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## **Longview Economic Development Corporation**

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## **Susan Mazarakes earns CEcD designation**

*By Rhea Anne Teague*

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...Have We Got News for You!

### **Susan Mazarakes Receives Designation of Certified Economic Developer from the International Economic Development Council**

Susan Mazarakes, Interim Executive Director of the Longview Economic Development Corporation (LEDCO) in Longview, TX, recently earned the designation of Certified Economic Developer (CEcD). This designation is 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 January 30 and 31 in Houston, TX at The Woodland's Resort and Conference Center.

Ms. Mazarakes began her career at the Longview Economic Development Corporation as the Business Retention & Expansion Director, in May 2002. During her four years in this position she built relationships with Longview companies, educators, business leaders and Longview citizens to develop and implement retention & expansion, and the first workforce development programs, for LEDCO. Ms. Mazarakes moved into the Business Development Director position in 2006. In this position she leads the marketing program of the organization. LEDCO markets to existing companies to assist with their growth and prosperity in the Longview area and to the world to attract new companies to Longview. Since 2002, Ms. Mazarakes has been directly involved in 21 completed projects – 15 existing companies that expanded their Longview operations and 6 new companies that located in Longview – resulting in a ten-year total investment of just under \$950 million and the creation of 1,332 new jobs in Longview.

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.

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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. Currently, there are approximately 1,200 CECDs in the United States.

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.

Visit IEDC's website at [www.iedconline.org](http://www.iedconline.org) to learn more.

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