

Contact: Steve Dyer
President
Ph: (303) 791-3500
Fax: (303) 791-3522

300 W. Plaza Drive, Suite 225
Highlands Ranch, CO 80129
www.highlandsranchchamber.com

CHAMBER OF COMMERCE OF HIGHLANDS RANCH

Press Release

Nelson Hired as Douglas County Economic Gardening Manager



Highlands Ranch, Colo., August 1, 2011 – The Chamber of Commerce of Highlands Ranch today announced that economic professional and Douglas County resident Becky Nelson has joined the Chamber staff as Manager of Economic Gardening for Douglas County.

As part of the Chamber and County's efforts to support business in Douglas County, Nelson will be responsible for continue the development of the Economic Gardening program as well as counseling, training, and providing assistance to owners of small businesses located in Douglas County. The goal of the program is to generate locally based jobs by identifying and developing sustainable local businesses.

"We are excited to have Becky on board as Economic Gardening Manager," said Steve Dyer, Chamber President. "Her extensive experience and background in economic development, business consulting and business trends will be a huge asset to the program and the businesses of Douglas County."

Nelson previously served as economic development specialist for the City of Westminster where she managed the city's business retention program and acted as the point of contact for business support. Prior to that position she worked with the Colorado Office of Economic Development & International Trade. She graduated from the University of Colorado in Colorado Springs with a Bachelor of Science Degrees in International Business and Marketing and is a resident of Highlands Ranch.

"I am excited to be working with businesses in my own community; helping them grow and succeed. Small to medium-sized companies are the core of our business population," commented Nelson. "Nurturing these businesses by connecting them to local resources, providing market research and other customized support is the premise of the Economic Gardening program. I look forward to fostering the growth of our businesses and continuing to strengthen the program in Douglas County to grow our economy."

Nelson is excited to help with growing the local economy. "By supporting second-stage companies and the entrepreneurial organizations that assist them, the foundation is planting the seeds for a stronger economy," said Nelson. "Communities are the economic gardens that cultivate these companies and organizations and create supportive environments where they can thrive."

About the Douglas County Economic Gardening program

Economic Gardening is a strategy that focuses on growing the local economy by helping local entrepreneurs succeed. Economic Gardening services are most effective for businesses that have been established for two years or more. This approach is a complimentary strategy to the traditional business recruitment or "economic hunting" strategy. The Douglas County program is a partnership between the Chamber of Commerce of Highlands Ranch and Douglas County and serves all businesses in the County. The concept of Economic Gardening was successfully pioneered by the City of Littleton, Colorado in the late 1980s as a means to offset the loss of local jobs.

About the Chamber of Commerce of Highlands Ranch

The Chamber of Commerce of Highlands Ranch was created with the goal of educating, supporting, and promoting local companies as well as the Highlands Ranch community. First started in 1999 with just a handful of businesses, the Chamber has grown to more than 275 members. For more information visit www.highlandsranchchamber.org or call 303.791.3500