

PDI Fall Conference 2012 - September 26, 27, and 28 - Council Bluffs, Iowa
(Note: Registration materials will be available mid-July)

Spotlight on Speaker Tim Chase who will conduct two speaking presentations.

Keynote Topic: "Six Ways Economic Developers Must Add Value in a Transactionless Economy"

For over fifty years economic developers have stimulated wealth-building faster than if the local economy were left to grow organically. The mantra has been new jobs, increased tax base, and individual earnings improvement. It's been a great ride. The extent to which we can positively impact these measures of success has been irreparably damaged in our current transaction less economy. Mr. Chase will share six ways your peers are adding value TODAY plus his work on creating a new matrix for measuring economic development success. Business as usual will result in you risking your job. Economic development professionals must make a major shift in our value proposition for the future.

Concurrent Session Topic
"Marketing Opens Doors: Selling Closes Deals"

As an economic development practitioner, you understand the importance of a stellar marketing program. But once a client comes to town it takes world-class selling techniques to convince them to stay. Are you competitive?

In marketing theory and economic theory, there is not one single model that accurately portrays all the variables we use in the business of economic development. The same holds true for economic development selling. Successful economic development selling uses a fusion of six selling methods to close deals. Knowing these six methods and understanding when and how to deploy each one will give you an amazingly competitive advantage.

The "methods of selling" covered in this session have applicability to all economic development professionals. Partnership, Consultive, and Presumptive Selling are very helpful in dealing with business retention and expansion issues. On the other hand, Team, Partnership, and One-and-Done Selling lend themselves more closely to economic development attraction efforts.

Using these six methods, the economic development team in Wichita Falls, Texas closed nearly one project a month during the Great Recession. Participate in this new webinar and learn how.

What You'll Learn:

- Marketing vs. Selling
- Intangible vs. Tangible Products
- Features vs. Benefits
- The Art of Selling vs. the Science of Buying
- Six Methods of Economic Development Selling

Bio: Mr. Chase was named President and CEO of the Wichita Falls Chamber of Commerce and Industry in 2001 after having served as its Vice President of Economic Development since 1998. The Chamber provides economic development services for the City and region.

Mr. Chase relocated from Dixon, Illinois where he had served as the Executive Director of the Dixon Industrial Development Association (DIDA) for ten years. Prior to his career in economic development Mr. Chase was in the retail industry for twelve years serving eight years as manager of three full-line department stores, and also served four years in the U. S. Navy.

Mr. Chase has been active on the Boards of economic development, chambers of commerce, and downtown business development organizations in Colorado, Wyoming, Iowa, Illinois and now Texas. Mr. Chase is currently the immediate past Dean for the University of Oklahoma's Economic Development Institute and has been on staff for 20 years as an instructor. Mr. Chase is a nationally recognized speaker, trainer, and facilitator on the topics of economic

development, community development, strategic planning, infrastructure, sales, and marketing. He is past Chair of Team Texas, a statewide privately funded marketing organization and is on the Board of Directors for the North Texas Regional Center for Innovation and Commercialization (RCIC). Mr. Chase has been a member of the International Economic Development Council (IEDC) since 1988 and currently sits on their Board. In April of 1993, he received the first "Outstanding New Economic Developer" award given by the American Economic Development Council (AEDC). He acquired his Certified Economic Developer (CEcD) designation in 1994 and in May of 2001 Mr. Chase was named a Fellow Member (FM) of the IEDC for his work in the field of training and education related to economic development.