



FORT DRUM REGIONAL LIAISON ORGANIZATION

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For Immediate Release
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**Renowned Site Selector, Robert Ady,
to share
“Myths and Realities of Site Selection”
at Drum Country Business Event, March 4th.**

This Friday, March 4, 2011, economic developers will unveil a region-wide, collaborative marketing initiative focused on creating and retaining jobs by promoting the workforce and proximity of the region to Fort Drum. The Drum Country Business project is a partnership between the Fort Drum Regional Liaison Organization (FDRLO), Jefferson County Job Development Corporation, St. Lawrence County Industrial Development Agency, Lewis County Office of Economic Development and Planning, Development Authority of the North Country and National Grid. The event begins at 10:00AM in Room 6-002, Jefferson Community College.

As background to the project's significance, guest speaker, Robert M. Ady, President, Ady Associates, will first address the “Myths and Realities of Site Selection”. He will then provide insight into the factors affecting a site selector's decision making process and suggest strategies through which the region may better compete in that process. Mr. Ady is an internationally recognized site-selector and a member of the consulting team that helped develop the Drum Country Business marketing initiative. As a site selector, Mr. Ady has identified more optimal locations for businesses in the United States than any other individual.

Mr. Ady's presentation will be followed by a panel discussion during which the project partners will explain the symbolism of the brand image, present the marketing tools that have been developed, and describe how they will coordinate their efforts to promote Drum Country Business.

The Drum Country Business marketing initiative is funded in part by the three county economic development agencies, the Development Authority of the North Country, and a legislative initiative from then-Assemblywoman Dede Scozzafava with matching funds provided by National Grid.

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