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March 2008

Economic Development Newsletter

In This Issue

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

Website Marketing
Tuesday, March 18
10:00 am CST

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

Website Marketing
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](#)

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As I See It

If You Build It, The Labor Will Come: Don't Bet On It



Although cyclical changes affect labor supply numbers at any particular time, it is generally accepted that the long term demographics of our country suggest significant labor shortages in the future. Many communities try unconvincingly to suggest an ample future labor supply by focusing on traditional labor market measurements. An accurate and realistic

picture of the secondary work force may be the key to your landing an important new operation in your area.

Even a cursory look at the traditional primary labor force statistics for many areas indicates serious problems in future supply. Using population projections (which in many parts of the country are already flat or declining), include your work force participation rates (which are already well over the U. S. average) and strip out your unemployment rate (which is already less than full employment) and you have a very unconvincing argument regarding future supply.

To compound this problem by suggesting that existing employers are having no problems, or using the famous quote "if you build it, they, the workers, will come" (come from where?), only reduces your credibility closer to zero.

So, where should you look as backup to your primary work force statistics? Many communities which have "suffered" with labor shortages for many years know that the key is represented by the underemployed and the auxiliary work force in the area. Unfortunately, most of these communities have not demonstrated with very convincing statistics that

this secondary labor force actually exists and can be quantified in any meaningful way.

The traditional method used to quantify the secondary work force is to identify the number earning less than the wage or salary level proposed by the new company and assume that these people are all available and willing to work at the proposed operation. Skeptics, such as Ady International, need more assurance. In our projects, we have quantified these semi-subjective data into objective, realistic, and quantified statistics.

In order to meet the requirement for additional proof, the underemployed must be categorized and analyzed by:

- Part Time Temporary Workers
- Part Time Permanent Workers
- Full Time Temporary Workers

Based on these numbers, the underemployed can be counted, and wage and salary comparisons made to arrive at a realistic number.

The auxiliary work force can be categorized, quantified, and analyzed by:

- Migration patterns
- Community college enrollment
- High school entrants
- Retirees

When your primary work force numbers are backed up by credible underemployment and auxiliary work force numbers, the likelihood of successfully convincing a company that "if you build it, they will come" is much greater.

Ady International Webinars

Webinar: Website Marketing

Tuesday, March 18, 10:00am CST

Sixty-percent of site selection consultants first look to a community's website to find out 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 begins. And most times, you won't even know that you missed the opportunity.

During this webinar, learn what it takes to develop a winning E.D. website. This webinar is focused at economic development management, not technical audiences

(although technical requirements will be explained in an easy-to-understand manner). Discussion will bridge the void between website development best practices and the unique requirements of economic development websites. Topics will include the following and many more:

- How often does the content on my website need to be updated?
- What information should be included in a community profile?
- Should we promote our high (low) unemployment rate? How about our favorable rating in an industry or business publication?
- How important is it to have certified, shovel-ready sites on our website?
- Should my community provide links off my website to state agencies and others? When and how?
- What are the most common mistakes made with regard to maps shown on the website?
- When in the site selection process do site selectors go to our website? What are they looking for during each visit?
- Should we list target industries on our website?
- What information do we need to provide about incentives?

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.

Janet Ady is president of Voltedge, Inc., a branding, marketing, and communications firm. Her firm helps clients develop websites and other marketing communications. In conjunction with Ady International Company, Voltedge has consulted with economic development entities of all sizes regarding website development, the identification and the sourcing of data required on E.D. websites. Her firm has conducted website audits on dozens of E.D. websites nationwide.

Don't miss this lively session led by experts in their respective fields as we explore the the unique requirements of economic development websites.

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

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 Marketing *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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