

# New Horizons for TCD

## Performark, Inc. Opens New Call Center In Scottsbluff

### 2004-05 Board of Directors Twin Cities Development

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<b>Director</b>	<b>Bob Unzicker</b>
<b>Director</b>	<b>Dewey Zerr</b>
<b>Executive Director</b>	<b>Rawnda Pierce</b>
<b>Admin. Assistant</b>	<b>Shelli Morgan</b>

Performark, Inc., a leading provider of business-to-business web-based and traditional response management services, has selected Scottsbluff over several in-state and out-of-state communities for their first expansion project.

The Minneapolis-based company has been working with Twin Cities Development since February 2004. More than 80 communities originally applied for consideration. Scottsbluff was one of three finalists to make the cut.

Nina Slattery, Director of Communications for Performark, Inc. said the company plans to "start out small and ramp up," hiring a maximum of 100 employees in order to maintain a "boutique feel."

Founded in 1984, Performark, Inc. provides marketing services to clients by tracking down "highly qualified leads" that allows companies to "magnify" their business opportunities. Past and/or current clients include Microsoft, Dell, 3M, and Motorola.



*Scottsbluff/Gering  
United Chamber of  
Commerce Ambassadors with  
Performark Company Officials at  
Ribbon Cutting Ceremony &  
Open House December 2, 2004*

Nebraska Governor, Mike Johanns, officially welcomed Performark, Inc. to Scottsbluff in late November and awarded \$505,000 in Community

*(Continued on page 2)*

## Past President Unzicker Honored At Annual Meeting



TCD President Bill Trumbull presents Past President Bob Unzicker with a clock, thanking him for his "time."

TCD's Past President, Bob Unzicker was presented with a gift by 2004-05 TCD President Bill Trumbull and TCD Executive Director, Rawnda Pierce at TCD's Annual Meeting on December 2nd. President Trumbull thanked Bob for the time and effort he's given to TCD, as well as to the communities.

Bob thanked everyone for their

participation with the organization, stating it was a culmination of many efforts.

The Annual Report was distributed to TCD members. TCD receives RFP's from a variety of places, including the Nebraska Department of Economic Development, Nebraska Public Power District, consultants, and local contacts.

During 2003-04, TCD submitted 11 proposals, had 12 site visits, and averaged 9 projects per month. Local projects far exceeded relocations and included Chicory USA, Aurora Loan Services, Heritage Health Care Center, Physicians Partnerships, Panhandle Mental Health Services, Stylite Lighting, Inventive

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## Performark...continued

According to the September- October 2004 edition of *Business Development's "Outlook" magazine*, Nebraska is located "...in the center of the Great American Breadbasket."

Approximately the same distance to the East and West Coasts, as well as the borders of Canada and Mexico, this central location "allows for minimal delivery times and costs."

"The state's agricultural background...cultural and cosmopolitan experiences...combine to make Nebraska a great place to live and work...Nebraska's people are some of the state's best assets and...are self-motivated and well-educated...self-reliant...friendly and polite..."

"The cost of doing business in Nebraska is lower than in many states...land, buildings, natural gas, electricity and water (are) all readily available and reasonably priced."

"Labor cost is another very important consideration...Nebraska's...production rates are some of the nation's highest..."

Nebraskans have a strong work ethic and take individual pride in workmanship.

All these factors combine to give companies "...a lot of bang for their buck!"

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Development Block Grant Funds to Scotts Bluff County to assist the company. The City of Scottsbluff will also participate, with grants from its LB840 fund, half of which will be immediately available to the company. The remaining balance will be awarded in \$125,000 increments as Performark creates additional jobs.

The company is located near Western Nebraska Regional



Airport, in a portion of the newly remodeled "Skyport Business Center," formerly known as the "Midwec building."

Many company officials from Performark's Minneapolis office were on hand December 2nd for their Open House,

including Chairman of the Board and CEO, A. Joseph Lethert.

The Scottsbluff/Gering United Chamber of Commerce Ambassadors held a ribbon cutting ceremony and presented Mr. Lethert the "first dollar earned" by the local branch.



## TCD Annual Meeting...continued

*(Continued from page 1)*

Media, West Nebraska Research & History Center, Westward Airways, WNCC's Center for Business & Individual Training, and Trinity Steel/Feeder Supply.

90% of the projects TCD works on are local, with only 10% being from outside the area.

Some of the other projects TCD has assisted with include

the jail committee, Gering and Scottsbluff's sales tax renewal campaigns, the removal of cubicles from the Sykes building, hosting the NEDA Conference in Gering, and the Alumni Career Fair in Denver that was sponsored by NDED. Rawnda serves on the NEDA Board, as well as on other local organizations' boards.

TCD is focusing on filling empty buildings in the communities with specific, targeted indus-

tries in order to attract smaller companies that will be a better fit for our area and who will offer competitive wages. Keeping the TCD web site updated is an important facet of the organization, since it is a source of statistical and community information used by many site selectors and/or company representatives.

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## Denver Hosts Nebraska Career Fair



Western Nebraska Economic Development Partnership Booth

A job fair featuring 75 Nebraska employers, communities, colleges, and economic development organizations was held in Denver, Colorado on November 20, 2004.

The Nebraska Alumni Celebration and Job Fair at the downtown Adams Mark Hotel

showcased jobs, services tailored to business start-ups or expansions, safe communities to raise families, good schools, affordable housing, and less traffic congestion.

Approximately 250 people attended, most in business

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Dr. John Harms at WNCC's Career Fair Booth

FEATURED COMMUNITY AGENCY:

# Goodwill Industries Employment Solutions



Goodwill Industries of Greater Nebraska's "Employment Solutions" program is funded by the Nebraska Department of Health & Human Services. The program aims to develop partnerships with employers and provide "job-ready" employees that will meet their needs

now and in the future. The Job Readiness Program prepares candidates to meet the needs of employers. Candidates are screened, trained, and matched for present and future job openings. Goodwill provides job coaching and on-site visits to ensure that the candidates meet the employers' expectations. Goodwill also meets with employers regularly to answer questions and/or address any challenges that may occur.

Candidates may participate in an unpaid work experience, where they work at an employer worksite at no cost to the employer for up to 90 days while gaining specific marketable skills. Another option is on-the-job training. Candidates are hired by a company with the expectation of continued employment beyond the training period. Employers are reimbursed up to 50% of the wages paid to the candidate during the training period. Candidates may also spend a

day with an employer in a specific occupation doing "job shadowing." This allows candidates the opportunity to see if they are interested in the specific occupation. For more information about any of the Employment Solutions programs offered by Goodwill Industries of Greater Nebraska, contact Karen Evans in the Scottsbluff office, at (308) 632-1279.



## Nebraska Career Fair... *continued*

(Continued from page 2) suits, carrying resumes and business cards.

Richard Baier, the Director of the Nebraska Department of Economic Development and the creator of the job fair said, "We're planting seeds" to have them consider Nebraska as an opportunity.

The job fair was held in conjunction with reunions of alumni from Nebraska colleges and universities. The reunion banquet was at-

tended by about 400 individuals.

The communities of Scottsbluff, Gering, Kimball, Sidney, Alliance and Chadron worked together as a regional group: the Western Nebraska Economic Development Partnership. The group shared a display booth entitled "Journey to Western Nebraska."

A high quality, glossy brochure entitled: **Nebraska - Explore Your Possibilities**

offered brief descriptions about booth participants:

The *Journey to Western Nebraska* theme was: "Vast opportunities await you in **Western Nebraska**; whether you are an entrepreneur, job hunting, a business owner or just looking for that ideal place to retire. "Linked by an appreciation for a life of quality and a spirit of progress, Western Nebraska offers rural tranquility and contemporary amenities within close proximity of met-

ropolitan action.

"Western Nebraska is a place with room to grow - a place with room for you."



Nebraska Tourism Booth

## Home Ownership Rate CORRECTION!!!!

In the September 2004 Newsletter, TCD reported some incorrect figures for home ownership rates.

The home ownership rates for California were listed as 17% versus Nebraska, at 66%. The correct figures should be 69.6% for Nebraska, versus 58.9% for California, according to the U.S. Census Bureau's 2003 tabulation.

The other statistics were for a specific California area, not the entire state.



One Community - One Voice

**TWIN CITIES DEVELOPMENT ASSOCIATION, INC.**

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**Visit Our Web Site at [www.tcdne.org](http://www.tcdne.org)**

## THANK YOU, TCD MEMBERS FOR YOUR SUPPORT!

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A&L Inc.  
ABC Nursery  
Action Communications  
Advance Services  
Agromac International  
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Aulick Industries  
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Gilbaugh Insurance Agency  
Hampton Inn & Suites  
Heggem Construction  
Heilbrun Farm Industrial Auto  
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Heritage Health Care  
Hiner Lease Co.  
Holiday Inn Express Hotel & Suites  
Horizon's West Medical Group  
Ideal Linen Supply  
Independent Plumbing and Heating  
Indigo Wireless  
Infinity Construction  
Inventive Media  
J.G. Elliott Co.  
Jolliffe Funeral Home  
KDUH Television  
Kelley Bean Co.  
Kent News Agency  
Kinder Morgan  
Kleager & Donaldson ENT Associ-  
ates  
KNEB Radio  
Kosman, Inc.  
Kovarik, Ellison, Mathis & Weimer  
P.C.  
Kriz-Davis Co.  
Kurt Manufacturing  
Landmark Real Estate  
LBE Company  
Lincoln Nat'l Life/Overman and  
Associates  
Linweld  
Magnolia Homes  
Manpower  
M.C. Schaff and Assoc.  
Meat Shoppe, Inc.  
Medical Imaging Assoc. P.C.  
Midtown Building Supplies

Midwest Auto Supply, Inc.  
Midwest PMS  
National Drinks, Inc.  
Neal Smith – State Farm Insurance  
Nebr. Business Dev Center  
Nebraska Economic Development  
Corporation  
Nebraska Machinery Co.  
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mental, Inc.  
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Stylite Lighting  
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Taylor's Furniture  
Tier One  
Trim Line Draperies  
Trinity Steel  
Tri-State Roofing  
US Bank  
Valley Airways  
Valley Bank and Trust  
Van Newkirk Realty  
Village of Terrytown  
Walker Farms, Inc.  
Weathercraft Roofing  
West NE Claims Service  
Western ENT  
Western Heritage Credit Union  
Western Nebr Community College  
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Western Pathology Consultants  
Western Plains Business Solutions  
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