



# Choose Columbia

Columbia Economic Development Corporation

**FOR IMMEDIATE RELEASE**

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## **WILBER COMPLETES ECONOMIC DEVELOPMENT COURSE**

Kenneth J. Flood, Executive Director of the Columbia Economic Development Corporation (CEDC) today announced Carol Wilber, marketing director, has completed the Basic Economic Development Course offered through the New York State Economic Development Council. This course is one of six required by the International Economic Development Corporation to achieve certified economic developer status.

Wilber joined CEDC as marketing director in 2013, bringing more than 30 years of marketing and communications experience to the position. She is responsible for providing vision and strategic direction in the planning and implementation of the organization's marketing, branding and communications program. Wilber also plays an integral role in supporting CEDC's overall business development efforts. Wilber is responsible for the organization's successful rebranding initiative in 2013, and since then has won several marketing awards from the New York State Economic Development Council.

"Columbia Economic Development Corporation regularly sends staff to conferences and training sessions to learn best practices in the field of economic development," stated Executive Director Kenneth J. Flood. "Economic development training provides classroom time that complements what we do every day. Ultimately, it allows us to better serve small businesses by having up to date information on products and services in the economic development field."

Hosted by the SUNY Center for Environmental Sciences and Technology Management in Albany, the four-day course was taught by professionals throughout New York State. All instructors volunteer their time.

Columbia Economic Development Corporation is the lead economic development organization for Columbia County. Our mission is to strengthen the area's tax base through economic development and job creation, to assist businesses locate and expand within the county, and to promote Columbia County as a premier place for business and for life. Visit us at [www.columbiaedc.com](http://www.columbiaedc.com).

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