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April 2007

Economic Development Newsletter

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1:30 pm CST

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As I See It

Beware the Community Visit - By Bob Ady



Have you heard the one about the E.D. board chair who, during a visit to his community, introduced himself to an executive at a prospective relocating company and said, "Ask not what we can do for you, but what you can do for us." Or how about the one where an E.D. board member assails a particular international company, which happens to be the parent company of the anonymous prospect?

Yes, these situations really happened. And yes, these comments took their communities out of the running for the projects. It makes it all the more painful that the communities were finalists for the respective projects. Hundreds of man hours by the community economic development team were for naught, with the opportunity for hundreds of new jobs gone.

At some point in the site location process, senior members of the prospect company will visit the finalist communities under consideration for the new facility. If the site search team has done its due diligence correctly, these finalist communities will have similar locational characteristics—that is, projected operating costs, operating conditions, and quality of life features will be similar among them.

Therefore, in many cases, the final decision is based on subjective factors. And those factors are judged primarily during a community visit. As demonstrated above, such visits can be fraught with danger for the professional economic development person since the prospect will be mingling with

the local economic development board and others not directly involved in the site selection process. Many times, these well- intentioned people say and/or do things that result in the elimination of the community from final consideration.

After all the time and effort that a community expends on a project, why leave its final outcome to chance? People who are part of the inner circle of the community's economic development team can and should be more circumspect and knowledgeable about their role in the site selection process. Leading communities include board development and training as an important component of their overall economic development program. It's a powerful way to increase the chances that your community will not be eliminated during the final stages of a site selection project. Because you never know when the call will come that your community is a finalist, and when it does, having a board trained on the site selection process could be the difference that keeps your community from being eliminated.

What's a Webinar?

Ady International Webinars were designed to provide professional economic development practitioners with insight into the site selection process from an insider's point of view.

Through Bob Ady's webinars he hopes to share some of his 30+ years of experience in site selection with you. When attending a webinar, you will be provided with a link and a phone number through which to view and hear Bob's presentation.

As an alternative to live presentations, webinars give you the ability to be virtually connected with the speaker without all the hassles of travel, all you need is an internet connection and a telephone.

[Learn more about Ady International webinars...](#)

Ady International Webinars

**Webinar: The Site Selection Process (2 hours)
Co-sponsored with IEDC**

Thursday, May 24, 1:30 pm CST

Sixty-percent of site selection consultants first look to a community's website to find out more about your community. If they can't find the information they're seeking on your website - or worse, can't even find your website - your community will be out of the running before the race even began. And most times, you won't even know that you missed the opportunity. Learn what it takes to develop a winning E.D. website. Discussion will provide practical advice on content, navigation, and design. You don't have to be a website guru to learn from this discussion.

Price: \$150.00

[Register now, seats are limited.](#)

Webinar: The Keys to a Successful E.D. Website

Tuesday, June 19, 10:00 am CST

Sixty-percent of site selection consultants first look to a community's website to find out more about your community. If they can't find the information they're seeking on your website - or worse, can't even find your website - your community will be out of the running before the race even began. And most times, you won't even know that you missed the opportunity. Learn what it takes to develop a winning E.D. website. Discussion will provide practical advice on content, navigation, and design. You don't have to be a website guru to learn from this discussion.

Price: \$150.00

[Register now, seats are limited.](#)

Webinar: Marketing to Site Selection Consultants

Tuesday, September 25, 10:00 am CST

Site selection consultants lead the majority of site selection projects today. How can a community best communicate to and build relationships with these expert intermediaries? Bob Ady, the individual who has located more facilities in the US than any other individual, will share with you the inside story of how a site selector thinks, what they care about, and how to reach them. Don't miss this unique opportunity to hear Bob tell it like it is - so you can make the most effective use of

your marketing budget

Price: \$150.00

[Register Now, Seats are Limited](#)

Ady International Company is the authority on site selection. Our principal, Robert M. Ady, has conducted more corporate relocations in the United States than any other individual. He brings a wealth of experience to your site selection project, as well as longstanding relationships with economic development organizations nationwide.

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