



ECONOMIC DEVELOPMENT COMMISSION
OF FLORIDA'S SPACE COAST

FOR IMMEDIATE RELEASE

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EDC Director of Business Development Earns CEcD Designation from IEDC

Brevard County, Fla. (June 13, 2011) – Robert E. Salonen, Director, Business Development for the Economic Development Commission of Florida's Space Coast (EDC), 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 (IEDC) on June 4 and 5 in Indianapolis.

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.

"The CEcD designation is the pinnacle of excellence in the economic development field and is acknowledged worldwide," said Lynda Weatherman, president & CEO of the Economic Development Commission of Florida's Space Coast. "This designation is a true testament to Rob's expertise and professionalism and we congratulate him on this tremendous accomplishment."

Salonen has been with the EDC as Director, Business Development, since 2005 with a focus on industry attraction and recruitment. In this role, he works closely with companies within Brevard's targeted industry clusters to build a business case for local job creation. In addition, Salonen assists in the development and implementation of enhanced business development programs for Brevard County through strategic initiatives aimed at increasing the overall awareness of the competitive advantages of doing business on the Space Coast.

Salonen is currently a member of the Aerospace Career Development Council (ACDC), Florida Space Business Development Group (FSBDG) and the National Space Club – Florida Committee. He also serves as a board member for Circles of Care.

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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 currently 1,200 active CEcDs in the United States.

About the Economic Development Commission of Florida's Space Coast

The Economic Development Commission of Florida's Space Coast is dedicated to the attraction, relocation, retention and expansion of business. The EDC is a private, not-for-profit coalition whose stakeholders are business leaders committed to the economic growth and stability of Florida's Space Coast. Visit www.SpaceCoastEDC.org.

About the International Economic Development Council

The International Economic Development Council is the premiere organization for the economic development profession. Serving over 4,600 members, IEDC is the world's largest professional membership organization providing a diversity of economic development services, including research and advisory services, conferences, professional development and legislative tracking. IEDC provides economic developers with the information and tools they need to build local economies and strive to draw upon and increase the collective expertise and influence of its diverse membership.

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