

Business Retention Workshop

with Eric Canada of Blane, Canada Ltd.

Existing Business Strategies for Successful Economic Development

- 6 Levels of an Existing Industry Strategy
- Business Retention Outreach
- Red Flag Identification/Action
- Best Practices in BRIE
- Insight from 50,000 Executive Interviews
- The Future of Existing Industry Strategy

Friday, March 5, 2010

9:00 am - 2:00 pm (lunch provided)

John Dimit Conference Room

Champaign County Regional Planning Commission

1776 East Washington Street, Urbana

ECIEDD Members: \$10

Non-Members: \$20

Seating is limited; RSVP to Susan Chavarria by February 26, 2010

phone: 217.328.3313

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Please make checks payable to ECIEDD

Eric Canada



Eric Canada, a partner of Blane, Canada Ltd., has worked with communities throughout the U.S. and Canada on a variety of economic development projects including: market research, marketing strategy and planning, competitive assessment, and industry analysis. He has also led development teams in the assessment of numerous community and organization SWOT analyses. In total, Eric has completed evaluations of marketing and sales programs for more than 60 U.S. economic development organizations.

Eric began his economic development career in southern Indiana where he developed an industrial park and attracted the park's first two tenants. He worked for the Waukegan, IL Chamber of Commerce prior to joining the Illinois State Chamber.

Eric facilitates, educates, and motivates client groups. He frequently works with groups for information gathering, planning, decision-making and consensus building. Over 12,500 development professionals and community leaders have participated in Eric Canada's training seminars and workshops.

"Eric's invaluable experience, work ethic, and enthusiasm for innovation encapsulate success."

East Central Illinois Economic Development District (ECIEDD)

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