

FOR IMMEDIATE RELEASE
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For More Information
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DETERMAN ATTENDS ANNUAL SYNCHRONIST USERS' FORUM

MASON CITY—Angela Determan, Project Manager for the Mason City Economic Development Corporation recently attended the Blane Canada Ltd. Annual Synchronist Users' Forum.

Over 50 participants from 19 states and Canada attended the fifth annual forum held October 4 and 5, 2004 at the Summit Executive Centre in Chicago. Through the Synchronist Users' Forum, users, share “best practices,” “how-to sessions,” and Blane, Canada Ltd.'s on-going research. Users also help shape new Synchronist features and improvements through comments and suggestions.

The Synchronist System is built on pioneering research by Blane, Canada Ltd. This research and Blane, Canada Ltd.'s portfolio management concept have changed the way economic development professionals approach business retention and the broader range of values derived.

Eric P. Canada, Blane, Canada Ltd. was the key presenter. He is a nationally recognized authority on business retention and economic development marketing. Topics included Business Development Strategies, Handling Confidentiality, Public Relations as well as Software Updates and Use.

The Synchronist Business Information System was purchased by the Mason City Economic Development Corporation with a grant from Alliant Energy. The software is used with their annual Business Retention and Expansion program done in conjunction

with their partner in the North Central Iowa Growth Partnership, the Clear Lake
Economic Development Corporation.

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