

If you wish to continue to receive the Ady International Newsletter, please click to [confirm](#) your interest.

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

 **ADY INTERNATIONAL COMPANY**  
THE AUTHORITY IN SITE SELECTION

November 2008

## Economic Development Newsletter

### In This Issue

- [As I See It](#)
- [Upcoming Events](#)

**Webinar: Site Selection Trends for 2009**  
Tuesday, November 18  
10 am CST

**Congratulation to the Winner of the Free Website Assessment!**  
The Madisonville/Hopkins County Economic Development Corporation won our IEDC Conference giveaway. Thanks to all who stopped by our booth!

**Ady International Company has a new website!**  
Come see our special section for EDO members

- [Services](#)

**Onsite Community Assessment**  
Evaluate communities through the eyes of a site seeker and then report back with comments and suggestions for improvement.

**Community Board Training**  
Designed to help your community leadership/Board

### As I See It

*Take a Deep Breath and Get Ready for the New Year*



The economic development profession is not immune to the uncertainties that the New Year will bring, and neither is the site selection business. Together we will wade into a host of unknowns that cannot be charted based on past experience.

Most projections indicate that business activity will decrease. This will likely be coupled with lower corporate earnings, increased unemployment and slumping consumer confidence. Not exactly a scenario that suggests an overall robust business expansion pattern for next year.

However, all will not be lost. The mantra for the New Year will be "focus". We will need to pick our targets carefully and pinpoint our marketing activities accordingly.

Business retention will be key. Pay closer attention than ever to what you already have. Don't assume your local businesses are immune to the economic environment. Many companies with excess production capacity will be looking to consolidate operations and will be willing to downsize or walk away from redundant facilities. Once that decision is made it is irreversible.

Corporate offices will continue to expand outward from central cities. Excess space, coupled with high salaries, suggests that major cost efficiencies are achievable through the strategic placement of regional offices.

The first footfalls of outsourced operations returning to the U.S. are being heard, and will increase significantly during

understand the site selection process and what prospects are expecting of the community leaders who make up most Boards.

#### **Website Navigation Report**

Gives exact industry-specific outlines for community data required by most site selectors. The reports also provide customized online links to key data sources.

#### **Community Website Assessment**

Ady International will review your community's economic development website with our 35+ point checklist and evaluate how the community can attract more location prospects through the website.

#### **Community Labor Market Evaluation**

Evaluate your labor market (primary, secondary, and auxiliary) based on the statistics and criteria used by site selection firms.

[Click Here for More Information](#)

### **More Information**

[Training Services For Utility Company Member EDOs](#)

[Training Services For EDO Members](#)

[Bob Ady](#)

[Ady International](#)

### **Quick Links**

[Site Selection Process](#)

[Incentive Negotiations](#)

[Register for Webinars](#)

[More About Us](#)

**Join our mailing list!**

the next year. This has been prompted by a recognition of the effect that high fuel prices have on supply chain costs, incidences of poor overseas service center quality, and the increasing uncertainty of the financial systems in emerging countries.

Renewable energy is all the buzz, and there is nothing on the horizon that suggests that this will change next year. New products and concepts will continue to be introduced, and the growth of existing renewable energy companies and new startups will be steady.

And then, of course, there are the old reliables that continue to prosper almost regardless of the economic environment. Top among these are all manner of food processing operations, government activities, and companies with a long term planning horizon.

In addition to the external environment discussed in this newsletter, there are many changes projected for next year in the internal environment of the site selection process. I plan to share these with you in my upcoming webinar on November 18, Site Selection Trends for 2009.

2009 will not be a wash. There is an old saying, "When the going gets tough, the tough get going". Let's make it happen next year.

### **Upcoming Events**

#### **Webinar: Site Selection Trends for 2009**

**Tuesday, November 18 10am CST**

There is no question that 2009 will be a challenging year for all of us in many different ways. Economic development is no exception. In this webinar, we will provide directions to maximize opportunities for new investment and to discuss key changes in the business attraction and retention process that will affect your organization's success during the coming year. We plan to lead a free and open exchange of ideas and concerns among all the participants in this webinar. Here is a great opportunity for you to strengthen your strategic plans for next year based on what site selector's and your peers predict for the economic development environment.

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

<p><a href="#">Join</a></p>	<p>Price: \$150</p> <p><b>Register Now! Space is limited.</b></p>
	<p>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.</p> <hr/> <p><a href="mailto:info@adyinternational.com">info@adyinternational.com</a> (312) 560-8355 <a href="http://www.adyinternational.com">http://www.adyinternational.com</a></p>

**[Forward email](#)**

✉ **SafeUnsubscribe®**

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

Email Marketing by

