

SIERRA REGIONAL Economic News

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THE PEAKS, HILLS AND VALLEYS OF THE FRONT RANGE OF THE SIERRA NEVADA

JANUARY 17, 2010

WHERE THE CLIMATE FOR BUSINESS IS PERFECT

How Community Collaboration Creates Job Growth

Rob Hooper
Executive Director NNDA

You've read the reports. Unemployment is at record highs and experts predict a slow recovery for our economy. Yet the sun is breaking through the clouds in the Sierra Region of Nevada. Businesses and individuals are banding together to create new opportunities for growth and prosperity.

Northern Nevada Development Authority has adapted to the "new normal" in our economy by creating an open source environment designed to empower our community. By focusing on common goals and sharing resources such as ideas, skills and information, we can achieve both individual and collective successes.

Until recently, we operated in silos, spending resources for personal gains. And then the economy collapsed. Out of the rubble has emerged a much

more sustainable opportunity: working together and moving forward as one powerful force to create a quality of life that everyone wants, including good jobs, an affordable cost of living, and a business climate that draws and retains companies who want to join our efforts.

NNDA partners with many of the organizations and agencies within the Sierra Region who have the same focus and desires. Following in the footsteps of the President's Job Forum, USDA Rural Development offices in all states are seeking input on the local level from the business community and professionals who can help shape not just Nevada's but the nation's direction in improving the jobless rates.

We've also partnered with Nevada Industry Excellence (formerly known as MAP, the Manufacturers Assistance Program) in meeting with existing companies to provide any assistance needed and learn what their future plans for expansion may be. Other statewide organizations provide assistance to job seekers as well as employers and NNDA works closely with these organizations to connect the dots as well as implement the needed training sought by industries already here.

To spur interest for companies to relocate to the Sierra

Region, we've created targeted industry markets that fit a community's assets and goals. In February, NNDA will be exhibiting at a huge seven-industry trade show in Anaheim, Calif. which will expose the Sierra Region to more than 3,000 exhibiting manufacturers and other industries, as well as 45,000 attendees from across the country.

The Small Business & Entrepreneurship Council recently named Nevada as the state with the most favorable business climate, second only to South Dakota. This places us in the spotlight to emphasize how friendly the state is to small business and those desiring to start new ventures. NNDA is now working with more than 80 companies that could potentially bring 3,000 new jobs to our region. This type of momentum wouldn't be possible without the dedication and support of Lt. Governor Krockicki, the Nevada Commission on Economic Development and the many individuals who actively participate in NNDA's efforts. Together, we can provide a future of shared abundance for the Sierra Region.

For questions or to learn how you can get involved, call NNDA at (775) 883-4413 or visit www.nnda.org. ■

How Should We Spur Our Local Economy?

Sarah Adler - State Director,
USDA Rural Development

Last month 130 corporate leaders, economists, and small business owners met with the president at the White House for a jobs forum. The topic was how best to spend \$2.3 billion in tax credits for companies that will manufacture clean energy products in the United States, while producing multiple wins: greater business investments, less dependence on fossil fuels and foreign oil, a positive impact on climate change, and, foremost, jobs. You're invited to join local business representatives and professionals in a similar discussion on January 21 at the Forum on Jobs and Economic Growth in Carson City.

The forum, hosted by USDA Rural Development and featuring keynote speaker Brian Palmer, vice president and leader of operations of GE Energy in Minden, is part of a directive from the president to USDA state directors to meet with people closest to the current economic problems, gain insight into solving these issues at the local level, and report outcomes back to the White House. As the president stated on Jan. 8, recent job loss numbers "serve as a reminder ... we have to continue to work every single day to get

FORUM ON JOBS AND ECONOMIC GROWTH

January 21, 2010
1 to 3 p.m.

Marlette Hall
Western Nevada College

For more information
or to RSVP
call (775) 887-1222 x31

Or share your ideas at
<http://www.surveymonkey.com/s/nevadajobsforum>

our economy moving again. For most Americans, and for me, that means jobs.... We have to continue to explore every avenue to accelerate the return to hiring."

As the Nevada USDA state director, I'm proud to say that my agency, USDA Rural Development, is already working hand-in-hand with our local businesses, banks, real estate professionals, and community leaders to help sustain and grow the economic base of the Sierra Nevada Region. Needless to say, I'm excited about sharing ideas at our upcoming forum and reporting them back to the White House. It's clear that business development

in our region is on the move, from the proposal for creating a knowledge center and technology-based incubator at the core of Carson City's downtown, to the development of alternative energy industries and resources throughout the area. We now need to determine how the federal government can assist us.

Think Win-Win and Synergize are concepts brought to life in Dr. Stephen Covey's personal development and management classic "7 Habits of Highly Effective People." They are also part of President Obama's most recent strategy for stimulating the economy, and an apt description of both USDA Rural Development's methods, as well as those of our partners, such as the Northern Nevada Development Authority and other business leaders in the Sierra Region. To quote Dr. Covey, "Synergize is the habit of creative cooperation. It is teamwork, open-mindedness, and the adventure of finding new solutions to old problems." That adventure is what President Obama has charged us to undertake together. I hope to see you at the forum on Jan. 21!

For more information about USDA Rural Development, visit www.rurdev.usda.gov. ■

DID YOU KNOW?

Nevada Industry Excellence (formerly MAP) provides the expert resources and programs to improve your business processes, increase efficiencies and productivity. Call your strategic growth partner today at (775) 445-3328.