**New Orleans Economic Development Ambassadorship Program - Spring 2018 Session Schedule**

*Spring 2018 classes will run Tuesday evenings May 15th - June 26th from 5:30 – 8:00. Dinner is included. The first session on May 15th will be held at the NOLABA office. Following session locations TBA.*

**Session 1: Economic Development 101 (Tuesday, May 15th)**

Speaker: Quentin L. Messer, Jr., President & CEO

**Session 2:** **Business Retention & Attraction, Emerging Industries: Creative Digital Media and BioInnovation (Tuesday, May 22nd)**

Speakers: Louis David, Vice President of Business Development & Strategy; Sally Lindsay, Manager, Business Development and Strategy (VFA Fellow)

**Session 3: Repositioning the City’s Brand #WhyNOLA; How Policy Impacts Economic Development (Tuesday, May 29th)**

Speakers: Rachel Whittaker, Marketing & Communications Manager; NOLABA Director of External Policy

**Session 4: Strategic Neighborhood Development (Tuesday, June 5th)**

Speaker: Asali DeVan Ecclesiastes, Director of Strategic Neighborhood Development

**Session 5: Workforce Development, Talent Attraction & Retention (Tuesday, June 12th)**

Speakers: Alejandra Guzman, Vice President of Program Development and Strategy; Ashleigh Gardere, Executive Vice President & COO; Brandi Ebanks, Assistant Vice President of Talent Development; Monique Robinson, Director of Integrated Partnerships; Mary Matthews, Executive Director of 504ward; Tom Krumins, Manager, Business Development and Strategy (VFA Fellow)

**Session 6: Small Business Development (Tuesday, June 19th)**

Speakers: Lynnette White-Colin, Director of Small Business Ecosystem Development; Wayne Encalarde, Jr., Small Business Ecosystem Development Specialist; Small Business Owner

**Session 7: Final Session & Graduation Reception (Tuesday, June 26th)**