



FOR IMMEDIATE RELEASE

“Boomtown” Author to Discuss Entrepreneurship At New Vision Annual Meeting

Jack Schultz, author of *Boomtown USA: The 7 1/2 Keys to Big Success in Small Towns*, will be in Yakima on March 24th to provide a keynote address at New Vision’s annual business meeting. Schultz will discuss the importance of entrepreneurship in a talk entitled, **Hometown Entrepreneurs: Your New Paradigm Shift in Economic Development.**

Schultz posits that entrepreneurship is vital to a community’s future. He feels strongly that towns that recognize the strength of the entrepreneur and learn to encourage them will find themselves on a positive growth curve. “Jack is a national expert on small town and rural economic development,” says New Vision President Dave McFadden. “His views on growing hometown businesses are very pertinent to our situation here in the Yakima Valley and he is a perfect person to help our organization kick off our new entrepreneur network,” McFadden added.

At New Vision’s annual meeting, the development association will outline its plan to formalize and strengthen the network of support for local small businesses. The organization is working collaboratively with local Chambers of Commerce, the Small Business Development Center, and other partners to develop seminars and tools to help local businesses thrive.

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The development association has already created a website, www.yakimavalley.biz to identify and localize resources available to emerging or established businesses. It has also worked with the Counselors to Americas Small Business (SCORE) to develop a new workshop series for startup businesses. New Vision's Tammy Everts is managing the entrepreneur network initiative: "The new website offers lots of helpful information and tips for small businesses and this site will get better as we continue to add features, useful links, and commentaries. Our first series of classes is also underway and we are getting a good response from the community."

New Vision has drafted an experienced team of advisors to help guide the entrepreneur initiative:

Mike Broadhead, Central Valley Bank	Randy Feenich, Moss Adams
Dave Murray, Wheatland Bank	Linda Johnson, Yakima Small Business Development Center
John Gehlsen, Yakima Steel Fabricators	Pam Turner, Sunnyside Chamber of Commerce
Kerry Martin, formerly with Code Correct	Ryan Smith, Martin Holland & Peterson
Luz Bazan Gutierrez, Rural Community Development Resources	Matt Pferchey, Yakima Herald Republic

Everts wants to further build out the network. "The steering committee has been very helpful in terms of getting our initiative off the ground. We ultimately want to expand this group – the goal is to have 50 people actively participating in the entrepreneur network by the end of the year."

In addition to the website and business education classes, New Vision also plans to offer social meetings for entrepreneurs. According to McFadden, "We have visited the Northwest Entrepreneur Network in Seattle and looked at other similar groups. A

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common feature of these initiatives is to stage meetings where business people can collaborate, share best practices, have fun and learn from one another.”

Eventually the development association would like to organize business plan contests, inventor summits, and other events to identify and support entrepreneurs with bright ideas. McFadden adds that, “New Vision is making a long term commitment to entrepreneurship as part of our overall economic development strategy. We think this approach can be particularly effective during tough economic times and it is a perfect complement to our other business development initiatives.”

Cost to attend New Vision’s annual meeting is \$30 or \$250 for a table of ten. Contact New Vision at 409-575-1140 or newvision@ycda.com to register

Contacts:

New Vision:

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Tammy Everts, Business Development Director 509-575-1140

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 or locate 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.

More information on Jack Schultz and New Vision’s annual meeting follows

PROFESSIONAL Biography

of Jack Schultz

Jack is the founder and CEO of Agracel, Inc., an industrial development firm majoring in rural America. Agracel began in 1986 and birthed its first development project in 1993. Since then Agracel has completed projects in fourteen states owning seven million square feet of industrial apace, which has facilitated over 5,000 jobs. Agracel also owns fifteen business parks and a short line railroad.

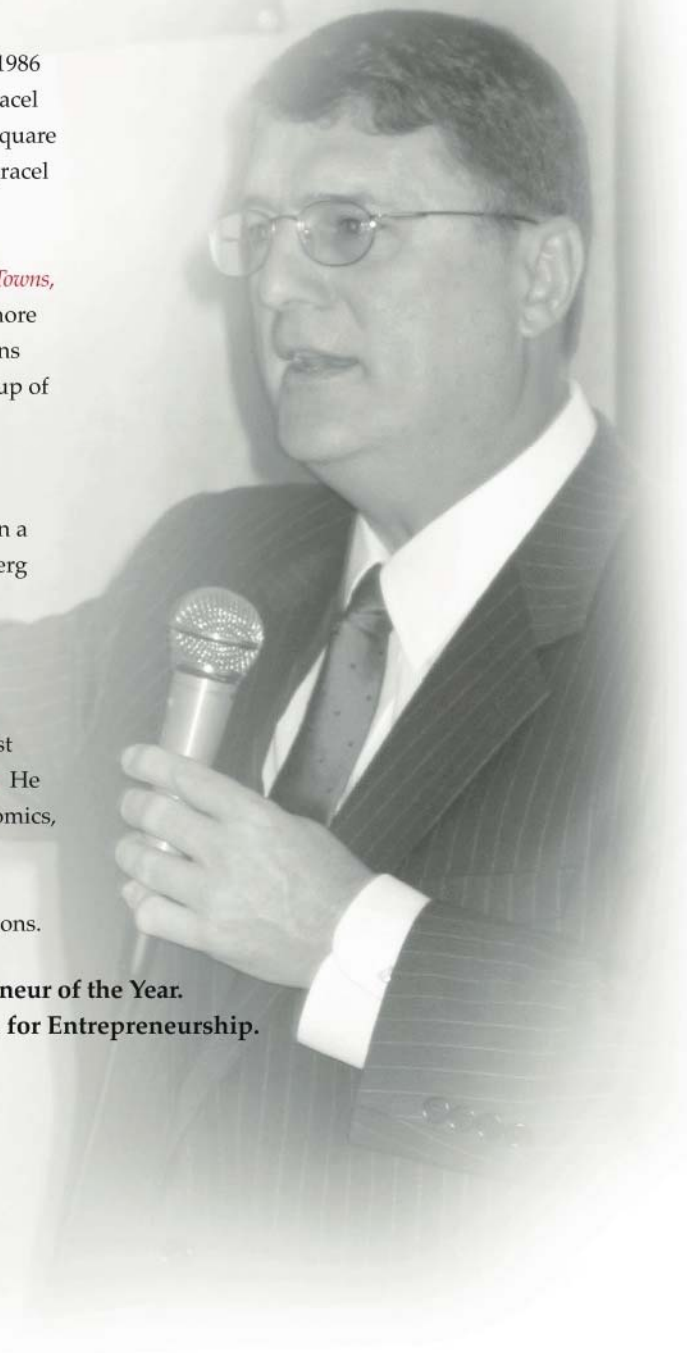
Schultz's book, *Boomtown USA: The 7 1/2 Keys to Big Success in Small Towns*, was published in early 2004. The Boomtown USA project took more than 3 years of intense research beginning with 15,800 small towns across the country. The list was narrowed to an outstanding group of 397 towns, that Jack affectionately calls **AGURBS®**.

Jack's research has been featured in *USA Today*, *Forbes* and *BusinessWeek*, among numerous other publications. Jack has been a guest on many radio and television programs including Bloomberg Business Television.

The Boomtown Speaking Tour began shortly after the book was published. Since February 2004, Jack has spoken to over 300 communities in 44 states, traveling over 250,000 miles. Jack is fast becoming known as a **national expert in economic development**. He is a sought-after speaker on the topics of building up town economics, revitalizing towns, and on the keys to becoming a Boomtown.

Jack has an MBA from Harvard, is married and a father of twin sons.

In 2005, Jack was named Ernst & Young's Illinois Entrepreneur of the Year. In 2006, Jack received the Beta Gamma Sigma Medallion for Entrepreneurship.





Please Join Us for an *Extra Special*
New Vision Annual Meeting

Featuring Jack Schultz*

*“Hometown Entrepreneurs: Your New Paradigm
Shift in Economic Development”*

**Author of Boomtown USA: The 7 ½ Keys
to Big Success in Small Towns*

Generously Sponsored by:



Tuesday, March 24, 2009

5:00 - 7:00 p.m.

Yakima Convention Center

10 North Eighth Street

**Heavy Hors d'oeuvres, wine tasting, & other libations!
\$30/person -- \$250 for a table of ten**

Please contact our office at 575-1140 or newvision@ycda.com to reserve your spot(s). You can also register by filling in the information below and faxing it to our office at 509-575-1508.

Name: _____ Number of Tickets: _____
(please print legibly ☺)