



Work In Progress

Pasco Economic Development Council, Inc.

MARCH 5, 2010

This news bulletin is designed to keep you informed of recent developments in Pasco County Florida, a community of more than 470,000 people in the Tampa Bay Region.

CONTENTS

Pasco Regional Medical Center’s Director of Marketing to Fill Seat on PEDC Board.....	1
Pasco Economic Development Council Inc., Website Now in Ten Languages.....	1
Hospital Award Recognition Boosts Pasco County’s Competitiveness	2
Educational Partnerships Address Shortage of Technical Talent.....	2
Pasco Economic Development Council, Inc.; a Public-Private Partnership.....	3

PASCO REGIONAL MEDICAL CENTER’S DIRECTOR OF MARKETING TO FILL SEAT ON PEDC BOARD

Stan Holm, former President/CEO of Pasco Regional Medical Center and Pasco Economic Development Council (PEDC) Board Member, has accepted a promotion as CEO of Midwest Regional Medical Center in Oklahoma, effective March 1, 2010. Holm’s departure leaves an open seat on PEDC’s board of directors. Susan Frimmel, Director of Marketing and Physician Recruitment, has been asked to fill the vacant board seat on an interim basis until the Medical Center’s new CEO is hired.

Susan has served on various boards including the Greater Dade City Chamber of Commerce, Zephyrhills Chamber of Commerce, Wesley Chapel Chamber of Commerce, Cornerstone Center for Women, Dade City Little League and Kumquat Executive Committee. In 2002, she was appointed Honorary Mayor of Wesley Chapel where she served a one-year term. In 2003 and 2004, she was named *Chamber Member of the Year* by the Zephyrhills Chamber of Commerce.

“We are grateful for Pasco Regional Medical Center’s commitment to PEDC and look forward to Susan being involved with PEDC’s initiatives,” said John Hagen, President/CEO of PEDC. “She will be an asset to the board in many ways, especially because of her marketing skills.”

PASCO ECONOMIC DEVELOPMENT COUNCIL INC., WEBSITE NOW IN TEN LANGUAGES

Pasco Economic Development Council, Inc. (PEDC) has added Google Translate to its website to help attract international clients. In one mouse click, PEDC’s website can be instantly translated from English into one of ten languages, for example, Spanish, Chinese or German.

Research shows that over 100 million people access the internet in a language other than English. Over 50 percent of web users speak a native language. It has also been proven that web users are four times more likely to purchase from a site that communicates in the customer’s language. (Courtesy of www.net-translators.com website and Forrester Research)

“By adding this component to our website, PEDC will gain more exposure to international markets and will help increase activity from relocating international businesses to Pasco County,” said John Hagen, President/CEO of Pasco

Economic Development Council.

HOSPITAL AWARD RECOGNITION BOOSTS PASCO COUNTY'S COMPETITIVENESS

Health care has a substantial role in economic growth. Community Hospital's recent award recognition by the Joint Commission's Gold Seal of Approval for 12 disease management and chronic care programs for health care quality is a prime example.

"This type of recognition is a boon to Pasco County," said John Hagen, President/CEO of Pasco Economic Development Council. "Community Hospital's achievement could eventually lead to bringing more doctors and medical support services jobs to the community. Plus, our terrific health care facilities could help generate other forms of medical-related development, such as health software or manufacture of therapeutic devices."

Quality of life can also be the difference between failure and success for economic development. While businesses looking to site a new facility will evaluate communities based on business factors such as utility rates, taxes, and availability of skilled workforce, they also want to know about crime, education, and health care.

In a communication, Community Hospital CEO, Kathy Gillette states "We are so proud to have earned these certifications on behalf of our hospital and our community. Receiving the Joint Commission's Gold Seal of Approval for 12 disease management and chronic care programs means we are doing all the right things for patients in our community."

The Joint Commission is a not-for-profit organization which is the world leader in evaluating quality and safety care delivery in healthcare organizations all over the nation. The standards that the Joint Commission bases their evaluations upon are noted to be the top of the line in the industry.

Community Hospital is a leading Joint Commission accredited acute care center with over 400 physicians, 1,000 employees, and 200 volunteers.

EDUCATIONAL PARTNERSHIPS ADDRESS SHORTAGE OF TECHNICAL TALENT

Pasco County education providers are partnering in innovative ways to create seamless pathways for students. These partnerships create more education and training choices for both students and employers.

Last month, Pasco-Hernando Community College (PHCC) signed an agreement with Kettering University, a highly regarded engineering school headquartered in Michigan, that will allow Florida students to earn academic credits toward a Bachelor of Science Degree from Kettering University after completing two years of study at PHCC.

In effect, this starts a college of engineering in Pasco County.

High schools, community colleges, and universities are a critical component to economic development. A common challenge for area businesses is finding skilled technical talent. "PharmaWorks is always searching for exceptional mechanical & electrical engineers that are innovative, conscientious, and hard working. Being able to tap into a local resource for engineering employees would be beneficial to the growth of our company," said Frank Lovetere, Controller of Micron PharmaWorks, Inc.

"As economic developers, we have to retain current businesses and convince new businesses that Pasco County has a readily available skilled workforce and educational institutions that can continually fill the pipe line of potential candidates," said John Hagen, President/CEO of Pasco Economic Development Council, Inc. "The ability to increase the concentration of intellectual capital is powerful for our community. The Kettering/PHCC agreement is a significant building block in that regard."

PASCO ECONOMIC DEVELOPMENT COUNCIL, INC.; A PUBLIC-PRIVATE PARTNERSHIP

PEDC is an organization that promotes countywide economic development. Created in 1987 by a group of dedicated business and community leaders, it continues to be a strong partnership funded by corporate and public investors and focused on the economic vitality of Pasco County.

If you have any questions or comments about the contents of this newsletter, please contact PEDC at (813)920-6480 or cdearolf@pascoedc.com.



**Don't miss your opportunity to join us for the 8th Annual Netfest on March 31st
Pasco County's Premier Leadership Networking Event
Register: www.pascoedc.com/WhatsNew/Pasco-Events.aspx**