



#AdyInsights for Economic Development Professionals

As I See It - The Key to Successful Entrepreneurship and Recruitment

by Janet Ady, President / CEO, Ady Advantage

If economic development strategies were a family, [business retention and expansion \(BRE\)](#) would be the hardworking, reliable, but largely unrecognized often overlooked sibling.

BRE is not as dynamic and dreamy as entrepreneurship, and certainly not as shiny and intoxicating as business recruitment. But BRE plays a critical role in promoting both entrepreneurship and recruitment programs.

How can a BRE program benefit your region?

1. A strong BRE program is your best bet for defending your region against your competitors' business recruitment programs.
2. Having relationships with existing businesses can give you real-time information on:
 - Businesses' needs, so you can address them
 - Potential expansions and contractions, while you still have time to affect the outcomes

- Business recruitment opportunities!

[[Read more](#)]

How do we help EDOs?

Contact Janet at jady@adyadvantage.com, call (608) 663-9218, or connect on [LinkedIn](#). We look forward to hearing from you!

More insight:

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