



The Keys to Successfully Working with Site Selectors

A strategic workshop designed to assist in understanding and utilizing site selection trends for community economic development.

When: Friday, February 29, 2008 ~ 10:30 am - 3:00 pm
Where: Roswell Museum & Art Center ~ Bassett Room
100 W. Eleventh Street ~ Roswell, New Mexico
Costs: \$10 which includes a boxed lunch
How: Reserve your spot by February 27th by calling (800) 875-6627

Topics covered during the workshop will include:

- How to identify high value added prospects from existing New Mexico resources.
- What site selectors and corporations are looking for and how to best develop your web site presentation.
- How to best package labor/skills data for presentation to prospects and site selectors.
- The differences in site selectors: how to work with them in the 21st century.
- How site selectors benchmark or rate factors for location.
- Better use of incentives (especially when working with site selectors).
- The importance of strengths and weaknesses and labor analysis to economic development and future industry attraction (case study).
- Discuss how elected officials can be the “champions” of economic development.



JACK ALLSTON, CEcD, FM.

Senior Economic Development Consultant

Jack has spent over 30 years in the field of economic development across the United States and Canada. He has worked on several of site locations and expansions of companies such as: New Balance Athletic Shoe, the Federal Bureau of Investigation, Nationwide Insurance, and Hewlett-Packard. His complete bio can be found at www.jbaassoc.com.

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