

Preliminary Agenda

Monday, July 21

- 1:00 pm Welcome and Introductions
- 1:45 pm Unit 1: The Importance of Business Retention and Expansion
- 2:45 pm Break
- 3:00 pm Unit 2: Establishing an Existing Business Program
- 5:00 pm Day 1 Wrap-up
- 6:00 pm Dinner

Tuesday, July 22

- 8:00 am Unit 3: Measuring Success
- 8:45 am Unit 4: Assessing Your Community
- 10:00 am Break
- 10:15 am Unit 4: Continued
- 11:00 am Unit 5: The Business Survey
- 12:00 pm Lunch
- 1:00 pm Unit 5: Continued
- 1:45 pm Unit 6: Conducting Business Visits
- 2:45 pm Break
- 3:00 pm Unit 6: Continued
- 3:45 pm Unit 7 Responding to Business Concerns
- 4:30 pm Day 2 Wrap-up
- 6:00 pm Dinner

Wednesday, July 23

8:00 am Unit 8: Analyzing Data and Developing Recommendations

10:00 am Break

10:15 am Unit 9: Reporting Results and Implementing Projects

11:15 am Course Wrap-up

12:00 pm Course conclusion