

REACH



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TRIDEC Web site designed by LMSI is 'Best of Class'

When the Tri-City Industrial Development Council and Lockheed Martin Services, Inc. unveiled TRIDEC's new Web site last spring, TRIDEC's president Bill Martin was pretty sure he had a winner, and he was right.

Last month, Martin was presented with the Best of Class award for the TRIDEC Web site at the annual conference of the American Economic Development Council in New York City. During the national conference, winners in the Promotional Material Awards Competition were announced. TRIDEC earned its award in the Web Sites/City, State or Regional Economic Development Organization category.



TRIDEC's Web site tells businesses about the advantages of the Tri-Cities.

"This conference really confirmed that every economic development organization that truly wants to compete is online today. Businesses looking to relocate or expand save a lot of time and money by doing preliminary research on areas they're interested in without even leaving their offices," remarked Martin. "If they're not impressed online, they simply won't come. Obviously, they are impressed with www.tridec.org!"

The TRIDEC Web site provides important information about the Tri-Cities region to prospective new businesses. Advanced features such as virtual walkthroughs of local buildings and office spaces available for lease or purchase provide valuable insight to potential future investors. TRIDEC business members benefit, too. Member businesses that have their own Web sites or e-mail addresses are linked for direct access, enhancing their own visibility on the Internet. The site's powerful database design even allows the TRIDEC staff to manage the site's content without having to program.

The American Economic Development Council judged all Web site entries on their ability to promote their city, state or regional economic development organizations as well as visual appeal, data type, data quality, organization, ease of navigation and accessibility.

LMSI Web team members Cindy Moody-Brock, Josh Zook, Brant Vondruska, Lisa Demetreon and Vic Forney developed the TRIDEC site with the help of Kris Berg and Gretchen Gwaltney of TRIDEC. ♦