



1452 Hudson Street, U.S. Bank Building, Suite 208, P.O. Box 1278 , Longview, WA 98632
Phone: (360) 423-9921 | Fax: (360) 423-1923
sprague@cowlitzedc.com

In the Loop

To: CEDC Board of Directors, CEDC Members and Interested Parties
From: Ted Sprague, CEDC President
Date: 2/24/10

OPTIMISM WITH A HINT OF REALITY

Many of us have been reading and hearing lately that the recession is over and recovery is on the way. I am a believer. Being on the “front lines” of economic development enables practitioners the opportunity to see, hear and work on the changing times of the economy. Most recently I attended a trade show in Anaheim, California which combined five separate shows into one. The show brought together leading companies related to electronics, plastics, automation, packaging and systems, tools and technology for manufacturing companies. Most interestingly, we were one of over twenty economic development groups from across the United States that attended the show.

Last year trades shows were a good prospecting tool to use for getting exposure to other exhibitors more so than attendees because we just did not see attendance numbers like we are used to. At the Anaheim show, (despite the bad weather or maybe due to it), we saw numbers like we have grown accustomed to pre-recession. In fact, due to the difficult tax and regulatory environments some are experiencing, we were sought out by several companies. I know many are challenged by the burdens of running companies in Washington, but after hearing stories from multiple other states, we do have some advantages that we may take for granted.

I am encouraged by the uptick in leads and prospects since the beginning of 2010, but the reality is projects do not come to fruition over night; it is a long term process. I am optimistic because our private and public sector partners are committed to work for a better future.



February 24, 2010

SO WHAT'S NEXT?

The CEDC is attempting some new methods to get the word out that Cowlitz County is an excellent place to do business. Mary Brown is working on two separate marketing tracks to reach out to Oregon companies. One is with our partners by advertising in the Portland Business Journal and the other is advertising on OregonLive.com. We understand that Initiatives 66 & 67, by themselves, will not necessarily provide the impetus for companies to want to leave Oregon, but that, coupled with the ending recession it is a good time to market.

In addition to this effort, we are working with The Daily News, Weyerhaeuser Real Estate and the City of Longview on reaching existing and new leads and prospects with complimentary copies of InBusiness Magazine. The copy of the magazine will include a letter of explanation regarding the advantages of locating or expanding business in Cowlitz County. This is an excellent example of another public/private partnership that will lead to increased awareness and is intended to ultimately create jobs in Cowlitz County.

Finally, we will be entering into an agreement with a consulting/marketing firm to review our practices and answer some questions about ourselves as an organization - - what's working, what could we improve, what are we missing, how are we measuring up, etc? Volunteers and the CEDC Board have played an active role in the last few months crafting the RFP, reviewing the responses and interviewing potential candidates. I am looking forward to an outside entity looking at our community and systems with a fresh set of eyes, but experience from all parts of the United States. Part of the process will be informal focus groups and meetings with various people of all sectors. If you are asked to participate, I hope you will make time to do so. Thank you in advance.

JOIN COWLITZ EDC AND IMPACT WASHINGTON FOR A BREAKFAST SEMINAR TOMORROW - - FEBRUARY 25TH

Join us on February 25th from 8:00 am to 10:00 am for a breakfast seminar on creating a lasting approach to Lean and continuous improvement in your company. The seminar is entitled, "Sustaining Your Gains - - How to Measure the Ongoing Effectiveness of Lean and Continuous Improvement" and will be held at the Cowlitz County Expo Center.

1452 Hudson Street, U.S. Bank Building, Suite 208, P.O. Box 1278 , Longview, WA 98632
Phone: (360) 423-9921 | Fax: (360) 423-1923
sprague@cowlitzedc.com



February 24, 2010

This seminar will discuss the importance of leadership and culture in driving continuous improvement throughout your organization to create a systematic approach to operational improvement. You will have the opportunity to determine where your company is today and where you need to go with your continuous improvement efforts to be globally competitive.

All attendees at this seminar will receive an invitation for a FREE onsite operational assessment by an Impact Washington process specialist. To register or for more details on the seminar, contact Mary Brown at CEDC at (360) 423-9921.

TOUGH CHOICES IN THE LEGISLATURE

As we all know, this has been a difficult legislative session for all who are involved. Our legislators have been challenged to reach a balanced budget by all means necessary. The State of Washington is a major contributor to our economic development efforts at the local level. Some interesting proposals have been discussed regarding the delivery of economic development services in the state, but I submit to you, our current system of local Boards and local control (with State oversight) works exceedingly well. No bias here, I know, but I truly believe in our system.

I am pleased to see the House Budget holds the line on EDC funding at its current level of \$7.2 million. We took a 9.1% cut last July (before our contracts were even signed) so the EDC community feels we have already taken the cut that some are feeling through the current session. I am hopeful the Senate Budget will maintain existing funding as well and we can continue to maintain existing programs and attempt new programs like the one's addressed above.

NEW DEPARTMENT OF COMMERCE WEBSITE LAUNCHED

The Washington State Department of Commerce recently launched the newly redesigned ChooseWashington.com web site at www.ChooseWashington.com. The site was revamped by a hardworking team of Commerce staff and developed using Microsoft SharePoint technology.

1452 Hudson Street, U.S. Bank Building, Suite 208, P.O. Box 1278 , Longview, WA 98632
Phone: (360) 423-9921 | Fax: (360) 423-1923
sprague@cowlitzedc.com



February 24, 2010

This new ChooseWashington.com site elevates efforts to showcase Washington's competitiveness and industry sector strengths. It serves as a primary marketing and business development tool supporting our efforts to retain, expand and recruit companies to Washington. Target users of the site include site selectors and the business community.

Commerce.wa.gov continues to be the Washington State Department of Commerce site for all agency programs and resources. Please note, they changed their name from CTED to the Washington State Department of Commerce recently, so please update your Web site to reflect this change.

1452 Hudson Street, U.S. Bank Building, Suite 208, P.O. Box 1278 , Longview, WA 98632
Phone: (360) 423-9921 | Fax: (360) 423-1923
sprague@cowlitzedc.com