE REGISTRATION FORM IS REQUIRED.

High Ground of Texas Tax ID #75-2481190 High Ground of Texas Education Foundation Tax ID #61-1507712
Thank you for your support of The High Ground of Texas! Questions? Call 806.366.7510 or higround@xit.net.

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SPONSORSHIP INFORMATION

REDI 2009-2010 Major Sponsorships available at \$1,200

Major REDI 2009-2010 Sponsorships include (2) complimentary complete course registrations (up to \$598 value), recognition during all four sessions, special signage and logo in official REDI Course Training Manual. Major Sponsors are also featured in all pre-course and post-course media & membership communication.

REDI 2009-2010 Session Luncheon Sponsorships \$500 each session

REDI 2009-2010 Luncheon Sponsorships include one (1) complimentary session registration (up to \$99 value), recognition during desired REDI Session Luncheon proceedings, special signage and logo displayed during designated session.

Yes! We would like to serve as a Major Sponsor or Luncheon Sponsor for the REDI 2009-2010 (Rural Economic Development Initiatives) Course.

ORGANIZATION _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ FAX _____

CONTACT PERSON _____

EMAIL _____

TOTAL AMOUNT DUE \$ _____

REDI 2009-2010 SPONSORSHIPS (please check appropriate box):

- REDI 2009-2010 Major Sponsorship (includes all four sessions) \$1,200
- REDI 2009-2010 Luncheon Sponsor – Odessa, Texas (November 5, 2009) \$500
- REDI 2009-2010 Luncheon Sponsor – Levelland, Texas (February 2010) \$500
- REDI 2009-2010 Luncheon Sponsor – Amarillo, Texas (May 2010) \$500
- REDI 2009-2010 Luncheon Sponsor – Midland, Texas (August 2010) \$500

The following participant(s) will utilize the complimentary meeting registration(s) associated with the sponsorship:

- 1) _____
- 2) _____

- Please send statement. Sponsorship completed through the online registration.
- Check is in the mail (please make checks payable to the High Ground of Texas Education Foundation).

In order to receive all of the benefits of sponsorship, deadline to respond and send logo is Monday, November 2, 2009. Please register at <https://www.regonline.com/REDICourse>, fax this form to 806.366.7511 or email to higround@xit.net. Thank you for your support! High Ground of Texas Education Foundation Tax ID #61-1507712

To all REDI Participants, High Ground Members,
Sponsors & Partners...

THE HIGH GROUND OF TEXAS FISH FRY FESTIVITIES...

THURSDAY, NOVEMBER 5TH

MCM Grande Hotel ~ Odessa, Texas

6:00 PM TO 8:00 PM

GRANDE PARK



JOIN US FOR LOTS OF FOOD, FUN, FRIENDS & FISH!

Hosted by the Odessa Development Corporation
& the famous Chuckwagon Gang

RSVP to higround@xit.net

MEETING VENUE & HOST HOTEL...



MCM GRANDE HOTEL
6201 E. Business Loop 20
Odessa, Texas 79762
432.362.2311
866.362.2311 (toll free)
432.366.3965 (fax)
www.mcmgrandeodessa.com
(Exit I-20 to North Loop 338, Exit East Business 20)

Ask for High Ground Rate (first come-first serve while available)

Accommodations and Amenities Include:

- Complimentary full hot buffet breakfast with eggs cooked-to-order
- Complimentary adult afternoon beverages in Toby's Bar, including premium
- 12" Simmons Beauty Rest individual coil pillow top mattresses
- Luxurious synthetic down bedding
- [Sweet Dreams Rewards program](#)
- Full service restaurant
- Room service available
- Wireless and high speed Internet service
- Complimentary newspaper
- Complimentary airport shuttle
- In-room coffee pots, hair dryers, irons and ironing boards
- Pet friendly
- Handicapped accessible rooms

The FUNdome Features:

- Fitness Center with state of the art Precor equipment
- Indoor-Outdoor swimming pool
- Miniature golf, Table Tennis, Whirlpool, Sauna & Indoor Playground

The MCM Grande' Hotel and FUNdome is conveniently located just minutes away from the Midland International Airport. We are also very close to local attractions such as the University of Texas of the Permian Basin, Ratliff Stadium, Scharbauer Sports Complex, the Commemorative Air Force Museum, the Noel Art Museum, the Presidential Museum, the Globe Theater of the Great Southwest, Permian Playhouse, Midland Community Theater and many restaurants. We also offer a complimentary shuttle to Music City Mall and the MCM Ice Rink for a day of shopping, ice-skating, movie going, and much more.

Register for the Annual Meeting at <https://www.regonline.com/HG2009AnnualMeeting>
and Register for the REDI Course at <https://www.regonline.com/REDICourse>.



P.O. Box 716 • Stratford, TX 79084
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