

## EDAWN working to spruce up Reno's image and attract new companies

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News 4 - [Andrew Del Greco](#)

Local business leaders are trying to stay upbeat about the economic future of Northern Nevada. They convened for an annual meeting that lays out what they are doing to attract new business and new jobs to Northern Nevada.

The Economic Development Authority of Western Nevada is launching a grassroots plan for its members and friends. Their new motto is "Can Do". They want to spread the word to others around the country that companies should seriously consider doing or expanding business here.

The business and community leaders in this room face a major challenge. How to recruit companies and new jobs amid the worst recession of our time? And how to do that, when many out-of-state companies don't know much about Reno, other than images like these... You wouldn't be surprised to hear that a show like Reno 911, and other generalizations about the Biggest Little City, don't exactly attract new business.

"Does Reno have an image problem?" asked reporter Andrew Del Greco.

"In the business community, Reno does have an image problem," said Chuck Alvey.

Chuck Alvey is the CEO of EDAWN. It's his job to spruce up Reno's image and attract companies that will hire. But many don't even consider us.

"Reno is not even on their radar screen," said Alvey.

So to offset images like these, and to sell a favorable business climate in a desirable part of the country, EDAWN has been working to get success stories in places like the Wall Street Journal, Economist Magazine and the LA Times. A recent Wall Street Journal story highlighted our great potential for geothermal energy.

"We have to fundamentally rethink what jobs need to come to Reno and we need to work really hard to attract them," said EDAWN member Brian Lang, of Transworld Health

Services.

EDAWN says the dozens of economic stories in national newspapers has been the equivalent to \$1.8 million in advertising space.

Others at EDASN's annual meeting told us, it's not just about attracting new business. It's also about attracting new people. And some say we should be targeting the tourists who are already here. Tim Ruffin is making a video he hopes will be made available in local hotel rooms. He says officials with Silver Legacy have indicated they will back his plan.

"When tourists are here, there's a captive audience in the hotel room, we can show a five minute vido of why we live in Northern Nevada and hopefully some will move here," said Tim Ruffin, of Colliers International.

In launching their new grassroots campaign, EDASN is encouraging their members and friends to use online social networking sites like Facebook, to spread successful business news through the community and through the rest of the country.

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