

[<Back](#)

 [Print](#)

You are receiving this email from Ady International because you have attended an economic development conference and may be interested in what we have to offer. To ensure that you continue to receive emails from us, add webinar@adyinternational.com to your address book today. If you haven't done so already, click to [confirm](#) your interest in receiving email campaigns from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



January 2007

Economic Development Newsletter

In This Issue

- [As I See It](#)
- [What's a Webinar?](#)
- [Register for a Webinar](#)

More Information

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

Join our mailing list!

As I See It

Is Image Everything? One Emerging Trend in Site Selection
- By Bob Ady



In a typical site location checklist, 50 to 100 factors may be evaluated before selecting a final location for a new facility. Of course, the relative importance of each location factor varies according to time, company, and type of operation. But general trends have always been discernable, especially to those in the site selection business.

Generally, tight labor market conditions swung the location criteria pendulum to quality of life factors and global competition to cost containment.

However, there is one location criterion today that defies the macro-pendulum swing described above. And that is the importance of community image on site selection. Based on Ady International experience, this location factor has steadily increased in importance in recent years. This has been caused by a more critical assessment of community image by relocating transferees and the high level of global labor market competitiveness.

Ady International was asked by a major U.S. corporation to identify three locations in the U. S. for a technical center. Key foreign transferees to this center would come from Germany, Taiwan, and France, as well as the U.S. Once the final three towns were identified, the transferees jointly selected the final location for the new facility. Image was one of the big determinants.

So how is community image measured? There is no simple answer. It is difficult to identify and even more difficult to quantify. Currently, it represents a mix of traditional factors and new factors. Among the traditional factors are quality of education, crime rates, and various lifestyle considerations. Newer evaluative yardsticks include the physical appearance of the community, after-hour activities, and ease of newcomer assimilation, especially foreign nationals.

In addition, image is now being more closely evaluated at the corporate level. The image that a community projects is intrinsically linked to the image that the company projects. This also drives the increasing importance of image as a site location factor.

Never discount the importance of "community image" in the site selection process. It is increasingly the tie- breaker among finalist locations.

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: Trends in Site Selection

Thursday, February 1 at 10:00 am Central

Learn what site selection trends will have the biggest impact

on the way that way your community attracts and retains businesses in 2007, and learn what steps your community can take, to not only survive, but to thrive in the evolving world of economic development.

Price: \$150.00 USD

ID/SKU: 020107



[Register Now, Seats are Limited](#) |

Webinar: Trend in Site Selection

Tuesday, February 13, 2:00 pm Central

\$150.00 USD

ID/SKU: 021307



[Register Now, Seats are Limited](#) |

Webinar: Characteristics of Shovel Ready Sites

Thursday, February 22, 10:00 am Central

Having sites and buildings available is no longer good enough. Given the increasing speed of site selection projects, sites must be “shovel ready.” But what does “shovel ready” mean? Do you need to get your sites “shovel ready certified”? These and related topics will be discussed in depth, and Bob will share with participants the industry standard in “shovel ready” sites.

\$150.00 USD

ID/SKU: 022207



[Register Now, Seats are Limited](#) |

Webinar: Characteristics of Shovel Ready Sites

Tuesday, March 6, 2:00 pm Central

\$150 USD

ID/SKU: 030607



[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.

webinar@adyinternational.com
608.215.3040
<http://www.adyinternational.com/webinar.php>

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to jady@voltage.com by webinar@adyinternational.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) |
[Privacy Policy](#).

Email Marketing by



© 2007 Ady International Company | 315 East Evergreen Avenue | Mt. Prospect | IL | 60056