



AFTER CARE FOR NORTH AMERICAN INDUSTRY

**Economic Gardening to Retain
and Nurture What We Have**

**Capital Corridor Conference
Tuesday June 07, 2011
Alexandria Bay, N.Y.**

OUTLINE

- State of Trade
- The Economic Business Case
- Definitions
- Programming
- Q&A

STATE OF TRADE

- 10% North American Employment Decline - Manufacturing
- Highest Corporate Liquidity in History
- Billions Now Consumer – affluence capital available
- Trade Diversion – FDI through subsidiaries
- Stalled Exports – except Energy and Commodities
- Manufacturers – only 50% producing product / 50% other
- USA – Canada Globally 2 & 3 Entrepreneurship friendly index

THE ECONOMIC BUSINESS CASE

- GDP – North American Economy
- Resource Rich
- Intellectual Property – Innovation/Creativity
- Resilience – Continuous Optimization
- #1 on Global Manufacturer of Good 28%
- Manufacturing Output continuing increased in 1987
despite employment shifts
- Oil reserves – Proven/unproven
- Water Resources

INDUSTRIAL MARKETING TRENDS

- Lead Generation & Customer Acquisition
- Insufficient Marketing Resources
- Email – Online Marketing Tactics
- Marketing resources Online
- Online channels Deliver best Results
- Quality Lead – factor on market budget allocation
- Social media gains traction
- Traditional Media continues decline

DEFINITIONS

- Business Retention & Expansion
- After Care
- Economic Gardening

PROGRAMMING

- Corporate Calls
- Financial Incentives
- Human Capital – Connecting with Education
- Value Chain Linkages
- Outsourcing, Research & Partnering
- Alliances – Tea Parties
- Out of the Box

The background of the slide is a composite image. On the left side, there is a large, semi-transparent red maple leaf, which is a symbol of Canada. On the right side, there is a waving American flag with its characteristic red and white stripes and a blue field with white stars. The text 'Q&A' is centered in the middle of the image, overlapping both the leaf and the flag.

Q&A



THANK YOU

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Check out...

1. Trends in Industrial Marketing 2010

How Manufacturers are Marketing Today

2. Global Spec – 2010 Economic Outlook Survey Results

3. Oklahoma City and Duncan Area Economic Development