

## **NEW ECONOMIC DEVELOPMENT INITIATIVE FOR IOWA COUNTY.**

The Iowa County area has been one of the few counties in Wisconsin without an Economic Development organization. That changed last Dec. 1st when the Iowa County Area Economic Development Corporation (ICAEDC) opened for business.

Rick Terrien. was chosen to lead this new organization. I've asked Rick to share a bit about himself and his goals for Iowa County. Here is what he has to say.

*I have a lifelong background as an entrepreneur and inventor. My focus has always been on strengthening existing small businesses and creating smart, sustainable startups. While running my businesses, I also taught small business startup and development courses through the state Technical College System. Many of the businesses and startups I taught were involved with the arts or were organized around knowledge-workers with creative solutions. In addition, I have decades of experience doing business with large and medium sized firms nationally and internationally. I hope to deploy all these tools in service to the businesses and startups of Iowa County.*

*My immediate goal is to let the rest of the world know that Iowa County is open for business. We are in the geographic center of a region that is home to 30 million people. These immediate neighbors are looking to support regional commerce and sustainable economics. Our great businesses, small and large, are in a perfect spot to build on that trend. It is my goal to use our new economic development office to market our businesses to this wider audience.*

*The Economic Development Corporation is not a direct county function. We are an independent voice for growing great communities county-wide. In service to that goal we are beginning several initiatives right away with more to follow.*

*We will soon start our own Entrepreneur and Inventor Club. E&I Clubs are a forum to bring together existing small businesses and potential entrepreneurs to meet on a monthly basis to explore and share resources for building our organizations. There will be informative speakers, a chance to meet and interact with peers, and, importantly, a chance to take the first steps into your own business with the support and guidance of people who can help you succeed. I have been involved with Entrepreneur and Inventor Clubs in other counties statewide and find them to be a great benefit for the community, as well as a lot of fun!*

*In addition, we are taking our first steps toward organizing a county-wide Business Expo. Plans are for a wide-ranging format that will include a chance for existing businesses to show off their products and services to the community, speakers in support of starting and growing your own businesses, and possibly a Venture Fair component where potential entrepreneurs can present their business plans to an audience of small business investors.*

*We have launched the beginning web site for the new economic development office. This will serve to tie together all phases of economic activity in Iowa County so that we can present a simple path for businesses and consumers outside Iowa County to learn more and begin supporting our Iowa County area businesses. The location for the (under construction!) web site is here: <http://www.iowacountyedc.org>*

*The economic development office will serve as a clearinghouse for information and tools to support existing businesses, start new businesses, and to attract outside enterprises to our county. Our office can be a great new resource for supporting your Chamber of Commerce and helping to build new markets for our Iowa County businesses. Please feel free to contact us any time to explore how we can help you. I look forward to providing that assistance and help and I look forward to meeting you!*

You can contact Rick by phone or email.

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**Welcome Rick! We look forward to working with you.**