

Economist sees better times ahead for Reno

Page Last Updated: Tuesday October 5, 2010 6:51pm PDT



Economist William Fruth.

[Victoria Campbell, News 4](#)

Economist William Fruth first visited Reno in 2000, and says he was encouraged by what he saw.

"I pointed out that you were over-reliant on the hospitality industry, but at that time you had already committed to diversifying the economy," Fruth says now. "Since then, manufacturing employment is up-- and those are very well-paid jobs-- along with the transportation sector and professional

services, which is a very good industry."

Fruth heads up Policom Corporation in Palm City, Florida. He talks with business leaders nationwide, encouraging them to diversify their economies, and not invest their entire futures in one industry.

For years, Reno capitalized on tourism and gaming, but with the growth of Indian gaming in other states like California, there are fewer incentives for tourists to come here.

The Economic Development Authority of Western Nevada (EDAWN) is dedicated to attracting new businesses and marketing the area to business leaders who might want to relocate here.

"One problem we face in recruiting companies to invest, come here and work is, they don't think of Reno-Tahoe as a business location," says Chuck Alvey, President and CEO of EDAWN. He says his agency is working to overcome the widespread notion that Reno is perfect for a vacation, but not the ideal place to set up a business and find a workforce. He says it's all about location.

"We can reach 16% of the US population in one day's drive," says Alvey. "That's 52 million people."

"Now's the time when smart communities are actually expanding their economic development programs," says Fruth. "They know they'll be ready for the recovery."

[View News Archive »](#)

COMMENTS

There are currently no comments.

POST COMMENT

Please [login](#) or [create an account](#) to post a comment.