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**PFLUGERVILLE COMMUNITY DEVELOPMENT CORP. STAFF RECEIVE
COMPLETION CERTIFICATES IN ECONOMIC DEVELOPMENT**

PFLUGERVILLE, Texas (November 23, 2021) — The Pflugerville Community Development Corporation (PCDC) announces the graduation of Crystal Connally, PCDC Business Retention and Workforce Director from the University of Oklahoma Economic Development Institute (OU EDI) and Veronica Ramirez, Marketing Communications Manager, from the Texas Economic Development Council (TEDC) Basic Economic Development Course (BEDC).

“Understanding the fundamentals of economic development and how best practices may be applied is critical to serving our community. We applaud the efforts of Crystal and Veronica for achieving their next steps toward certification in economic development,” said Amy Madison, PCDC Executive Director.

Connally attended OU EDI during the Fall 2021 Session in Fort Worth, Texas to complete the 120-hour certificate program on October 28th which provides a broad spectrum of advanced education for the economic development professional and becomes eligible to sit for certification in economic development from the International Economic Development Council (IEDC).

“OU EDI is the premier organization dedicated to training economic development professionals,” Mark J. James, CEcD, EDI Dean. “These graduates represent some of the finest economic development practitioners in the U.S. working to support their local communities. My congratulations to them.”

OU EDI classes focus on three major core areas including: Business Retention and Expansion, Real Estate, and Credit Analysis, as well as areas of concentration in Workforce Development, Marketing, Strategic Planning, Entrepreneurship, Community & Neighborhood Development, and Managing Economic Development Organizations. Students typically take 1-2 years to

complete the program through a series of intensive in-person or online courses.

Ramirez attended the BEDC in Fort Worth, Texas and received her graduation certificate from the Texas Economic Development Council (TEDC) on October 29th. Graduates must complete 32-hours of training to receive the certificate that is accredited by IEDC. The certificate of completion is required prior to pursuing other advanced professional economic development training programs accredited by the IEDC.

“The TEDC sponsored Basic Course is one of the ways we contribute to the continuing education of our members and in turn help us ensure that Texas communities are staffed by the very best economic development professionals in the country.” said Carlton Schwab, President of Texas Economic Development Council.

About the Pflugerville Community Development Corporation

Pflugerville, Texas, one of the fastest growing cities in the nation according to the U.S. Census Bureau. With a population of more than 74,000, Pflugerville is located just minutes north of downtown Austin in the desirable Central Texas region. State highways 45 and 130 and Interstate Highway 35 offer direct access to other nearby cities and a quick route to nearby airports. Hometown pride and quality of life are top priority, with residents enjoying the beautiful Lake Pflugerville, an elaborate trail system, shopping areas, new restaurants, and the community’s many parades and festivals.

PCDC is responsible for attracting, retaining and expanding businesses to create new jobs and increase tax revenue to support community development. PCDC can provide funding for use as an incentive for companies locating and growing in Pflugerville. PCDC funds, which are 4B money generated from a half-cent of the city’s sales tax revenue, can also be used to construct needed infrastructure such as roads, utilities and drainage, as well as development of public parks and recreation projects. For more information, visit www.pfdevelopment.com.

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