



MASON CITY
ECONOMIC DEVELOPMENT CORPORATION

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SMART CONFERENCE ATTENDED BY MASON CITY EDC

MASON CITY— The 22nd Annual Smart Economic Development Conference, sponsored by the Iowa Utility Association and the Iowa Department of Economic Development was held May 3, 2007 at the Polk County Convention Complex in Des Moines.

The featured luncheon speaker was Rusty Wallace, NASCAR Premier Series Champion. The former NASCAR champion, and current ABC Sports/ESPN commentator spoke on his role in developing the Iowa Speedway “Rusty Wallace Signature Series Track”, the industry’s first driver-designed speedway.

Other featured speakers were Dr. John Miranowski, Dr. Steven Fales, and Norm Olson who discussed the national biofuel industry and big-box retail expert Margie Johnson who spoke on retail realities and trends.

Break out sessions targeted tax increment financing, recruitment and retention strategies, site selection, business succession planning and marketing Iowa products to the world.

Those attending from the Mason City Economic Development Corporation were Curtis Brown, Executive Director; Angela Determan, Project Manager; Jim Morrow, Board President, and Jay Urdahl, Cerro Gordo Supervisor. Others representing Mason City were council members Jeff Marsters, Don Nelson and Scott Tornquist.

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