

NEWS RELEASE

Local Economic Development Professional Graduate of TVA's Valley Workforce Institute



Union City, TN – Lindsay Frilling, CEO of the Obion County Joint Economic Development Corporation in Obion County recently graduated from TVA's Valley Workforce Institute. The Valley Workforce Institute, developed and sponsored by TVA Economic Development, is designed to assist economic developers in understanding and selling their workforce assets and address talent pipeline challenges in today's economy. The program is offered to community economic development professionals in the TVA service area to help foster long-term success.

Four one-day sessions were conducted by leading area experts. The training included focused skills development in the following major areas:

- Workforce Data Analysis and Application
- Identifying and Addressing Labor Force Challenges and Opportunities
- Developing Creative Labor Force Solutions
- Crafting a Comprehensive Workforce Story

"A community's ability to compete, gain jobs, and attract economic investments depends on local leaders being prepared, having product available, and understanding its workforce story to differentiate their community's unique strengths," said TVA Senior Vice President of Economic Development John Bradley.

Over 60 individuals have participated in the program since it began in 2016. Recent leadership graduate Lindsay Frilling, CEO, Obion County JEDC,

“TVA always offers excellent training and learning opportunities, and the Valley Workforce Institute was no different. We were able to utilize tools that give us a broad understanding of our current local workforce while learning ways to strengthen our workforce development efforts so that we can continue to support our existing businesses as well as respond to new business prospects.”

Based on the success and responses from this and previous classes, TVA Economic Development is planning future institutes. Economic development professionals located in the TVA region will receive an application if interested in applying for future classes.

The Tennessee Valley Authority (TVA) a corporation owned by the U.S. government provides electricity for business customers and distribution utilities that serve 9 million people in seven southeastern states. Economic development is a major part of TVA’s core mission. TVA’s Economic Development services are focused on attracting targeted new industries, retaining and growing existing businesses and partnering with communities to help foster economic growth. More information is available at TVA.com.

The JEDC serves as the administrative organization of the Obion County Chamber of Commerce and the Obion County Industrial Development Corporation. The JEDC’s overall objective is to keep abreast of municipal and county government activities and legislation dealing with commerce or infrastructure and changes in the law that will affect retail or industry. www.obioncounty.org

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(Distributed: April 23, 2019)