



FOR IMMEDIATE RELEASE

Press Contact:
Veronica Ramirez
Marketing Communication Manager
512-990-3725
veronicar@pfdevelopment.com

CRYSTAL CONNALLY, PCDC BUSINESS RETENTION AND WORKFORCE DIRECTOR, EARNS ECONOMIC DEVELOPER CERTIFICATION

Pflugerville, Texas (September 3, 2024) — Crystal Connally, Business Retention and Workforce Director for the Pflugerville Community Development Corporation (PCDC), recently earned the designation of Certified Economic Developer (CEcD). She joins over 1,250 people worldwide who have been recognized for their skills in economic development by the International Economic Development Council (IEDC). Out of the 41 candidates who successfully passed the examinations this month, Connally was one of seven from Texas and is now one of 141 individuals holding this active designation statewide.

“We are incredibly proud of Crystal for achieving her Certified Economic Developer certification,” said Terri Toledo, PCDC Interim Executive Director. “This accomplishment is a testament to her dedication, expertise and commitment to advancing economic development in our community. Crystal’s achievement not only enhances her professional growth but also strengthens our organization’s ability to drive meaningful impact in Pflugerville.”

At least four years of full-time, consecutive, paid economic development experience are required to qualify to sit for the exam. In addition, all candidates must complete an economic development basic course, along with six of the eleven courses currently offered through IEDC's professional training program. Once eligible, candidates must pass a rigorous and comprehensive two-day examination which includes a multiple-choice short answer, essay, and interview process.

"I am honored to have earned the Certified Economic Developer certification," said Crystal Connally. "This milestone represents my commitment to continuing my professional growth and contributing even more effectively to the economic development of Pflugerville. I'm excited to apply the knowledge and skills gained through this certification to further support our community's growth and prosperity."

Since joining the PCDC in August 2017, Connally has served in several capacities for the organization but has spent the last three years in her current role overseeing business retention, expansion, and workforce development initiatives in Pflugerville. She is a member of the IEDC, the Texas Economic Development Council, and serves as a board member for the Pflugerville Chamber of Commerce.

About the Pflugerville Community Development Corporation

Formed by voter approval in 2001, the PCDC is a Type B corporation funded by a one-half-cent sales tax collection. The Pflugerville City Council appoints a seven-member board to oversee policy, and the organization employs six staff members to support programming and operations. The PCDC is responsible for attracting, retaining, and expanding businesses to create jobs and increase tax revenue, supporting economic and community development. For more information, visit www.pfdevelopment.com.

About the International Economic Development Council

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 4,300 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members engage in the full range of economic development practices. Given the breadth of economic development work, our members are employed in various settings, including local, state, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions. Learn more at iedconline.org.

###