



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

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**SOUTHERN  
IDAHO** ECONOMIC  
DEVELOPMENT

**FOR IMMEDIATE RELEASE**

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**CONNIE STOPHER RECEIVES DESIGNATION FOR CERTIFIED ECONOMIC DEVELOPER  
FROM INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL**

Twin Falls, ID – October 26, 2020 – Southern Idaho Economic Development is proud to announce Connie Stopher, Executive Director, has earned the designation of Certified Economic Developer (CEcD), a national recognition that denotes a mastery of skills in economic development, professional attainment and a commitment to personal and professional growth.

The International Economic Development Council (IEDC) administered the first ever Virtual CEcD Exam on October 3, 2020, and notified candidates of their results on October 9, 2020. With more than 10 years of economic development experience, Stopher oversees the business and talent recruitment for the 8-county Southern Idaho region.

Since taking on the role of Executive Director in 2017, the Southern Idaho region has seen nearly \$500 million in business expansions and more than 1,000 new jobs created. She has also managed the growth of Southern Idaho Economic Development from a 1.5-person operation to a 4-person team in a little over a year, creating new programs and services, such as the Rural Economic Development Services program, to assist communities and businesses throughout the region.

“Connie’s Certified Economic Developer designation is very well deserved,” said Southern Idaho Economic Development board co-chair Dan Olmstead. “We are very fortunate to have her working to advance business development efforts in our Magic Valley region.”

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 examination, which has three parts and spans two days. The exam tests a practitioner’s knowledge, proficiency and judgment in the following key areas of economic development:

- business retention and expansion
- finance & credit analysis
- marketing and attraction
- strategic planning
- entrepreneurial & small business development
- managing economic development organizations



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- neighborhood development strategies
- real estate development & reuse
- technology-led economic development
- workforce development strategies
- foreign direct investment & exporting

As highly competent economic development professionals, 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 wellbeing, quality of life and opportunities for individuals, businesses and communities. There are currently over 1,100 active CEcDs in the United States.

### **About the International Economic Development Council**

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. IEDC's members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. [www.iedcONLINE.org](http://www.iedcONLINE.org).

### **About Southern Idaho Economic Development**

Southern Idaho Economic Development is a joint venture of public and private sectors throughout the Magic Valley, formed to help diversify and strengthen the local economy by retaining and attracting business to the Southern Idaho region. Southern Idaho Economic Development works closely with communities throughout the region to promote economic development through expansion of existing business and to implement a focused consistent program to attract new businesses and talent to the region. For more information about Southern Idaho Economic Development and/or the Southern Idaho region, please visit [southernidaho.org](http://southernidaho.org).