

## Press Release

For immediate release  
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Partnership for Community Growth & Development  
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### ***Partnership for Community Growth & Development Approves Plan of Work & Board of Directors***

The Board of Directors of the Partnership for Community Growth & Development (*PCGD*) approved a Plan of Work at its March board meeting. The Board of Directors participated in a half-day strategic planning session in February which served as the basis for the Plan of Work submitted by PCGD Executive Director, Alicia Stephens.

The Plan of Work has three major areas of focus – marketing, business retention/expansion and product improvement.

The marketing component of the plan of work will be achieved through advertising, a website, marketing tradeshows and public relations.

The business retention/expansion objective is to retain the businesses already located in the Liberty area and help them grow. PCGD will also serve as an ombudsman for the business community in dealing with concerns and issues. The overall goal in this area is to create and maintain a healthy business climate that encourages and supports business growth and expansion.

With regard to product improvement, one should consider the Liberty area as the product which will be promoted. Consequently, like any other product, continuous improvement and enhancement are important. Included under product improvement is the work to bring to fruition a convention center for the Liberty area.

The slate of board members for 2005, PCGD's inaugural year, was also approved at the March board meeting. The executive committee includes:

Chairman: John Engelmann, Aquila

Vice Chair: Tony Sarver, Realty Executives

Treasurer: Dobbe Dobberstine, Dobberstine Custom Homes

Secretary: Larry Wepler, Trophy Properties

Rounding out the board are: Pam Berneking, Gold Bank; Joe Crossett, Liberty Hospital; Jeff Eslick, Hy-Vee; Don Fletcher, Hallmark; Patty Gentrup, City of Liberty; Doug Holmberg, Shoal Creek Valley Development; Tedd Potts, Heartland Chevrolet; Dr. Scott Taveau, Liberty Public Schools; Russ Weathers, AFA.

The *PCGD* is a public/private, not-for-profit organization, which serves as an economic development organization for the Liberty area. For more information, call 407-9242.