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Two reasons the leaders of Invest SE Alberta are confident of success

BY LETTER TO THE EDITOR ON JULY 6, 2019.

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Re: "New economic development group may be best served by thinking small," June 20

Thanks so much to Collin Gallant for adding to the discussion about economic development in the region. We – the collaborative leaders of Invest SE Alberta – absolutely agree that we need to choose the right projects, and work hard to achieve positive outcomes for the region.

We're confident of success for two reasons. First, business and employers will be at the table. Second, our approach includes implementation and action phases.

This project is founded on the premise that business knows best. We need business to show us problems and opportunities so that we can serve their needs. If we ask good questions, listen to the answers, and implement solutions, we will create a positive environment for today's business. That strong environment will help attract even more investors for the future.

To succeed, we need businesses to engage.

We're happy to report that more than 120 businesses attended our launch sessions, and delighted that more than 66 stepped forward as advocates to encourage others to join the movement. Ultimately, we need [Menu](#) hundreds of business people to advocate, advise, and strategize on what's working and not working in our business environment, set priorities and develop action plans and projects that will give our businesses a competitive edge.

Whether we think small, or think big, the work we do will be founded on the needs and input of business and employers.

We'll share every step along the way with the News, the public, and of course, business and employers in the region we serve. Check investsoutheastalberta.ca for updates and track our progress.

Mark Keller

Medicine Hat

(The writer is a member of and writes on behalf of the Invest SE Alberta leadership group)

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