



Succeed @ your speed

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North Central Iowa Alliance Featured

NORTH CENTRAL IOWA — Angela Determan and Brenda Dryer, members of the recently formed North Central Iowa Alliance were featured speakers at a recent meeting held at the Iowa Department of Economic Development in Des Moines. The North Central Iowa Alliance is a regional economic development initiative between Cerro Gordo, Floyd, Franklin, Hancock, Mitchell, Winnebago and Worth Counties.

During the presentation in Des Moines, the Alliance team discussed their recent sales trip to the Twin Cities market. While on their visit to the Twin Cities, the Alliance team called on site selectors and made parent company visits. According to Dryer, "it was a valuable experience to be able to make contact with parent company management headquartered in Minneapolis, it was a wonderful opportunity to meet and see those operations, further building relationships." Determan stated, "the reception we received at each business was overwhelmingly positive when they recognized that we were approaching our efforts as a team representing the North Iowa region".

The Alliance delegation also unveiled their new marketing slogan, "North Central Iowa – Succeed @ Your Speed" during their presentation. Work on the regional web site is underway and is expected to be launched in early fall.

Funding for the North Central Iowa Alliance comes from contributions from respective counties and utilities and a grant from the Iowa Department of Economic Development.

Questions related to the North Central Iowa Alliance can be directed to the Mason City Economic Development Corporation at either cbrown@masoncityedc.com or adeterman@masoncityedc.com or by calling 641.423.5724.

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