Implications for rural economic developers:

TREND: Companies are strategically deploying automation and artificial intelligence technologies to enhance efficiency and productivity. In many industries, this shift is leading to a workforce that is more skilled and educated, but also more adaptable.

Jim most recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a people person who values effective retention and expansion and start-ups, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies, particularly in regional environments.

TREND: Housing is a pervasive barrier to talent relocation.

Rural communities have additional challenges beyond the reach of many communities. Some people are interested in the rural lifestyle, lower cost of living, decreased commuting times, increased "authenticity" and so forth. They need people first to grow their neighborhoods.

Rural communities need to be prepared earlier in the process to address quality of life issues.

TREND: People are becoming more particular about the kind of places they want to live.

Most communities are realizing that: A) Today’s people tend to grow their communities, and B) These days are here. They are interested in the rural lifestyle, lower cost of living, decreased commuting times, increased "authenticity" and so forth.

Implications for rural economic development:

Rural communities are increasingly marketing their advantages and appealing to younger and more dynamic residents.

Rural communities have additional challenges because they don’t have the scale that allows for attention of region developers.

Housing is a pervasive barrier to talent relocation.

Housing is now in the economic development wheelhouse again.

Housing costs can help demonstrate the urgency and extent of the problem and identify where to start.

Some regional groups are living to "findout": Their housing needs to move their region’s scale to complete better for developer investment.

TREND: Workers of all ages are more interested in working remotely.

Increasingly, people base labor costs on where they work.

Many jobs are suitable for remote working.

Rural communities are beginning to turn their attention to ensuring they have the right infrastructure.

TREND: Companies are beginning to invest in their talent advantages – salaries, training, challenge – we’re in a lucky place and they need to do something different.

Proprietary programs, internal talent development strategies and tying down from Fortune 100 companies to smaller, rural companies.

Companies are strategically deploying automation and artificial intelligence technologies to enhance efficiency and productivity.

Bureaus have a pivotal role in talent acquisition and retention.

Rural communities have additional challenges beyond the reach of many communities. Some people are interested in the rural lifestyle, lower cost of living, decreased commuting times, increased "authenticity" and so forth.

TREND: Economic development is expanding from traditional business development to include talent development and placemaking.

In many cases, CBD and Black Friday are being called upon to restore quality of the places early in the site selection process.

Implications for rural economic developers.

Economic developers need to be prepared sooner in the process to address quality of the places early in the site selection process.

We are extremely excited by the moves we are making together for future industrial growth. Please know that our commitment and our resolve will never change. Thanks to your leadership, dedication and energy we all enjoy the benefit of your work. We should all view great pride in what we accomplished economically.

Jim will be based in Des Moines and will closely work with key account managers located in the western section of our service area, including Ames, Newton, Clarinda and Monticello, Iowa, and in New London, Wis. He will report to the President of Economic Development for Alliant Energy.

Jim is a 30-year veteran in the field of economic development.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.

Jim recently served as the Executive Director for the Driftless Development INC in Crawford County (Prairie du Chien), Wis. He assisted businesses large and small with their growth and launch strategies.

He has worked in business, community, workforce and real estate aspects of economic development including business attraction, relocation, expansion and site selection, along with many community development initiatives. He is a proven leader who has successfully implemented collaboration strategies.

Prior to that role, he was the Regional Account Manager for the Wisconsin Economic Development Corporation (WEDC) serving the Southwestern region with an office in La Crosse, Wis. During this time, he provided more meaningful programs and services for businesses and development organizations into one cohesive and collaborative entity to promote more meaningful programs and services for businesses and development organizations.