

Economic Development **101**

FOR LOCAL LEADERS

Schedule training for the local elected officials in your community — and save \$300!



Wisconsin Public Service is excited to announce the opportunity for an economic development training session designed specifically for the local elected officials in your community. And, WPS will pay a portion of your training cost.

Local Elected Officials' Training

This three-hour training session, presented by the Wisconsin Economic Development Association (WEDA), covers basic economic development issues affecting Wisconsin towns, villages, cities and counties. And, for your convenience, trainers are equipped to deliver the training in your local community.

Interactive presentation includes topics such as:

- What economic development is and why it's important to a community.
- Common traits of successful economic development programs.
- Establishing priorities and goals.
- Economic development incentives, resources and tools.
- Ethics in economic development.

Local elected officials will also learn:

- Ways to promote economic development to local policymakers.
- How to engage local policymakers in discussions on critical issues in the context of today's economy.
- How to demonstrate the value of economic development professionals to the community.

Who Should Attend

This training event is of value to anyone who would like to better understand and support economic development efforts. We encourage your entire town or village board, city council, county board or organization's board of directors to attend.

Schedule Early And Save!

Be one of the first 10 communities in the WPS service area to schedule your training, and WPS will co-sponsor your training event — at a value of \$300! The cost of this training is typically \$895, so you'll pay only \$595.

To discuss co-sponsorship details, please contact WPS Manager of Business & Community Development Carol Karls at **920-433-1135** or cskarls@wisconsinpublicservice.com.

Schedule this valuable training in your community for your local leaders today!

