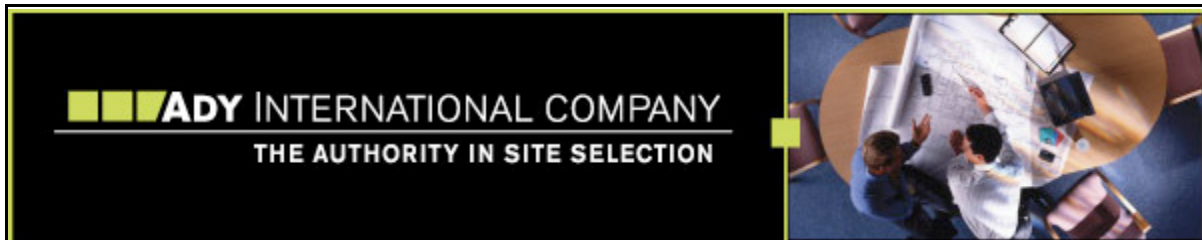


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February 2008

## Economic Development Newsletter

### In This Issue

- [As I See It](#)
- [Register for Upcoming Webinars](#)

**The Site Selection Process**  
Tuesday, February 26  
10:00 am CST

**Website Audit**  
Tuesday, March 18  
10:00 am CST

**Incentives: Their Use and Misuse**  
Tuesday, April 15  
10:00 am CST

**Website Audit**  
Tuesday, June 17  
10:00 am CST

**Marketing to Site Selectors**  
Tuesday, August 12  
10:00 am CST

### More Information

[Ady International Webinars](#)  
[Bob Ady](#)  
[Ady International](#)

#### As I See It

##### *The Site Selection Process Is A Two-Way Street*



I recently spent time interviewing all the major employers in one community. In this case, I was not considering the location for a site selection project. Rather, the community was interested in an objective assessment of what one of their most important stakeholders (and one that can be overlooked), local businesses, think about the local business climate and what

barriers are limiting their further growth and commitment to the region.

Without exception, the businesses I interviewed were candid and forthcoming. Changes at their headquarters that might affect the local plant. Trouble finding skilled labor. Concern about an economic downturn. There was good news as well. New training programs at the community college for displaced workers. A high retention rate of local graduates. Reinvestment in infrastructure.

So often, the "site selection process" is envisioned as a one-way street: it's about attracting new businesses to your community, right? That's true, but it's incomplete. There is another side to the equation that deserves as much attention: namely, how can the principles of site selection help communities keep local businesses in their communities and encourage them to expand there?

Look at that question from the "pull" point of view, instead of the "push" point of view. What I mean by that is to think in terms of local businesses' needs first, not what existing programs you have available. For most companies, access to

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skilled labor remains a key criterion, as are wage and salary rates, technical training, access to higher education, and worker productivity, to name a few. How does your community rate on these factors? What issues are companies in your community facing? What can be done to leverage opportunities or to reduce challenges?

Take a fresh look at your employment base. You may be surprised at what you find there.

## **Ady International Webinars**

### **Webinar: The Site Selection Process**

Tuesday, February 26, 10:00am CST

During this webinar, Bob will lead you through the steps in the site selection process, and share with you the implications of each on your business attraction strategy. His discussion will cover the following representative topics and many more:

- How has the site selection process changed in recent years?
- What are the biggest missteps that communities make during the site selection process, and how can these be avoided?
- Are "shovel ready" sites really important, or is that just a marketing gimmick?
- In the big picture, how important are incentives?
- What are the pros and cons of partnering with contiguous communities or counties?
- What role does the economic development entity's board play in the site selection process?

Bob Ady, President of Ady International Company has located more facilities in the U.S. than any other individual, and brings years of site selection expertise to the table.

Don't miss this lively session led by an expert in his field as we explore the steps in the site selection process.

This 60 minute webinar will include a presentation, question and answer session and a copy of the presentation content downloadable in a PDF format after completing a brief anonymous post webinar survey.

Price: \$150.00

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

## 2008 Webinar Schedule

**Website Audit** *March 18, 10:00 CST* The first portal to your community is your web site. It must contain relevant information for site seekers and be simple and easy to use. Find out how to best structure your web site to ensure that your community is not eliminated during the first screen. Discussion will provide practical advice on content, navigation and design. You don't have to be a website guru to learn from this discussion.

**Incentives: Their Use and Misuse** *April 15, 10:00 CST* With incentives expected to continue to play a key role in business attraction and retention, it is critical for all economic development professionals to have a complete understanding of the incentive negotiation process from the viewpoint of "the other side of the table". This presentation will include a discussion of which incentives are currently "hot" and which ones are not, the role of clawbacks, and how to evaluate the impact of incentives on the community balance sheet - both their financial and psychological effects.

**Website Audit** *June 17, 10:00 CST* The first portal to your community is your web site. It must contain relevant information for site seekers and be simple and easy to use. Find out how to best structure your web site to ensure that your community is not eliminated during the first screen. Discussion will provide practical advice on content, navigation and design. You don't have to be a website guru to learn from this discussion.

**Marketing to Site Selectors** *August 12, 10:00 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

[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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