Your business is our business. No, seriously.

Business Retention and Examples: Examples From the Front

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Where do Jobs Come From?

- Expansion: 70%
- New Business: 20%
- Attraction: 10%
UNIVERSE
CLOSED
USE
RAINBOW

SIGN NOT IN USE

KEEP RIGHT
Retention Example:

You Can’t Put *that* in our Sewer!!!
Know Your Businesses

**Owner Operator**
CEO/President/Owner/Decision Maker
- Production
- Engineering
- Sales
- Human Resources
- Gets the coffee started in the morning

**Corporate Satellite**
- Decision making (typically) limited
- Top position a manager, not an “executive”
- Support personnel more common
- Potential for key personnel turnover
- Typically focused on one outcome
Mmmmmmmm... doughnuts...
Bonding over.....

• Federal Labor Standards Act (FLSA)
• Affordable Care Act
• Workforce Initiatives
• NEW EPA Regulations
• Research and Development Tax Credit
• Regional trade Shows
• Special Events
LIGHTEN THE LOAD
Industry Lighting Energy Reduction Program
MECHANICS

• Team: Lighting contractor(s)
  Local Bank
  Electric Utility

• Lighting Contractor prepares estimate of installation cost;
• Utility does a lighting “Audit” establishes the baseline bill and potential savings;
• Bank finances the new lighting;
• New Lighting installed and bill comes down;
• Company pays baseline amount;
• Difference between the new (lower) electrical costs and baseline pays off the financing
Industry Certification Assistance Program
Headhunter for local businesses
  - Social Media
  - Proactive outreach
  - HR “Assistant”

Job Fairs for companies
Spousal job searches
Pipeline
  - Wildcat Academy
  - Senior Job Fairs
  - Girl Power!
Irritatingly good business support.

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