

Economic Development Marketing Letter

Blane, Canada Ltd.

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~~~**A belated Happy New Year...** The best way to make this the best year ever is to make that your choice. Choose 2009 as your best year ever. Then, work to make it happen. There are few powers greater than the power of choice.

~~~**Puzzling Over Strategy for This Economy?** Check out our upcoming webinar: [Economic Development Strategy in a Down Economy](#). On February 18th, 1:00 pm CT, webinar presenters Georgann Joufflas, Dan McDonald, and Eric Canada will discuss the current situation and three strategies for putting your organization in a leadership position. Failure to act differently could put you or your organization at risk. [Register Now!](#)

~~~**Community Capitalism...** Michigan has been in a recession for several years already. Kalamazoo on the other hand experiences a vastly different reality from other Michigan communities. Several years ago, Kalamazoo embraced its long-term economic development strategy called Community Capitalism and seized control of its economic future. Learn how they did it and how your community can too! Community Capitalism Webinar, featuring author Ron Kitchens, CEO Southwest Michigan First. March 10th, 1:00 pm, CT. [Register Now!](#)

~~~**Speaking of Change...** there are three schools of thought on handling this economic "sea of change"... The academic approach will struggle to apply logic to the circumstance and forecast the end (Confusionism). The creative and/or artistic approach seeks to make peace with the current situation, waiting patiently for resolution (Buddhism). Or finally, the pragmatist will realign interests with the flow and current of the time (Toaism). While you might not be a fan of eastern religions, one of these three orientations describes your bias for dealing with change. Based on our informal polling, it seems we have a lot of budding Buddhists in economic development. The majority of economic development marketers I talk to are returning to the basics and hoping a 10-15% decrease in revenue will be the extent of the pain. In other words, they plan to wait it out. Personally, I believe this approach in this situation - an extended economic downturn - could be fraught with professional risk in a business known for its skewed metrics: "what have you done for me lately?" Philisophical perspective, Kevin Stuart, Blane, Canada Ltd.

~~~**Economic Development is...** (increasing the flow) of capital through the community and reducing its leakage. Other definitions are only pretenders to the crown. So, what have you done for your community today? Source: ED Marketing Letter, 2004

~~~**Worth Repeating...** "Economic development isn't a one-man job. The new president of the United States can't pull us out of this economic crisis by himself, just like one athlete can't win a National Championship on his own. It takes a team." Hal Johnson, president and chief executive officer of the Upstate SC Alliance, Greenville, SC. Hal is spot on. Use your own

words, but get the message out in your community! Well done Hal! Source: GreenvilleOnline.com, Dec 7, 2007.

~~~**Note our NEW ZIP Code 60189**... Please update your records.

~~~**Accepted Standard**...the term e-mail is now accepted as email. The hyphen is no longer required.

~~~**Ad Speak**... As proud as you may be of your organization and your community, most customers only care about how well you can help them meet their wants and needs. If you want more of them to buy, your focus has to be on your customer. How do you know? Test the focus and impression your ad or brochure creates. Try the [Customer Focus Calculator](#).

~~~**Regrets**..."If there were one area of my responsibilities in Montgomery (AL) I wish I had been more successful with, it is the attention paid to an existing industry program. Existing industry is a crucial component to a solid economic development program. The Mobile Chamber has a solid staff that is dedicated to this issue and their program (built on the Synchronist System platform) is a model across the state. I am proud to be a part of the team." Troy L. Wayman, CEcD, new VP Recruitment, Mobile Chamber (AL), Press-Register, 11/30/08

~~~**Retail/Downtown Resource**... University of Wisconsin at Madison publishes newsletters with information and resources valuable to development professionals involved in downtown, retail, and tourism development. For example, their [December newsletter](#) looks at, "Helping Downtown Businesses During Difficult Economic Times." Bill Ryan, Center for Community & Economic Development, University of Wisconsin-Extension.

~~~**"Moneyball"**...(Marketing Letter 8/08) reminded me of a short feature on *60 Minutes* about an average guy who liked to keep baseball stats. "He proved to owners and managers that they needed go beyond batting averages. Instead they should look at other things such as ability to get on base, etc., which when you think about it is 'kinda' what you do with the Synchronist system. In effect, your work with Synchronist is teaching us that conventional wisdom limits our potential for real results." Linda Schreiber, IA

Editor's Note: Instead of reading the book, *Moneyball*, check out the *60 Minutes* feature [here](#).

~~~**"When there is no value**...all that's left is price." Jeffery Gitomer, *The Little Red Selling Book*.

~~~**3 Selling Mistakes**...1) Stopping short - success takes between 7 and 12 calls. Are you giving up too quickly? 2) Waiting for tomorrow - everyone has much to do. Pushing your sales calls off until tomorrow only increases the probability of failure. 3) Pump out the facts - dumping information during a call leads nowhere. Questions draw out the areas of concern that need to align with the benefits you can offer. Ask great questions. Tip. Change your screen saver to the scrolling text marquis: "Make the call NOW!"

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