

**TAMERICA**  
MANAGEMENT COMPANY

TAMERICA  
MANAGEMENT  
provides innovative  
solutions customized  
to meet the particular  
needs of clients. We  
have found this  
approach culminates  
in concrete action  
plans with attainable  
goals, not in new,  
abstract concepts  
that become the next  
passing fad. This is  
how we differ from  
our competitors.

Tamerica  
Management  
P.O. Box 977  
Mandeville, LA 70470  
(985) 845-1934 Ph  
(985) 845-1717 Fax  
[www.tamerica.com](http://www.tamerica.com)  
[ebee@tamerica.com](mailto:ebee@tamerica.com)

## Basic Training in the Essentials of Economic Development

Tamerica offers on-site training of basic economic skills for volunteer boards and state associations. This is a cost effective alternative to off-site training for groups of 6 or larger. The following are course descriptions for our most popular topics.

### Economic Development 101

- ◆ What is Economic Development
- ◆ Understanding the income multiplier effect
- ◆ Comparative analysis of the local economy
- ◆ Urban centers and economic development
- ◆ Key economic trends
- ◆ The global economy
- ◆ The New Economy
- ◆ The knowledge-based economy
- ◆ The service economy
- ◆ Industrial and corporate restructuring
- ◆ Small business and the entrepreneur
- ◆ Workforce retooling
- ◆ Geographic shifts
- ◆ Why some local economies grow faster than others
- ◆ Equity vs. efficiency in economic development

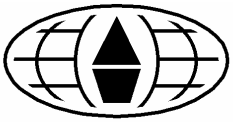
### Assessing the Competitive Position of Your Community

- ◆ Techniques for assessing competitive position
- ◆ Economic base analysis
- ◆ Comparative analysis
- ◆ SWOT analysis
- ◆ Developing the information base for the assessment
- ◆ Understanding the key elements of the local economy
- ◆ Labor market
- ◆ Access to market
- ◆ Transportation
- ◆ Telecommunications
- ◆ Utilities
- ◆ Real estate
- ◆ Business climate
- ◆ Quality of life
- ◆ Using the competitive assessment to improve community competitiveness

### Diversifying the Rural Economy

- ◆ The changing rural scene
- ◆ Creating a rural development agenda
- ◆ Building a leadership base
- ◆ Attracting new investment -- creating a broader economic base
- ◆ Sustaining the rural infrastructure

For more detailed information on our services, clients, newsletter as well as some of our research and analysis, please visit our web site at [www.tamerica.com](http://www.tamerica.com). We welcome the opportunity to assist you with your unique project.



**TAIMERICA**  
MANAGEMENT COMPANY

TAIMERICA  
MANAGEMENT  
provides innovative  
solutions customized  
to meet the particular  
needs of clients. We  
have found this  
approach culminates  
in concrete action  
plans with attainable  
goals, not in new,  
abstract concepts  
that become the next  
passing fad. This is  
how we differ from  
our competitors.

TaimERICA  
Management  
P.O. Box 977  
Mandeville, LA 70470  
(985) 845-1934 Ph  
(985) 845-1717 Fax  
www.taimERICA.com  
ebee@taimerica.com

### **Site Selection Practices**

- ◆ Defining Industry
- ◆ The Site Selection Process
- ◆ Considering the need for a move or expansion
- ◆ Involving an outside siting consultant
- ◆ Determining the general area of search
- ◆ Focusing in on the community
- ◆ Making the final decision
- ◆ Closing the deal
- ◆ Getting the facility up and running
- ◆ Corporate Trends Impacting Site Selection
- ◆ Unique Location Requirements
- ◆ General categories of manufacturing
- ◆ Research and development
- ◆ Wholesale trade and distribution
- ◆ Corporate offices
- ◆ Computer-related business services
- ◆ The Industrial Location Process in Action -- a case study exercise

### **Target Industry Analysis**

- ◆ The importance of targeted marketing
- ◆ Determining what your "product" is -- competitive assessment
- ◆ Determining who your "audience" is -- identifying target industries with location potential
- ◆ Selecting the highest potential industries through electronic intelligence
- ◆ Clusters and target industries
- ◆ Identifying specific firms to contact
- ◆ Developing a cost-effective contact and follow-up system

### **Industrial and Commercial Real Estate Development**

- ◆ The importance of developed sites
- ◆ Public vs. private sector development
- ◆ Measuring supply and demand
- ◆ Industrial
- ◆ Office
- ◆ Mixed-use
- ◆ Commercial
- ◆ Creating the marketable site
- ◆ Developing speculative buildings
- ◆ Financial feasibility of real estate projects

For more detailed information on our services, clients, newsletter as well as some of our research and analysis, please visit our web site at [www.taimERICA.com](http://www.taimERICA.com). We welcome the opportunity to assist you with your unique project.