

NEW YEAR, NEW EDB BOARD MEMBERS

The new year brings new additions to the **Economic Development Board for Tacoma-Pierce County Board of Directors**. We're pleased to welcome 10 new leaders who bring a font of knowledge and valuable input to help grow the economy of the South Sound and Washington State.

"We are more than pleased and grateful to have this outstanding group of individuals join the board and bring their unique talents, expertise and perspectives to the table," said EDB President and CEO Bruce Kendall.

- **Allan Belton, Acting President, Pacific Lutheran University**
- **Sue Dreier, CEO, Pierce Transit**
- **Nigel English, Market President, Heritage Bank**
- **Jackie Flowers, Director, Tacoma Public Utilities**
- **Ivan Harrell, II, President, Tacoma Community College**
- **Hyun Kim, City Manager, City of Fife**
- **Sean O'Brien, President and CEO, Catalyst Workplace Activation**
- **Deana Parker, Human Resources Director, Absher Construction**
- **Matt Perry, Local Government Affairs and Public Policy Manager, Puget Sound Energy**
- **Doug Richardson, Chair and 6th District Representative, Pierce County Council**

The EDB Board of Directors is made up of leaders from private businesses and public institutions and elected officials in the Tacoma-Pierce County community. Board members serve three-year terms and get a front-row seat to the region's business and political environment, and the opportunity to partner with others focused on boosting the Tacoma-Pierce County economy.

Former EDB Board and Executive Committee member Terry Jones, who was South Sound Market president with **USBank** before retiring last year, found the experience professionally and personally invaluable. "I hadn't seen that type of collaboration in any other region I'd been a part of during my 37 years in banking," Jones said. "We all came together through the EDB to serve the greater good and with the same goal in mind—to do the right thing to grow Tacoma-Pierce County."

The EDB is also pleased to welcome two new members to the EDB Executive Committee: Brian Marlow, South Puget Sound Market president with **KeyBank**, and Herb Simon, partner with **Simon-Johnson LLC**.

Learn more about our new board members in our electronic newsletter. And see the full list of the EDB's Board of Directors at edbtacomapierce.org/about-us/board-of-directors/.

MARKETING CHALLENGE? PLU'S MARKETING ANALYTICS STUDENTS CAN HELP

Thinking of rolling out a new product line? Wondering about the effectiveness of your social media content? How do you determine your customers' purchasing needs?

Marketing analytics is more than a trendy business practice. Businesses and organizations depend on data to help form key decisions about their operations, like what products or services people want and at what price.

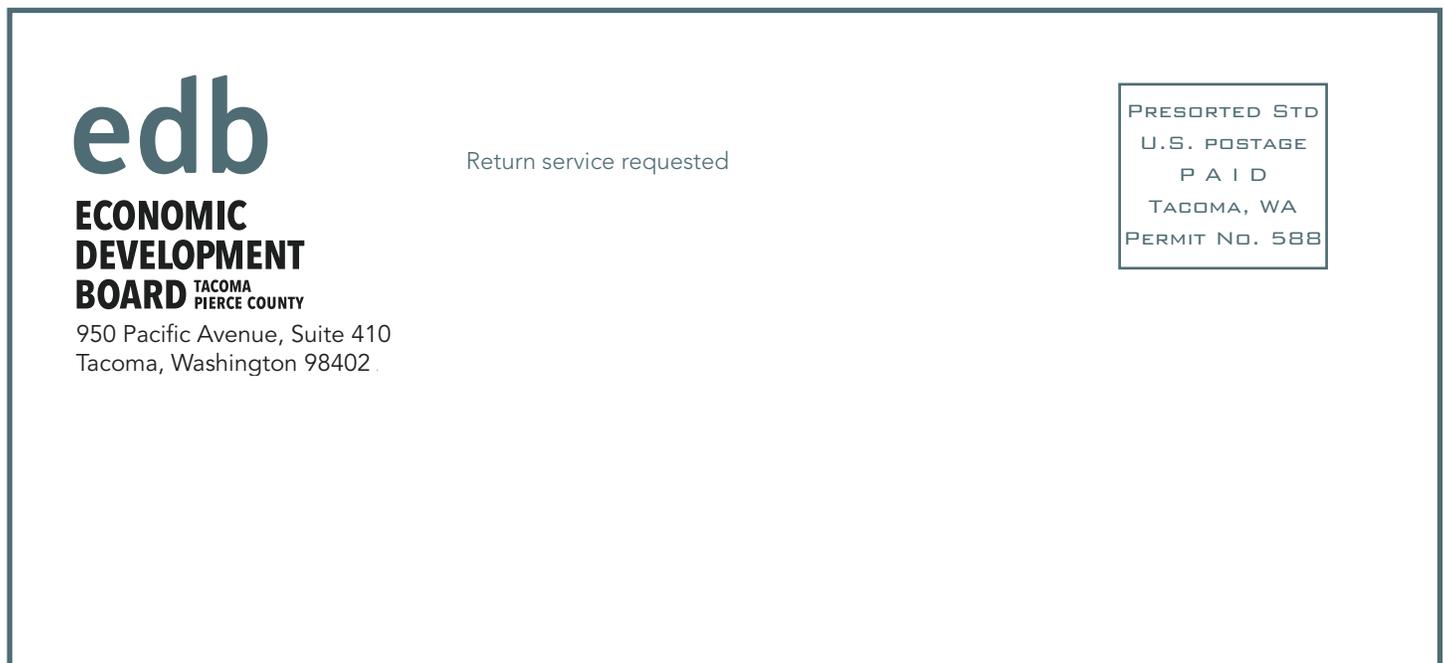
The **Pacific Lutheran University Master of Science in Marketing Analytics (MSMA)** program is educating and training the next generation of global marketing and business leaders. Quantitatively rigorous and qualitatively rich, the STEM-designated program is the only one of its kind in the area.

In addition to learning how to initiate projects to capture and collect data, and use advanced research methods and statistical modeling to analyze the data, MSMA students learn how to formulate recommendations and communicate data-driven decisions with business and organizational leaders. They work directly with industry clients, with faculty support, to solve real-world marketing issues.

“Companies may have a problem but don’t know how to approach it,” said Qin Zhang, assistant professor of marketing for PLU’s **School of Business**. “The work our students are doing enables them to make very informed and data-supported decisions.”

The MSMA program is meeting industry and marketing demand. According to the U.S. Bureau of Labor Statistics, it’s estimated that the marketing research analyst occupation will grow 23 percent from 2016 to 2026. By comparison, other occupations are estimated to grow at 7 percent.

To date, around 40 students have completed the program. With broad skills transferable across industries, graduates are prepared for a wealth of job options, including marketing research analysts, brand managers, big data analysts, marketing scientists, economic analysts and more. “We’re bringing candidates to industry who are capable and trained and hit the ground running,” said Mari Peterson, director of the MSMA program.



If your company or organization has a marketing issue and would like to work with a student consultant or marketing team, contact Mari Peterson at mpeterson@plu.edu or 253-535-7445.

EDB ANNUAL MEETING FAST APPROACHING

The largest economic development gathering in the South Sound is just weeks away. The **2019 EDB Annual Meeting** will be held March 7, 2019, 11:30 a.m.-1:30 p.m., at the **Greater Tacoma Convention Center**. Join hundreds of business and civic leaders from across the region to learn about this year’s **Excellent 10** and **Golden Shovel** award winners, and hear from keynote speaker **Rebecca Ryan**. Trained as a futurist and economist, Ryan helps regions figure out “what’s next.” On March 6, Ryan will offer a **Futures Boot Camp** (exclusively for sponsors and table hosts) that provides the tools and techniques needed to identify and imagine what lies ahead.

Learn more and reserve your table or spot at edbtacomapierce.org/annualmeeting. Advance registration and payment required.

Teamwork is a service of the EDB, a non-profit corporation focused on recruitment and retention of primary businesses in Tacoma and Pierce County, Washington, USA.

950 Pacific Avenue, Suite 410 / Tacoma, Washington 98402 / 253.383.4726