



2007 Highlights & Annual Report

Inside this Newsletter:

2007 Financial Update.....	1
GEDA Announces New Executive Director.....	1
Letter from the President.....	2
Strategic Planning Task Force.....	2
GEDA Committee Updates 2007.....	3
Entrepreneur Development.....	3
Development Authority Executive.....	4
Natural Resources and Environment.....	4
Tourism Development.....	4
Professional Development & Scholarships.....	5
Rural Development.....	5
Public Policy	6
Education/Workforce Development.....	6-7
Special Service Award Winners.....	8

GEDA continues to operate strong financially. Revenue and expense projections remain fairly consistent with budgeted amounts. Membership revenues are strong, representing approximately 40% of total revenues. The Legislative Event picked up considerably in 2007 compared to 2006. The Spring Workshop exceeded net revenue projections and attendee feedback was positive. Committees continue to operate within budgeted amounts and monthly statements have been approved by the Board without exception.

GEDA Announces New Executive Director

After an extensive search, the GEDA Executive Director Search Committee is pleased to announce Mike Pennington as new Executive Director.

Mike brings with him ten years experience in economic development in Georgia, at both the state and local levels. He has been active in GEDA throughout his career, serving on various committees and has been on the Board of Directors for the past three years.

Mike comes to GEDA from the Greater Rome Chamber of Commerce, where he has served as the Director of Economic Development for the past two plus years. Prior to joining the Chamber of Commerce in 2005, Mike was a project manager with the Georgia Department of Industry, Trade & Tourism and with Georgia EMC, both in Atlanta. There, he assisted clients with site location decisions, developed leads for statewide economic development organizations and marketed the benefits of Georgia. He also initiated out-of-state marketing trips to call on previously identified prospects. Mike graduated from the University of Oklahoma's Economic Development Institute in 2002 and has since also completed the Georgia Academy for Economic Development and Leadership Rome programs.

Mike, his wife Leigh, and their son Nate, currently live in Rome. They are active in Trinity United Methodist Church, and Mike serves as the President of his neighborhood homeowner's association.



*New GEDA Executive Director
Mike Pennington*

GEDA Public Policy Committee 2006-2007

Accomplishments

The Committee inaugurated legislative monitoring through GEDA's first-ever contract with a firm, Matthews & Maxwell, that provided timely legislative information while the General Assembly was in Session, and throughout the year.

Working with the officers, board, staff and membership of GEDA, and through the efforts of Committee members with expertise in the areas potentially affected by legislation, the Committee analyzed key public policy issues. We provided information and resources on these topics to GEDA members, for their education, empowerment, and use, at their discretion. Examples of this effort are the "Legislative Digest" on-line, the regular "Legislative Newsletter" emails and periodic Legislative Update sessions before GEDA members.

The Committee helped GEDA put on the Annual Legislative Reception, and in connection with that, for the first time GEDA presented economic development issues to a joint meeting at the Capitol of the House and Senate economic development committees.

The Committee has effectively communicated the views of GEDA's membership, in other ways, as well. During the Session, Committee members had various one-on-one meetings with legislators who were sponsoring bills directed at the vital interests of economic developers. The Committee's work has continued beyond the Session, dealing with such pending legislation as tax reform and such regulatory matters as proposed changes in Georgia's tax credit programs.

The Committee has strived to inform GEDA's membership, and to supplement GEDA's strength at the "grass roots" level. While conforming to GEDA's Legislative Agenda and avoiding lobbying, the Committee has given a voice to economic development this year. We think we have "made a difference."

Dan McRae
Chair, Public Policy Committee

GEDA Education/Workforce Development Committee 2006-2007 Work Plan Elements & Accomplishments

General Philosophy: Continue strengthening Georgia's efforts to provide a unified, effective, seamless, and world-class system of education and training at every level (preK-12, technical & adult, college/university), focused on meeting the workforce needs of business employers.

Networking

1. Established / maintained a working relationship with educational organizations instrumental in identifying and implementing best practices and continuous improvement at all levels of the educational system. Each of the organizations has a representative on the Committee, the Advisory Committee, or has identified a contact with which regular communication is maintained.
2. Established / maintained a working relationship (and possibly reciprocal membership arrangement) with professional organizations that have and/or could further develop roles in promoting education and workforce development. Evaluate effectiveness of GEDA's educational partnerships.

3. Promoted listening sessions in 12 RESA areas of the State,

discussing the regional issues associated with "Building the Next Workforce". Session facilitators with Georgia Tech and the University of Georgia compiled information into a summary document which was presented at the SGPB annual meeting.

Professional Development

4. Facilitated panel presentation focused on the High School Graduation Coach Program and the Georgia Work Ready Program.
Facilitated keynote presentation by Superintendent Kathy Cox, focused on recent student performance evaluation results and new curriculum plans.
A University System of Georgia community economic development reference tool was prepared and distributed at the August luncheon meeting.
GEDA Annual Meeting presentations by University of Georgia president Michael Adams and Georgia Tech president Wayne Clough, focused on the international activities of their respective institutions.

continued on page 7

5. Provide information that will help EDs to understand the K-12 education system's achievements as well as challenges and initiatives, and be able to effectively respond to related questions. Work with the DOE to prepare and distribute appropriate information with an accurate, simple, and consistent message.

Matt Cardoza and Courtney Burnett with the Georgia Department of Education prepared a reference tool for accessing and interpreting the K-12 Report Card. This valuable guide explains the on-line data and information commonly requested by local and other interests outside the State.

This tool has been placed on the GEDA web site, along with a link to access the Georgia Department of Education's home page www.GaDOE.org.

6. Promote labor information and analysis tools available for use by community economic development professionals in business recruitment, business expansion, and education / workforce development initiatives.

Consider need for development and distribution of reference or catalog of standard reports, as well as types of customized research that could be provided.

7. It has been determined that the most effective education information web portal has been developed by the Georgia Partnership for Excellence in Education which can be accessed at www.gpee.org/Links. This link will be placed on the GEDA web site for the membership and other interests.

8. Enhance access to post secondary educational institutions and allied education and workforce development organizations, to address community and economic development challenges and effectively apply resources to business' needs. This includes identifying, in addition to DTAE representatives, ICAPP Liaison Officers (ILOs) and encouraging them to become engaged members of GEDA.

An informal mentorship program has been initiated where GDEcD regional representatives are contacting ILOs throughout the State, introducing them to GEDA and other key local area contacts with whom they may network, and, generally, identifying how they can work together effectively.

A reference tool identifying the ILOs at each of the USG institutions was prepared and distributed at the August GEDA luncheon meeting.

9. Promote educational information summits throughout the State, in conjunction with the GPEE Economics of Education presentations, the Work Ready Community orientations, and the Southern Growth Policies Board new economy / workforce development listening sessions.

Promoted the summits through the GEDA web site, literature distribution, and other channels.

Promoted the 12 GPEE Economics of Education presentations, delivered throughout the State, contributing to the

highest participation rates since these programs were initiated.

10. Connect GEDA membership with the new Graduation Coaches that are in every high school across the state, to raise the community's awareness of this program and how it can help keep students in schools. Identify how the GEDA community can effectively reach out to the local educational community and get businesses involved with these Coaches.

Promoted High School Graduation Coaches Program and needs for volunteer Community Coaches to assist in identifying and delivering business/community resources to address needs identified by Graduation Coaches. All Graduation Coaches have been matched with a Community Coach.

Public Policy

11. Continue to support the Workforce Development Initiative and the implementation of its strategic plans in the program areas of:

- Career Pathways and Life-long Learning
 - Developing the Workforce Pipeline in the Education Community
 - At Risk and Out-of-School Youth
 - Removing Barriers to Work
 - Economic Development
 - Public Awareness
- Work with the Governor's Office of Workforce Development to identify appropriate GEDA role in their strategic plan implementation.

While conforming to GEDA's Legislative Agenda and avoiding lobbying, the Committee has given a voice to economic development this year. We think we have "made a difference."

**- Dan MacRae
Chair,
Public Policy Committee**

12. The WRC Program has been promoted through a number of channels, and over 6,500 individuals have already been certified.

Continue to work with the Governor's Office of Workforce Development, Georgia Chamber of Commerce, State Workforce Boards, Georgia DTAE, and others to identify and implement initiatives to encourage more individuals to be certified and more employers to have job functions profiled.

13. The CWRC Program has been promoted through a number of channels, and 72 counties are currently actively engaged in the Program.

Continue to work with the Governor's Office of Workforce Development, State Workforce Boards, and others to identify and implement initiatives to encourage full participation.

14. Incorporated the Georgia Partnership for Excellence in Education's "Top Ten Issues to Watch in 2007" into the legislative policy guidelines for possible inclusion in the 2008 GEDA Legislative Policy Agenda document. Incorporated the goals of the AEAH into suggested guidelines for possible inclusion in the 2008 GEDA Legislative Policy Agenda document.