

Synchronist Award Winners 2007

Leveraging Competitive Intelligence

- Who:* **Iowa City Area Development Group (ICAD)**
- What:* Probe local findings to determine competitive position using Synchronist Key Performance Indicators (KPI) from the 2007 *North American Data Study*.
- Result:* Quality of local labor 22% higher than KPI – despite local concern over workforce availability
- Outcome:* Campaign to build local workforce
- “Pick your Pace” employee recruitment packet
 - Annual postcard sent to more than 35,000 university/college alums
 - Technology Corridor Employment Directory
 - Corridor Career Fair

Building Resources with a Entrepreneurial Strategy

- Who:* **Austin Area Chamber of Commerce**
- What:* Justify additional organizational resources for BR&E by targeting a defined cluster of technology companies
- How:* Take an entrepreneurial approach, document results, market impact and potential, devise specific branded services that can be sold upstream to Board and investors. Require program participants to submit executive interview to qualify.
- Outcome:* Grew from part-time commitment of one staff position to 3 staff positions.

Driving Service to Clients

- Who:* **Baton Rouge Area Chamber**
- What:* Concentrates on maximizing the potential of existing employers and deliver assistance tracking and follow-up management
- Results:* Program identified approximately \$644 MM in capital investment for region over next 3 years
- Outcome:* Driving Services to Clients
- Company “A” identify and solve persistent utility operational problem
 - Company “B” identify and solve space utilization and power outages
 - Community Impact Assistance identified and solved issue of taxation at local level

Collaboration: One Partner at a Time

- Who:* **TVA – Economic Development**
- What:* Connect concept of “Key Account Management” of Coop Utility Distributors primary industrial customers with BRE and tracking service delivery (Synchronist Assistance Tracking) to engage new partners.
- How:* “Making the Most of What You’ve Got” to reinvigorate BRE program
- Re-engaged Distributors and Communities in Synchronist
 - Re-focused attention in Existing Business Practices

- Highlighted "Best Practices" from around valley
TVA helps distributors to use Synchronist to keep track of Key Accounts
Outcome: Coop distributors gain valuable new information on Key Accounts and improve services.

Increased the volume of available company information gathered; helps region collaborate and to pro-actively assist companies in area.

Who: **MS Development Authority**
What: Development and maintenance of state-wide partnerships
How: Redirecting focus of program and conducting regional training sessions
Outcome: Reenergized partners increasing the level of interview activity leading to:
- Increase job opportunities
- Workforce/human capital development
- Retention of existing business and development of industry clusters collectively

Sun-Baked Interviewer Training

Who: **City of Phoenix, Economic Development, AZ**
What: Light and refreshing look at how not to conduct an executive interview.
How: 7-minute video highlights common interview gaffs in a fun and memorable way driving home key messages for future interviewers.
Outcome: Riveting, fast paced, and to the point.

Leveraging Relationships

Who: **Alabama (AIDT)**
What: Collaboration between EDPA (Economic Development Partnership of AL Foundation) and AIDT (Alabama Industrial Development Training) developed streamlined process
How: AIDT provided staff to schedule and conduct interviews. EDPA provided company background info and sent jointly signed letter from organization's directors announcing initiative. EDPA will analyze data and report findings while AIDT's reputation opened door. EDPA invited local economic development officials to participate in interviews.
Results: Creating process to schedule appointments removed significant time/schedule/comfort barriers many local economic developers face. Process resulted in over 90 completed interviews.
Outcome: Success has stimulated a new initiative in NW Alabama targeting existing employers that will be impacted by 2 large recruitment projects in NW Alabama and NE Mississippi.

Building Off of a Strong Base

Who: **Chattanooga Area Chamber of Commerce**
What: Comprehensive report of strengths and challenges delivered to state and regional agencies highlighting key issues: Public Education, Workforce Development, and Air Service
Outcome: Chamber's Public Education Initiative
- Provides increased support for public schools
- New staff person-Education Initiative Director
Bring local banking/credit union reps into schools to incorporate lessons on fiscal responsibility
- Improved air service to and from Chattanooga

Chamber and community raised \$325,000 in 30 days to help secure grant allowing for better air services

Execution, Execution, Execution

Who: **Mesa County, CO**

What: Listening to Business (L2B), a coalition of “ED Partners” composed of County government, two municipal governments, three Chambers of Commerce, business incubator center, an economic development agency, a visitor and convention bureau, a shopping district and a college.

Outcome: Demonstrated to community a capacity to meet the needs and concerns of local businesses.

Increased responsive of economic development partners to need of business community

- Formation of a local manufacturing council
- Established programs to assist business with innovation, production, research and development
- Coordinated workforce development
- Provided individualized business services

Who: **Morris County Economic Development Corporation**

What: Gain understanding of business challenges and provide insight to community leadership.

Outcome: Provided specific recommendations to community leadership for community and business climate improvements in a public forum in each community

Who: **Coconino County Career Center**

What: Understand scope, market, and international connections utilized by local businesses

Outcome: Partnered with local Chamber to offer greater support to local businesses with a special focus on healthcare challenge