



Snohomish County Executive
AARON REARDON



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 **Reardon tells leaders region must compete for businesses**



Snohomish County Executive Aaron Reardon opened this week's 2011 Economic Symposium, telling local business and government leaders that the region must adapt to continuing economic changes in order to create new jobs.

"We have to act in a different way than we acted before, we have to be entrepreneurial," he said. "Other states are calling upon our businesses to recruit them to their states, offering land and tax incentives. We have to be business recruiters ourselves."

Reardon said it's no longer possible to consider any business a birthright. "We are in an economy that is hypercompetitive at an international level," he said. "Unless we understand, we will not create new jobs."

He continued, "We cannot wait for businesses to knock on our door. We have to actively recruit and build business relationships. If we in government do not focus on creating jobs and opportunity and being partners with our businesses and our investor, we are sunk. It's that simple."

To read a news account of the symposium, click [here](#).

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Contact me:

3000 Rockefeller Ave.
M/S #407
Everett, WA 98201

Phone: [425.388.3460](tel:425.388.3460)
Fax: [425.388.3434](tel:425.388.3434)