

## **Carroll County business and industry maintains positive approach to 2009**

Carroll County companies are weathering the economic downturn by taking a conservative approach to 2009, according to ongoing discussions with Carroll Area Development Corporation Board members. CADC continually checks with existing business and industry to gauge the local economy.

Most companies point to the diverse job base in Carroll County as a reason why businesses for the most part have not seen the dramatic effects of the recession that grips the nation. Most are cautious about 2009, but several are seeking opportunities to grow market share and expand. All are trying to set up for a strong response when the national economy picks up again.

Several companies have slowed down on hiring. Some have implemented a hiring freeze. Very few have reduced their workforce and where this has occurred it has been due mostly to factors beyond local control such as a decrease in sales for their product nationally. Nearly all said they were receiving more applicants than usual.

What is unique about CADC's approach to business retention is that it is volunteer driven. Volunteer board members conduct all of the interviews and direct the follow-up when CADC can help with specific requests.

"We know the importance of existing business and industry to the area economy," said Gary Riedmann, President of CADC. "As the lead economic development organization in the county, we take the responsibility to react to the needs of these companies very seriously."

CADC conducts an extensive survey and interview process every other year. A report of the results of the 2008 Existing Industry Visitation Program can be found at [www.carrollareadev.com](http://www.carrollareadev.com). An additional round of interviews began last month focusing on the local economy, how it might be different from the national economy and how it is affecting Carroll County companies. Discussions will continue throughout the year.