



The Profession

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45 Minutes with Andy & Karla

- Community Engagement - and ED Awareness
- Peer-led Learning - Getting Involved in PDI!
- Opportunities for Professional Development
- Engaging Site Selectors
- Collaborating with Elected Officials

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Engagement & Awareness



WHO?

WHAT?

WHY?

WHERE?

HOW?



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Lean on Your Peers

- Today - exchange contact info!
- PDI Fall Conference
- PDI Spring Training
- Committees
- Legislative Update Calls
- And more...



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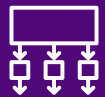


Professional Development: Why is it important?

- Field of every-changing issues/needs
- Increased pressure/competition/accountability
- Proactive vs. reactive
- Quality and knowledge of the developer is a vital asset of the community or organization

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What are your next steps?



- Start with a Basic Course!

Heartland
Economic Development Course



- Understand your main areas of interest - ED? CD? Tourism? Events? Entrepreneurship?



- ID your desired outcome - to know more? Different job? Degree? Certification?



- Explore your options - there are many!



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Networking & Best Practice Opportunities



- Statewide Conferences:
 - PDI, Rural Summit/Iowa Rural Development Council, Tourism Conference, Downtown Conference, Iowa Travel Industry Partners (iTIP), Iowa Association of Chambers of Commerce (IACC) Conferences...
- Regional and National Conferences:
 - Mid-America Economic Development Council (MAEDC), National Rural Economic Developers Association (NREDA), International Economic Development Council (IEDC), Utility Economic Development Association (UEDA)



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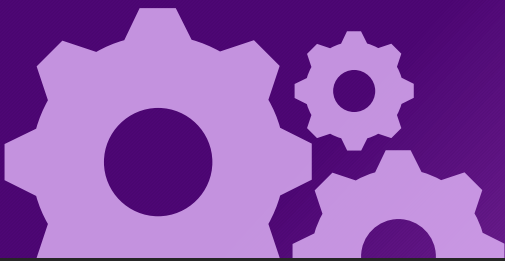


Site Selectors & Elected Officials

- Inform and Impress
- Educate
- Collaborate



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Thank You!



Reach out any time:

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