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Willett Attends Heartland Economic Development Course

FAIRFIELD, (Iowa) – Fairfield Area Chamber of Commerce and Fairfield Economic Development Association executive Brent Willett attended the Heartland Economic Development Course in Blue Springs, Missouri last week, April 13 – 17. The course, which represents the first and most intensive piece of coursework toward sitting for the certification exam by the International Economic Development Council, had more than 85 economic development professionals from five states attending.

“With fierce competition among community and regions for new sources of jobs, income and labor, enhanced professional skills and understanding of economic development techniques becomes absolutely critical for success,” said LaDene Bowen, Course Director for the Heartland EDC.

As the first economic development course targeted at professionals within the region, the curriculum for the Heartland EDC focuses on economic development factors relevant to the Midwestern region.

“What a week,” said Willett. “To share in the experiences of dozens of colleagues and learn from the very best made this experience what it was: the best educational opportunity available to people in the economic development field. I can’t wait to begin applying what I learned in the classroom and heard about in the hallway to our development efforts in Fairfield.”

The Heartland EDC is developed and directed by the Institute for Decision Making at the University of Northern Iowa in cooperation with the Kansas Economic Development Alliance,

Professional Developers of Iowa, Missouri Economic Development Council, Nebraska Economic Development Association and the Oklahoma Economic Development Association.

FEDA, established in 1979, works closely with local community development organizations, financial institutions and businesses, as well as agencies and elected officials in local, county, state and federal government to help facilitate economic growth in Fairfield by providing assistance in locating financing for business and community development projects, grant administration and land development. The non-profit organization is governed by a seven-member Board of Directors.