



Eric P. Canada
Blane, Canada Ltd.

Eric P. Canada, is of the author of *Economic Development for the Team*.

Eric has consistently created unique intellectual property for the economic development community. He has generated market

gravity and is often cited as an industry expert. These are hallmarks of a *persistent* thought leader. Canada is an innovator in economic development organizational dynamics, marketing as well as business retention and expansion (BR|E). A veteran of local, regional, and statewide positions, he began his consulting career in 1994.

In response to the Covid-19 Virus, he led formation of the BR|E Response Network, an ad-hoc body of 350 professionals and 330 organizations led by a 25-member, volunteer Steering Committee. The Network delivered 2 survey instruments designed to document and monitor the business and worker impact of COVID-19. By arming (survey tools) and informing (3 Best Practice webinars) local developers, the Network made it possible for them to show leadership in a time of confusion. They could contribute invaluable data to support local and regional resource allocation decisions to benefit their business client. He recruited a technical team to donate time to build a PowerBI dashboard to display over 3,000 business responses voluntarily contributed by network members to provide the first ever, national business impact assessment led by economic development professionals in 27 days.

His first book, *Economic Development: Marketing for Results!* broke ground that...

- Accelerated the professionalization of the marketing function in economic development
- Laid the ground work for applying competitive intelligence to business retention and expansion
- Set in motion forces that would create national benchmarks for business assessment (patented)
- Spawned innovation in BR|E leading to the award-winning *Synchronist Suite*® software

Eric is a seer.

Mr. Canada's new book *Economic Development for the Team*, is written for the new economic developer, staff, Board Members, and volunteers. It also provides ample value for the experienced professional as well. Theory, strategy, operational insights, diagrams, graphics, and success [and not so successful] stories help make economic development relatable, regardless of one's background. The built-in glossary puts the acronyms and language of the profession at hand.

Never satisfied to be a replicator, Canada advises, consults, and provides Synchronist software to progressive clients from his base camp in Wheaton, IL. Insights are shared via *Economic Development Marketing Letter: 13 Tips* (e-mail newsletter), Twitter @edmarketingpro, and/or posted on the Free Resources page at BlaneCanada.com. Connect via LinkedIn, ecanada@blanecanada.com or 630-462-9222 x 700.