

# HOLT COUNTY Economic Development

"Expanding Business - Building Community"

Press Release: For Immediate Release  
July 17th, 2008

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## **Sedlacek Becomes A BR&E Project Coordinator**

Nicole Sedlacek, economic development coordinator for Holt County Economic Development, recently completed the University of Minnesota's Business Retention & Expansion course to become a certified BR&E consultant.

As a consultant, Sedlacek received training to help mobilize volunteers and conduct a BR&E program; understand where a BR&E program 'fits' in a local economic development strategy; how to conduct effective firm visits and train others to make visits; how to write a plan of work to implement and guide the program, how to identify and resolve issues of immediate concern to local business and how to develop a plan with effective implementation strategies.

The course was over a ten week time period and was delivered online by University of Minnesota staff. Participants completing the course become certified as a "BR&E Project Coordinator" by Business Retention and Expansion International (BREI).

Sedlacek received a scholarship from the Nebraska Economic Developers Association (NEDA) to participate in the class.