

EDAWN's mission is simply the attraction, retention/expansion and entrepreneurial creation of quality jobs. Traditional economic development has been focused on the attraction of new companies to the region. Retention and expansion is less newsworthy, but more important than ever after the recent recession, where so many jobs were lost. **Entrepreneurial job creation** is a new effort for EDAWN and is really a new way of thinking for economic development organizations nationally.

As stated in our strategic plan (www.edawn.org/strategicplan) we detail our approach to facilitate the development of our entrepreneurial ecosystem. Objective three "Support Entrepreneurial Endeavors that Result in New Job Creation in the Region." includes an initiative to "Attract entrepreneurs to the region who seek a life / work balance." In order to attract the entrepreneurs we must be attractive to them and make it easy for them to connect with other entrepreneurs that have found this region to be such a great place for "**entrepreneurs with a life!**"

In working with entrepreneurs our team has discovered a vibrant and connected entrepreneurial community is what defines our region as an ideal location for building their business. The June 9th Reno Gazette Journal Reno Rebirth article highlighted eleven entrepreneurial organizations here in Reno. In addition to those eleven, there are another 15 to 20 organizations, activities or initiatives that are taking place here. The difficulty for a new entrepreneur is often getting connected to these entrepreneurial groups. As part of our push for entrepreneurial attraction EDAWN has made some progress in this area. The following e-mail from Dave Benjamin, Business Development, EasyKeeper Herd Manager, says it all.

"Jean Harrison and I spent last week in Reno investigating the benefits of moving our business there. We were amazed by the reception we received. Doug Erwin introduced us to a number of key people and potential workspaces.... The energy within the business community is inspiring. Based on the experiences of our visit, we have made the decision to relocate to Reno and feel great about it. Our only regret is not doing it sooner."

In summary, the development and growth of our entrepreneurial ecosystem will enable our region to plant the seeds right now, to grow our companies of the future, **one job at a time**. Investing in the creation of the jobs that our children and grandchildren will need **is truly the key to our economic future**.