



HEATH - NEWARK - LICKING COUNTY

PORT AUTHORITY

2009 WEBINAR SERIES

The Port Authority, for the third year now, is hosting economic development webinars as part of its economic development leadership initiative. Community leaders involved in economic development are invited to take part in these valuable sessions at no cost. All webinars are conducted using the latest in technology, including the Port Authority's SmartBoard system.

Location: Port Authority Office, 851 Irving Wick Drive West, Heath

Treading Water?

Economic Development Strategy in a Down Economy

Moderated by Eric Canada, Blane Canada Ltd.

January 20, 2009, 2 p.m.— 4 p.m.

All economic developers are looking at the same ill-defined future and wondering when the turn will come. It is not a matter of if, but when. Unfortunately, that leaves the tough question—What now?

Treading water in this environment undermines your organization's value.

What you will learn:

- Today's street level environment
- How innovative organizations have redefined opportunity
- Two new strategies for taking control NOW!
- How to produce results in four days
- A short-term strategy designed for today's economic environment

This 90-minute webinar followed by 20 minutes of Q&A. The presentation will be moderated by R&E guru Eric Canada with expert panelists Georgeann Joufflas, Mesa County R&E Program, Grand Junction, CO and Dan McDonald, Greater Dubuque Development Corporation, IA.

No need to RSVP. Have a question? Ask.

Call or e-mail Rick Platt at 740-788-5500 ext. 235 or rplatt@hnlcpa.com.