



Lorraine Hingston Roach, CMSM

President

Education:

B.A., BUSINESS MANAGEMENT/MARKETING,
UNIVERSITY OF PUGET SOUND, TACOMA, WA

NATIONAL MAIN STREET PROFESSIONAL
MANAGEMENT INSTITUTE, WASHINGTON, D.C.

ECONOMIC DEVELOPMENT INSTITUTE

EXECUTIVE COMMUNICATIONS, CAMDEN, SC

FASTTRAC EXECUTIVE ENTREPRENEURSHIP

AMERICAN INTERNATIONAL STUDY TOUR, EUROPE

Professional Affiliations:

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL
(IEDC)

MONTANA ECONOMIC DEVELOPERS ASSOCIATION

IDAHO ECONOMIC DEVELOPMENT ASSOCIATION

IDAHO RURAL PARTNERSHIP BOARD

PARTNERS FOR RURAL AMERICA BOARD

NATIONAL MAIN STREET CENTER

TOURISM INDUSTRY ASSOCIATION (TIA)

ASSOCIATION OF IDAHO CITIES/IRP COMMUNITY
REVIEW TEAM

IDAHO GOVERNOR'S TASK FORCE ON RURAL
ECONOMIC DEVELOPMENT, SPRING 2000

NORTH CENTRAL IDAHO TRAVEL ASSOCIATION

UNIVERSITY OF IDAHO COLLEGE OF AGRICULTURE
DEAN'S ADVISORY BOARD 2002-PRESENT (CHAIR
2006)

IDAHO GOVERNOR'S LEWIS & CLARK BICENTENNIAL
COMMITTEE, 1998-99

IDAHO SCENIC BYWAYS ADVISORY COMMITTEE,
CHAIRMAN, 1999

NORTH IDAHO CHAMBER OF COMMERCE, PRESIDENT,
2000



Lorraine Roach has more than 25 years of experience in business and economic development strategic planning, tourism development, downtown revitalization, and strategic marketing in the U.S. and Europe. She founded The Hingston Roach Group, Inc. (THRG) in 1990. Recognized throughout the western United States, THRG provides economic development and strategic planning solutions to public, private, tribal and non-profit clients, and is an affiliate of Tamerica Management Company.

Lorraine provides expertise and practical knowledge in the areas of market-driven economic diversification, business retention and recruitment, tourism development, downtown revitalization, transportation issues, organization development, marketing/ promotion and financing tools for implementation. Ms. Roach's clients have included numerous communities, businesses, development organizations, trade associations, tribes, states and multi-state coalitions. Lorraine maintains ongoing relationships with former clients, assisting with project implementation and serving as an advisor and problem-solver as needed. She does not advocate "cookie-cutter solutions" to community challenges. Each community has a unique set of needs, values and perspectives, and Lorraine works to successfully achieve the goals defined by the client.

Ms. Roach has specific strengths in market research and analysis, evaluation of assets and niches, development of business diversification strategies, effective technology-drive marketing and promotion techniques, budget development, methods to measure results, and realistic implementation strategies. Lorraine has completed more than 30 major strategic planning projects from the Oregon Coast to Massachusetts. Projects completed with the last five years are listed below:

Recent Economic Development Strategic Planning Projects:

- Inland Northwest Economic Adjustment Strategy, *MT-ID-WA-OR, 2003-05*
- Comprehensive Economic Development Strategy, *Red Lodge, MT, 2004*
- Business Park Development & Job Creation, *Whitefish, MT, 2001*
- Industrial Park Feasibility Study, *Port of Clarkston, WA, 2007-08*
- Economic Development Strategic Plan, *Clark County, AR, 2006*
- Economic Development Strategic Plan, *City of Richland, WA, 2003*
- Idaho TechConnect Statewide CEO Survey and Innovation Summit, *Boise, 2007*
- Idaho Science & Technology Leadership Survey and Summit, *Boise, 2006*
- Idaho Economic Development Association, Statewide Strategic Plan, *2005-06*
- Sage Community Resources 10-County Strategic Plan for Southwest Idaho, Annual Update and Board Retreat, *Boise, 2004-07*
- Economic Development Strategy & Business Development, *Ritzville, WA, 2005*
- Economic Development Strategy and Urban Renewal District, *Riggins, ID, 2004-2006*
- Economic & Community Development Action Plan, *Orofino, ID, 2005-06*
- Economic & Community Development Action Plan, *Kamiah, ID, 2005-06*
- North Central Idaho-Southeastern Washington Economic Summit, *2003*
- Idaho Rural Summit (Statewide Economic Development Conference), *2003*
- Economic Development, Industrial Park, Foreign Trade Sub-zone, Downtown Revitalization, *Bonners Ferry, Idaho, 2000-01*
- Twin Falls Urban Renewal Agency, *Twin Falls, ID, 2001*
- Lincoln City Urban Renewal Agency, *Lincoln City, OR, 2000*
- Shoshone-Paiute Tribes Comprehensive Economic Development Strategy (CEDS), *Duck Valley, NV, 1998*