



FOR IMMEDIATE RELEASE

July 27, 2010

CONTACT

Sharon Matthews
Inland Northwest Economic Alliance
(509) 255-5818

THE POTTER PRINCIPLES REVEALS BOB POTTER'S SECRET TO RECRUITMENT SUCCESS

SPOKANE, Wash. – Inland Northwest Economic Alliance chief recruiter Bob Potter reveals his business recruitment secrets in the recently released book, *The Potter Principles*, a step-by-step overview of the process he used to successfully recruit more than 70 companies to the Inland Northwest.

The concept for the book originated through the INEA, a private, non-profit organization made up of 10 economic development groups from throughout eastern Washington and northern Idaho.

“The INEA and its supporters are continually looking for ways to educate and promote successful economic development initiatives to strengthen regional economies,” said INEA Executive Director Sharon Matthews. “We know that economic development professionals and salespeople from around the country will be interested in learning more about the consultative selling techniques behind Bob’s success.

The book, authored by Jeni Forman, who worked closely with Potter while serving with on the INEA board, explores all aspects of business recruitment.

- **Part I – The Man & The Method:** About Potter and his method, addressing how to assess a community’s needs and identify key markets
- **Part II – Steps to Success:** Potter’s step-by-step process to business recruitment, including example check lists, pitch letter and portfolio spreadsheet
- **Part III – A Case in Point:** Case studies of Potter’s key recruitment successes

As INEA chief recruiter, Potter works to convince selectively identified Southern California businesses to relocate to the Inland Northwest. Over the past 20 years, the companies Potter has recruited to the Inland Northwest have provided 3,937 new jobs with an annual payroll of \$98.2 million. The region has also enjoyed a capital investment of \$328.5 million made by those companies.

The Potter Principles is available in hardcover and paperback on iUniverse.com, Amazon.com and BarnesandNoble.com.

About the Inland Northwest Economic Alliance (INEA)

The Inland Northwest Economic Alliance (INEA) is an alliance of 10 regional economic development agencies representing 14 counties in northern Idaho and eastern Washington. The collaborative effort is aimed at building economic growth through enhancing the brand recognition of the Inland Northwest and its communities and showcasing its business value. To learn more, visit

www.inlandnorthwestregion.com

###