



FOR IMMEDIATE RELEASE

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Willett receives Certified Economic Developer certification

NORTH IOWA – Brent Willett, President & CEO of the North Iowa Corridor Economic Development Corporation, recently earned the designation of Certified Economic Developer (CEcD), a national recognition that denotes a mastery of principal skills in economic development, professional attainment and a commitment to personal and professional growth.

The CEcD exam was administered by the International Economic Development Council on October 5 and 6. With nine years of economic development experience, Willett has held positions with the Iowa Economic Development Authority, Fairfield Economic Development Association, Fairfield Area Chamber of Commerce and the Corridor. He currently serves as President of the Professional Developers of Iowa. Willett has led projects which have created more than 700 new jobs and more than \$175 million in new capital investment in his career.

The CEcD designation recognizes qualified and dedicated practitioners in the economic development field and sets the standard of excellence within the profession. Candidates must pass a rigorous and comprehensive three-part, two-day examination, which tests a practitioner's knowledge, proficiency and judgment in the key areas of economic development, including business retention and expansion, marketing, finance, workforce development, community development, real estate, strategic planning, and management.

As highly competent economic development practitioners, Certified Economic Developers work with public officials, business leaders and community members to create leadership to build upon and maximize the economic development sector. Excellence in the economic development profession improves the well-being, quality of life and opportunities for individuals, businesses and communities. There are approximately 1,000 CEcDs in North America.

For questions, contact Willett at 641-423-0315 or bwillett@northiowacorridor.com.

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