



Simple Things You Can Do to Help Attract New Jobs to Our Community

Choosing a location for a business is a little like buying a house. It's a very big decision made only after much careful deliberation.

Just as there are usually many houses on the market for the home buyer to choose from, there are always thousands of towns seeking to persuade new employers to call their community home. In either case, the one that does the best job of showcasing strengths makes the sale.

According to Mike Maulden, head of Teamwork Arkansas, the economic development department of Entergy Arkansas, here are a few things anyone can do to help their community sell itself to prospective businesses and the jobs they represent:

- Get to know your community leaders who are responsible for economic development. Whether it's the mayor, the chamber of commerce president, or the local industrial development organization, make it your responsibility to ask what you can do to help. They always need willing volunteers. Be a part of the solution.
- Take an honest, critical look around. If something is unappealing to you – after you've had time to grow accustomed to it – imagine how it looks to a first-time visitor. Take action. If it's dirty, clean it. If it's drab, paint it. If it looks dangerous, make it safe. If it says, "Go away!" change it so that it says, "Welcome!" Take action!
- Be prepared to sell your community. If someone asks you what's good about life in your town, have an answer. Quality of life is a very important criterion when selecting a place to locate a business. What do you like about the people, local leadership, the schools, the major employers, the weather, the scenery, recreational opportunities, and so on? Be a booster!

There are many businesses out there looking to expand or relocate. Following these tips will help persuade them that yours is the kind of town they'd like to call home.

*Submitted by Mike Maulden, Director of External Affairs and Entergy's Teamwork Arkansas.
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