



FOR IMMEDIATE RELEASE

**New Vision Unveils Blueprint Yakima:
Strategic Action Plan Shapes Future Economic Development Efforts**

Yakima, Washington (March 20, 2008) - - New Vision, the Yakima County Development Association, unveiled a new blueprint for economic development today at the organization's annual meeting. The strategic plan, prepared by AngelouEconomics, identifies the region's economic strengths and challenges, establishes target industries for future growth and lays out an aggressive course of action to help diversify the regional economy.

New Vision recently retained nationally recognized AngelouEconomics to undertake a regional target industry study to identify potential industry clusters and provide specific recommendations and strategies to attract these industries. "We are excited about the results of this study," notes David McFadden, New Vision President. "It not only reaffirms that we have been doing a lot of things right, but gives us a fresh perspective of our assets, some new target industries to seek and innovative strategies for economic growth".

The final report is a culmination of a four month effort to develop an innovative five-year plan which provides a roadmap to increased prosperity while maintaining the area's high quality of life. "Yakima County has a lot of economic momentum right now," remarks Angelos Angelou, AngelouEconomics' Principal. "This strategic plan can help harness that energy and build on the current community efforts for economic development".

“This new blueprint has given us some specific steps and direction necessary to realize our economic potential”, adds McFadden, “We plan to establish target industry teams right away and work on building workforce partnerships to support key sectors. Our association recently held a retreat and we are also looking closely at the formation of an entrepreneur’s network and strategies to help the region recruit and retain skilled workers and professionals.”

New Vision, the Yakima County Development Association (YCDA) hired [AngelouEconomics](#) (AE), an economic consulting firm based in Austin, Texas to undertake the project. The study formally kicked off in November of 2007 and involved numerous meetings with a project advisory committee and focus groups. The consultants also conducted personal interviews and over 200 residents and businesses in Yakima County completed an on-line survey as part of the project.

Contacts:

New Vision:

David McFadden, President 509-575-1140

Brian Roberts, Board Chair 509-248-2672

Angelou Economics:

Angelos Angelou 512-225-9320

Ben Loftsgaarden, Project Manager 512-225-9334

About AngelouEconomics: AngelouEconomics is the largest independent economic development-consulting firm in the United States specializing in creating strategies for communities seeking high impact development. Since its founding in 1995, the firm has

consulted with more than 100 states, cities, regions and foreign countries. For more information, visit www.AngelouEconomics.com.

About New Vision, the Yakima County Development Association: New Vision is a countywide economic development association that works to attract and grow business within the Yakima Valley. Founded in 1985, the association has helped dozens of companies expand within the region. Companies receiving New Vision help have created over 3000 new jobs these firms have a \$400+ million dollar annual economic impact on the regional economy.

- # # # -