

GIDA Seminars Take Off

Lovorn Lists 100 Do's and Don'ts for Developers

Over 150 GIDA members and guests attended a seminar titled "Marketing Your Community," following the February 20 luncheon meeting, the first of several seminars planned this year by GIDA.

Sponsored by Georgia Power Company, the two-hour session featured well-known teacher, author, and economic developer John Lovorn. Lovorn is an instructor at the Economic Developers Institute in Norman, Oklahoma, as well as vice president of JESCO, Inc., in Tupelo, Mississippi.

Lovorn presented "100 Do's and Don'ts for Economic Developers," including everything from marketing and organization to etiquette and continuing education. He provided samples of outstanding audio and video tape presentations, brochures, and unusual ideas from economic development organizations around the country.

The seminars, the initiative of GIDA President Jim Martin, are designed to provide more services to the membership, said Wayne Hodges, GIDA secretary-treasurer and seminar coordinator. Each seminar will be sponsored by an organization and provide information vital to economic developers.

"The mini-seminars are planned after the monthly meetings to be convenient for those people who come from out of town," Hodges said. "We are open for suggestions about topics, because we want these mini-seminars to be helpful and relevant to the developers' experience."

Hodges added that there will be a maximum of two more seminars this year, in addition to the April workshop in Albany. Plans are also underway for an annual finance workshop that will provide developers with skills to request and locate financial resources. □