



DUBLIN LAURENS COUNTY

THE BUSINESS HEART OF GEORGIA

Dublin-Laurens County Development Authority Hires Marketing and Public Relations Coordinator

FOR IMMEDIATE RELEASE

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Dublin, GA, April 28, 2015 – The Dublin-Laurens County Development Authority hired Beatriz Lleras as the full-time Marketing and Public Relations Coordinator on February 23, 2015. Ms. Lleras is a product of the Dublin City Schools system and is a recent graduate of the University of Georgia, where she double majored in Communication Studies and Romance Languages. Ms. Lleras will focus primarily on marketing to targeted industry sectors throughout the world and assisting the Development Authority with public relations and communications strategies. She will also manage the Authority’s website, social media platforms, and event planning responsibilities.

“I’m really excited to have someone as enthusiastic and talented as Beatriz to join our team,” said Brad Lofton, Development Authority President. “She is fluent in three languages and will be a great asset to us as we continue the momentum of locating international investment to Laurens County.”

Companies looking at Laurens County today require the community to produce professional marketing materials that include up to date labor and workforce information, existing sites and buildings data, transportation, quality of life and other important materials well in advance of a site visit. Site selection consultants and statewide economic developers also note that the first phase of a corporate site selection process is completed online prior to the community even knowing they are in the running to win the new jobs. It is critically important to have a website that is relevant, state of the art, and easy to navigate allowing the community the opportunity to compete for these important projects. In addition to website enhancements that are underway in 2015, the Authority is also working on additional advanced marketing initiatives.

About DLCDA

The Dublin-Laurens County Development Authority is a publicly funded economic development organization with the mission of providing industrial recruitment efforts, and promoting and supporting existing industries in Dublin-Laurens County. Over the past five years, the DLCDA has participated in the creation of over 947 new jobs with a corresponding capital investment of \$183 million. The Authority has also assisted with key expansions with a number of existing industries. The DLCDA Board consists of Dr. Fred Williams, Chairman; Roger Folsom, Vice-Chairman; Phil Gay, Secretary/Treasurer; Jimmy Allgood, Scott Beasley, Guy Cochran, and James Malone.

For more information, visit <http://www.dublinlaurensgeorgia.com>.

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