



LORIE VINCENT, CECD

Professional Economic Developer

For more than 29 years, Lorie has developed strategies, prospect events and marketing initiatives that have resulted in the creation of thousands of jobs and millions of dollars in capital investment. Having worked with more than 20 different industries, domestic and abroad, her knowledge and perspective of economic trends and opportunities is extensive. Comfortable in both cowboy boots and a hardhat or a suit and stilettos, she has worked with the smallest of cities to the largest of states! While Lorie is a certified economic developer, she considers her more than quarter century of "in the trenches" experience her most potent tangible and resourceful asset.

Professional Trailblazer

Lorie has taken three EDO's to the "next level." One at the local level (Sherman County), one at a 69-county regional level (The High Ground of Texas) and one at the state level (Team Texas). Her creativity, ingenuity and understanding of different value propositions has resulted in diverse and unique marketing strategies, world renown VIP hospitality events and impactful keynote presentations. She is the architect of the popular ACCELERATOR™ Training Programs, the Trade Show Acceleration Series, the Bringing New Life to Old Bricks-Downtown Revitalization Workshop and the popular *Stand Up Rural America Summit*. Lorie has coordinated over 300 trade shows, excursions & industry events all over the globe. She does not ask "why" but rather "why not?" And don't tell her it can't be done...that's like a double dog dare you challenge!

Professional Consensus Builder

Lorie has worked with 275+ cities, counties, chambers, associations, utilities, cooperatives and state agencies. More than a facilitator or goal setter, she believes in vigorous action plans with measurable results. She has raised over six million dollars for her organizations by developing aggressive, innovative and cutting-edge forward planning, membership and marketing objectives. This approach, paired with her strong belief in collaboration, has allowed her to build the support of thousands of stakeholders for specific outreach programs and dynamic marketing initiatives. She has a gift of making each prospect, member and audience feel special. And she loves dogs & macaroni & cheese.

Professional Storyteller

Boy, does Lorie have some stories! A popular speaker, writer & trainer, her real-life escapades, successes, challenges, and "well, that was embarrassing" moments are absorbed into a strong message of fun and inspiration. She's a strong advocate for rural America, a true believer in regionalism, a cheerleader for existing business appreciation, a big strategic thinker, a kick butt party planner, a professional rule-breaker and a chaos coordinator. Her knowledge runs deep, and her enthusiasm is contagious! In addition to speaking to more than 500 groups throughout her career, her long-awaited books, *Stand Up Rural America-Forging a New Path* and *Misadventures, Mayhem & Mishaps of a Small-Town Girl Gone Global*, are scheduled for release in Fall of 2021.



"...a true professional, she opened our eyes to new perspectives and solutions for our economic development challenges..."

"...she made everyone in the room feel like she was talking directly to them. Her warmth and humor helped to make our event an amazing success..."

"...she made me listen, then laugh, then cry, then laugh again. I can't wait to hear more tales..."

"...her quiet ability to organize both a great event and a large team is amazing to watch. She is a master at creating memorable marketing strategies..."

