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[AEDC maintains critical role in talent development](#)

May 13, 2019

The fourth and final goal of AEDC's comprehensive strategic plan, developed in conjunction with TIP Strategies, is talent development, to make Athens a destination for technical training. According to TIP, nurturing, retaining and attracting talent is a fundamental need for the long-term economic vitality of any community.

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[AEDC helps local industries grow, thrive](#)

May 6, 2019

The third goal of AEDC's comprehensive strategic plan, developed in conjunction with TIP Strategies, is business retention and expansion, to create an environment that promotes the prosperity and growth of existing businesses. According to International Economic Development Council (IEDC), proactively supporting the retention and expansion of existing businesses is a fundamental function of...

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[AEDC strategic plan includes marketing to increase awareness](#)

Apr 29, 2019

The second goal of AEDC's comprehensive strategic plan, developed in conjunction with TIP Strategies, is marketing and attraction, to increase awareness of economic development opportunities in Athens. A successful economic development marketing program raises awareness of the community, among target audiences and distinguishes the community from its competitors.

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[A closer look at the leaders of AEDC](#)

Apr 26, 2019

As stated in last week's article, it is imperative that EDC's be responsible financial stewards of the half-cent sales tax they receive to fund the economic growth in their communities. At its helm, AEDC is fortunate to be led by volunteers that have a clear understanding of what drives and grows the local economy, in addition to its seasoned executive director.

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[College students, including SFA, to make presentations at Texan](#)

Apr 23, 2019

The Applied Skills Competition, in which university students present possible solutions for a problem affecting many small city businesses is set for Friday at The Texan Theater. Brian M. Murphy, dean of the College of Liberal Arts at SFA in Nacogdoches, said the Applied Skills Competition is similar to one developed in 2018.

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