

## **CAEDA Welcomes New Economic & Business Developer**

By Noelle Wernsman, Investor Relations & Communications Manager

The Casper Area Economic Development Alliance is happy to introduce their Economic and Business Developer, Bill Edwards.

A long time resident of Casper, Edwards is very excited about being back at CAEDA. Edwards and his family moved to Casper in 1986 with Pacific Power, where he began his career in business and economic development. He has worked with CAEDA since it's founding in 1987, and then joined the CAEDA staff in 1998 after retiring from Pacific Power. He served as Vice President until taking a position at Casper College. In recent years, Edwards has owned and managed his own consulting firm offering training, planning, and management services to organizations throughout the region.

Edwards stated, "Steve [Elledge] and I have worked together on economic development projects for years, so I am looking forward to being a part of the CAEDA staff again!"

Edwards' primary responsibilities will include generating business leads, developing marketing plans and encouraging investment in Natrona County. Generally, he will work to coordinate, direct, and implement programs and projects that support established economic development initiatives and goals.

To reach Mr. Edwards, please call the CAEDA office at 307-577-7011 or email him directly at [bill@caeda.net](mailto:bill@caeda.net).



Bill Edwards, Economic & Business Developer