



## **'The Great Inland Northwest' Marketed for Economic Growth**

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### **Veteran Business Recruiter to Support Economic Development Agencies**

SPOKANE, Wash., Feb 12, 2004 /PRNewswire-FirstCall via COMTEX/ -- Area economic development organizations (EDOs) will benefit from a new effort to promote The Great Inland Northwest and its individual communities. The economic growth initiative will be funded through a combination of public and private investment, and will be administered by Inland Northwest Partners.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20040128/SFW031LOGO> )

The Great Inland Northwest initiative will provide a variety of new tools for EDOs to share. The initiative will also utilize the services of veteran business recruiter Bob Potter who has successfully recruited businesses for 15 years.

Potter said the lead generation effort would combine resources from entities throughout the Inland Northwest. "I'm truly glad to be able to work again at promoting The Great Inland Northwest because it's an area that I believe in," said Potter.

Potter was instrumental in bringing some 70 businesses to Kootenai County before retiring from Jobs Plus in 2003. He previously worked for AT&T, retiring from that company after 37 years, winding up his career in California. Potter said he would continue to target the California market for new leads.

The lead generation effort will include the development of new marketing materials that describe the strengths of The Great Inland Northwest. The tools will allow EDOs to leverage scarce resources and do more than would otherwise be possible. This includes keeping community information current, sharing costs to attend trade shows and develop collateral materials, and promoting stories of business successes in The Great Inland Northwest.

Nancy Vorhees, board president of the Inland Northwest Partners, said the program would be a powerful new tool to supplement job creation efforts. "This is the kind of cooperation we have needed for a long time and it will be good for all of our communities. The Great Inland Northwest has much to offer and we are poised to create a new era of growth."

Potter is expected to begin in March. His services will include training other business recruiters from EDOs in the area.

SOURCE Avista Corp.

Hugh Imhof of Avista Corp., +1-509-495-4264, or  
[hugh.imhof@avistacorp.com](mailto:hugh.imhof@avistacorp.com)

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