



MASON CITY
ECONOMIC DEVELOPMENT CORPORATION

FOR IMMEDIATE RELEASE—June 21, 2007,
For additional information, please contact:

Angela Determan
Project Manager
Mason City Economic Development Corporation
Phone: (641) 423-5724
Email: adeterman@masoncityedc.com

Mason City Economic Development Corporation
DETERMAN ATTENDS INTERNATIONAL CONFERENCE

MASON CITY—Angela Determan, Project Manager for the Mason City Economic Development Corporation recently attended the 2007 Business Retention and Expansion International (BREI) conference held in Regina, Saskatchewan, Canada. The conference “Growing from Within – Thinking Regionally-Succeeding Globally” was attended by over 350 participants from the United States and Canada. The conference theme emphasized the importance of developing an economy of regions where businesses and communities cooperate regionally to better compete globally.

“The Mason City Economic Development Corporation through their North Central Iowa Growth Partnership and it’s seven county marketing arm, the North Central Iowa Alliance, is heading in the right direction with our regional efforts, said Determan. Regional businesses and communities must begin to see ourselves as economic partners rather than rivals. Embracing this concept allows us to encourage an enable the area to leverage resources, build critical mass and depend on one another to prosper. We truly stand out in our efforts when visiting with communities in other areas of our country and our neighbors to the north in Canada.”

“The BREI did a wonderful job of providing quality information relative to our existing business efforts.” Over 30 presenters spoke on topics regarding building competitive advantages, fostering a culture of entrepreneurship and innovation and engaging leadership in effective governance. For over 14 years BREI has provided opportunities for leadership, education and networking for economic professionals.

The conference was also attended by Iowa Department of Economic Development representatives Peggy Kerr and Beth Balzer.

###