



CONTACT: Joe Backer (302) 672-6824

For Immediate Release

NEWS RELEASE

DEDO Adds New Professional Staff

Expertise in Small Business Development, Entrepreneurial Ventures, Business Development and Workforce Recruitment

Dover, Del. (October 31, 2007) -- The Delaware Economic Development Office is pleased to welcome three new professionals to its fulltime staff. Their expertise will assist DEDO in its mission to recruit new businesses to the state, expand existing businesses, and increase the state's pool of highly skilled knowledge workers.

Ken Anderson is the new Director of Entrepreneurial and Small Business Development. He is responsible for encouraging new business start-ups and overseeing the state's support services for small businesses. He is also responsible for fully implementing the Emerging Technology Center, a virtual business incubator providing pro bono or reduced rate services to start-up technology based businesses. Additionally, Ken is charged with developing minority businesses in Delaware, and encouraging new business growth in each of Delaware's Main Street and downtown communities.

Most recently, Ken served as Executive Vice-President for Goeins-Williams Associates, Inc. of Wilmington, Del. Previously, he was the owner of the Ken Anderson Company and the Divisional Vice President for the Adesta Communications (now Adesta, LLC) of Omaha, NE. Ken is a graduate of the United States Naval Academy at Annapolis, MD.

Ross Tyler is the Delaware Economic Development Office's Director for Market Development. In this role, Ross oversees the state's Market Cluster Leaders in their efforts to target and attract new businesses to the state. Ross's background includes global private sector sales and marketing experience and a solid track record of successful economic development initiatives for the World Bank, USAID, and The U.S. Department of State. Ross holds a bachelors degree in Chemistry from St Andrews University, Scotland, and an MBA from Canterbury Business School, University of Kent, UK.

Sally Wojcieszyn joined the Delaware Economic Development Office as a Workforce Development Representative. Sally comes with over 25 years of successful workforce recruitment and placement experience. In her new role, Sally is charged with expanding Delaware's highly skilled workforce through targeted regional, national and international recruitment initiatives.

In addition, she is responsible for developing partnerships with national and international universities/colleges' career centers, alumni offices, and internship programs to encourage students and alumni to live and work in Delaware. Delaware is one of the few states taking proactive measures by hiring an experienced recruiter to address critical workforce needs for the businesses of tomorrow. Sally earned a bachelor's degree in Behavioral Science from Wilmington University and is a certified administrator of volunteers from Delaware Technical & Community College. She serves as the president of the Delaware Association of Volunteer Administrators.

"We are pleased to bring professionals of Ken, Ross and Sally's caliber to our office," said DEDO Director Judy McKinney-Cherry. "Their expertise compliments the tremendous talent of our existing DEDO staff and will enhance our efforts in small business and entrepreneurial development, business development, and workforce recruitment."

For additional information, contact DEDO at (302) 739-4271, or visit the website at: www.dedo.delaware.gov.

About DEDO

The Delaware Economic Development Office is an executive state of Delaware agency responsible for attracting new investors and businesses to the state, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of the State. Visit: www.dedo.delaware.gov.

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