

# JBA & ASSOCIATES



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## Rural Economic Development Services

Hello,

Just an update on what is happening at JBA & Associates and our work around the state. As many of you know, I am on retainer with the New Mexico Partnership as their lead generation and appointment setting consultant. Most recently, I have been very active in the state working with long-time site selection partner Deane Foote and Foote Consulting in Otero County and Gallup/McKinley County.

As I mentioned in the last newsletter, I have completed economic development consulting assignments for the Eastern New Mexico Development Alliance with an all-day site selection workshop and a condensed labor analysis; a labor analysis and business attraction program with the Foote Consulting Group (AZ) for Los Alamos; a labor analysis in Roswell-Artesia with Foote, assisting on a

## JBA's Availability and Background

JBA & Associates, LLC ([www.jbaassoc.com](http://www.jbaassoc.com)) or Jack Allston is available for part-time consulting or contract work for small communities with our background of 35 years and four years in New Mexico. Since 2009, I have been on the faculty at the Western New Mexico University's Basic Economic Development Course and have been Business Retention & Expansion instructor and since 2010 teaching Workforce Development. Prior to that I served as a faculty/thesis advisor at the Economic Development Institute at the University of Oklahoma and almost 10 years

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strategic plan for the Economic Development Alliance of Lea County with the Mike Barnes Group (MBG;) and earlier this year, a strengths and weaknesses-targeting-benchmarking analysis for the Regional Development Corporation and its Regional Economic Development Initiative (REDI) for the four northern counties in Northern New Mexico.

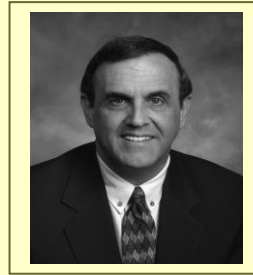
JBA & Foote are also working in Canada, Oregon and Illinois. We are involved in two projects helping companies optimize freight costs with our location analysis tools.

on the Certification Board of the American Economic Development Council. JBA's expertise includes:

- *Board training and retreats for economic development*
- *Potential recruitment opportunity training and customizing proposals as well as fulfillment*
- *Enacting a full -service business retention and expansion program*
- *Board representation and monthly advisory work*
- *Leadership development and training organizational structuring*

## RECENT PROJECTS: Otero County

JBA teamed with Foote Consulting Group to complete a target industry analysis/strategic plan in Otero County Economic Development Corporation. The plan also included a labor analysis along with a strengths and weaknesses audit. It was a pleasure to work with Mike Espiritu, winner of 2011 New Mexico Economic Developer of the Year, and his staff, which included Laurie Anderson who did a terrific job setting up the necessary company appointments to help with the analysis. The Foote/JBA analysis determined that the Alamogordo area had some unique assets and the economic development group should



*Jack Allston, CEcD, FM, IOM*

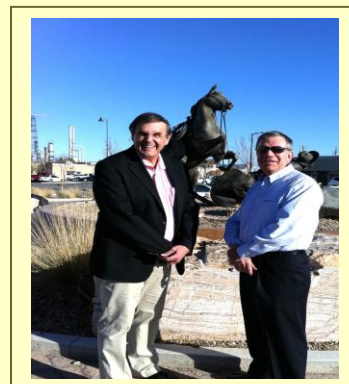
concentrate efforts on aircraft (includes UAVs) and aircraft equipment, technical support centers, electronics equipment (defense related) and plastics and industrial machinery as secondary targets. During the analysis, the Foote team found that Alamogordo schools and programs were some of the best in New Mexico and that the workforce was a solid asset for recruiting companies.

## CURRENT PROJECTS: Greater Gallup Economic Development Corporation

Foote Consulting is now under contract with the Greater Gallup Economic Development Corporation and recently completed field work which included approximately 20 employer interviews. JBA conducted approximately half the interviews and is conducting the analysis on the training and education programs. Executive Director, Rep. Patty Lundstrom has asked the Foote team to make a special event to focus on target industries for a potential several hundred acre industrial park with an emphasis on logistics. Phase I will be a preliminary target industry analysis and Phase II

will be the community assessment or target match analysis. Phase III are the findings of the best fit target profiles after we have completed substantial research on each potential target industry and the necessary fieldwork and data collection. Phase IV will be our set of recommendations and internal work we feel should be developed by the agency and the community. Hopefully, our project will be completed by the year's end. It has a great experience working with Patty, her assistant Michael Sage, and the GGEDC board.

*Barbara Weaver, CPCM, US Department of Energy, Small Business Office "Jack has a healthy passion for small communities and the inherent belief that they can help craft a brighter future. I have great respect for his professional abilities because that is what he did in West Virginia. His results helped to create over 3000 jobs with one project"*



*Deane Foote and Jack Allston in Artesia, spring 2011 working on labor study.*

## Jamestown–Stutsman County, ND Development Corporation

Working as part of the Foote Consulting Group, JBA assisted the Foote with an intensive workforce analysis. Foote was retained to conduct a strategic marketing and targeting plan. Some of the targets recommended were industrial machinery and agricultural machinery and metal fabrication.

As part of the entire plan to complement the targeting, JBA had to take into consideration the shortage of labor in that region because many of the young workers had left to work in the Bakken Oil Fields in Western North Dakota. Therefore, many of the recommendations were designed to enhance the development of the workforce at a very early age. Included in those recommendations was the **ACT Certified Work Ready Communities (CWRC)**, which empowers counties and states with actionable data and specific workforce goals that drive economic growth and close skills gaps. The recommendations also included programs for the

### Delyn Meyers, Stanislaus County Economic Development, Modesto, CA

“Jack worked with The Alliance and Stanislaus County conducting a SWOT analysis and developing a strategic plan. He was detailed, extremely knowledgeable, professional and results-oriented. His vast experience, expertise, industry network and guidance made our task more focused and easier to accomplish.”

elementary and secondary schools to have more of an awareness in careers and vocational training, and for the higher education institutions to work on a closer and a more unified basis. Pertaining to the four year institutions, JBA also recommended that their internship programs be expanded and that the community should begin a ‘Hire an Intern’ program. Coincidentally, JBA (Paragon Decision Resources) had completed a workforce analysis in 2000 for the same area, and they had acted upon a majority of the recommendations, including a new high school.

## Spruce Grove, Alberta

Once again, after not having completed any projects in Canada for almost five years, JBA finds himself back north of the border, outside Edmonton, in a young growing city named Spruce Grove. JBA is working through Foote Consulting Group in a subcontract with Place Dynamics from Wisconsin. Ironically, even though JBA or Paragon Decision Resources had completed projects in Saskatchewan, Newfoundland, Nova Scotia and several in Ontario, we had never worked in Alberta outside of New Mexico Partnership engagements.

Spruce Grove is a rapidly growing city just west of Edmonton and considered somewhat of a bedroom community, with a strong economy because of the oil sands development in the farthest Northeast

part of the province. Place Dynamics’s President Michael Stump and JBA visited approximately ten companies and agencies, including Edmonton Economic Development Corporation, Port Alberta and the incubator–entrepreneurial–tech transfer joint venture between the University of Alberta and the City of Edmonton–TEC Edmonton.

You have to be a little envious of all the positive activity with \$190 billion worth of projects, but according to city officials there is a labor shortage of 114,000 workers mostly in skilled positions, and housing is in constant demand. Overall, it is an exciting place to be despite the weather and the distance. Place Dynamics and Foote will be finishing up this targeting and marketing project by February.

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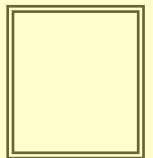
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**Grant Carlson, Government of Manitoba:**

Paragon (JBA's) work in developing the cost comparison reports for us in four different target markets was invaluable. Jack also developed a marketing plan which we used for years. The suggestions he made in the strengths and weaknesses analysis he did for us were invaluable and it prompted action in our region in those categories.

**Walt Elish, Aroostook Partnership for Progress, Caribou, ME: (now Northern Colorado Economic Development Corporation, Ft. Collins, CO)**

Over the years Jack has provided a large amount of intelligent information to me and my organization. We traveled together throughout Canada and the Upper Midwest with highly successful results. He and his organization set up appointments for us and he accompanied us with key data and information. His cost comparison reports were highly used.



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