

**Madison County Industrial Development Agency, Inc. (MCIDA)  
11 Madison Blvd.  
Canastota, NY 13032**

## **MEDIA ADVISORY**

**For Immediate Release** – September 21, 2006  
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### ***“Boomtown, USA” Author to Speak***

### ***Jack Schultz is Coming to Cazenovia***

*“The question for small town America is acute. What causes some communities to boom even as others slowly die? Jack Schultz knows the answer.”*

*Rich Karlgaard  
Publisher, Forbes Magazine*

The Madison County Industrial Development Association (MCIDA) and Cazenovia Area Community Development Association, Inc. (CACDA) are working together to sponsor a presentation by Jack Schultz, nationally acclaimed author of “Boomtown, USA - The 7 ½ Keys to Big Success in Small Towns”.

On 19 October 2006 at 7 pm Jack Schultz will speak at the Cazenovia College Theater on Lincklaen Street. Mr. Schultz is an authority on economic development for the ‘agurbs’. His research has been published in USA Today, Forbes and Business Week.

(more)

## ***Media Advisory – “Boomtown, USA” Author to Speak***

***21 September 2006***

***Page 2***

Schultz won Ernst and Young’s Entrepreneur of the Year Award for accomplishments based on his passion and ambition for rural America. His book promotes strategies that help small town communities lure businesses away from larger metropolitan areas. According to Schultz, this can be accomplished by offering lower operating costs and unique environments with enhanced quality of life features. “Boomtown, USA” details one hundred communities and their successful actions to increase local economic development initiatives.

Schultz is the CEO of Agracel, Inc., an industrial development firm that specializes in rural America. Agracel, Inc. has projects in twelve states and owns over five million square feet of industrial space, in addition to 15 business parks and a short line railroad. Mr. Schultz recently founded Boomtown Institute, which serves as an advisor to many communities in the country by helping them develop their maximum economic potential.

The event is open to the public. Please call MCIDA at 697-9817 to confirm your attendance.

If you would like more information about Jack Schultz, his book or the Boomtown Institute, visit [www.boomtowninstitute.com](http://www.boomtowninstitute.com). To learn more about Agracel visit [www.agracel.com](http://www.agracel.com)

### **Madison County Industrial Development Agency**

**Bringing Good Jobs Home to Madison County**

**[www.madisoncounty.com/mcida](http://www.madisoncounty.com/mcida)**

Madison County Industrial Development Agency (MCIDA) enhances the County’s economic future by nurturing and growing the job and tax base.

MCIDA concentrates on three areas:

- Working with our existing industry to help them prosper and expand,
- Helping entrepreneurs to start businesses in the County, and
- Attracting outside businesses into the County.

(more)

***Media Advisory – “Boomtown, USA” Author to Speak***  
***21 September 2006***  
***Page 3***

To provide competitive sites for business expansion the MCIDA is partnering with municipalities to help them evaluate the benefits of resident jobs, resident employers and related tax bases. Four communities are currently welcoming new businesses into community run business parks. The MCIDA continues to work with take-charge municipalities across the County that believe good jobs are the basis of a sound economy.

Contact Peter Cann at 697-9817 for more information on MCIDA programs.

***Cazenovia Area Community Development Association, Inc.***  
***A Resource for the Community***

Cazenovia Area Community Development Association, Inc. is an independent 501(c)(3) not-for-profit community based organization representing a broad cross-section of stakeholders. CACDA seeks to facilitate the planning and implementation of various projects and programs that will enhance the quality of life, for all residents in the greater Cazenovia region, through education and consensus-building activities.

CACDA offers assistance in accomplishing community goals and objectives. It provides a non-political clearinghouse for discussion and a resource for fact finding as well as dissemination of information.

Individuals and corporations can support CACDA's programs through donations and volunteer efforts. For more information, please call Barbara Henderson, Executive Director, at 655-7651 or e-mail [director@cacda.net](mailto:director@cacda.net).