

IDEAS @ WORK

AN ENTREPRENEURIAL MOVEMENT

2014
KEYNOTE SPEAKER

ERIC

DODEN

President



CELEBRATING ENTREPRENEURSHIP IN NORTHEAST INDIANA

BARRIERS OF ECONOMIC DEVELOPMENT: OBSERVATIONS FROM A 92 COUNTY TOUR

At our inaugural Ideas@Work event, we highlighted the impact that entrepreneurs and growth businesses have in Northeast Indiana. We also showed how the community can engage with what is going on and how to take advantage of that energy.

Eric Doden, President, *Indiana Economic Development Corporation (IEDC)*, served as keynote speaker to provide Indiana state-wide perspective to attendees.

KEY POINTS

1. **Best practices-** it's integral for economic growth.
2. **Listen to your customer base-** Eric and his team met with over 150 companies on how to improve government to achieve business growth.
3. **Identify key initiatives to drive economic development.** The Regional Cities Initiative was formed based on a study Eric led of 11 regions across the U.S.
4. **Hoosiers need humble swagger.** Indiana cities should develop a more prideful attitude.
5. **The key to building a successful city and state is through planning and execution.** This is done through vision and tenacity.