

Successful Economic Development on a Shoestring!

Some of you may be way too young to remember Brogan shoes. They are sturdy, reliable, ankle high lace-up shoes. Brogans have been around for a long, long time. As a matter of fact, soldiers in the Civil War would have sold their souls for the soles (and uppers) of good, solid lace-up brogans. If you're in a situation where you must operate on a "shoestring", your laces might as well be the shoestrings of reliable brogans. Don't be a loafer... be recognized as a solid economic development leader!

In this interactive session, International consultant and speaker, Chuck Ewart will lead participants through a discussion of the changing face and challenges of successful economic development as we move into the second decade of the 21st Century. (60 – 75 minutes)

Topics covered include:

- Economic Development in an Era of Exponential Change
- Workforce & Workplace Trends & Issues
- Generating Revenue for Economic Development
- Developing Partnerships and Alliances
- Establishing Your Brand
- Marketing on a Shoestring