



Why recruit aerospace and defense companies?

[Cindy Anderson, TEAM Santa Rosa](#)

2010-08-31 14:14:28

It's no secret that we have a very hot spot for the Aerospace and Defense industry, right in our backyards. Northwest Florida is dominated by several military bases, including Eglin Air Force Base, Hurlburt Field, Whiting Field, and Naval Air Station Pensacola. To that end, the recent addition of the Whiting Aviation Park will provide industries with limited use of 6,000 feet of runway at Whiting Field. And on top of that, our area has a pool of 31, 819 well-trained formal military personnel from which industries can draw labor. Our area has so many amenities to offer Aerospace and Defense companies, so why not recruit them? It's only natural that we strive to promote our many amenities and bring Aerospace and Defense jobs to our area. We at TEAM stay busy showcasing our Aerospace and Defense Mecca to the rest of the world.

In continuation of our effort to recruit these companies, TEAM recently joined Florida's Great Northwest's delegation of professional economic developers at the Farnborough International Air Show at Farnborough Airfield in the United Kingdom. Taking place once every two years, the Farnborough International Airshow (FIA) is one of the world's most iconic global aviation events. The Northwest Florida delegation included ten economic development professionals from Pensacola to Tallahassee, as well as lead staff from Enterprise Florida, Florida's Great Northwest, and other communities from around the state.

So why venture over 4,000 miles across the world to recruit? There's a simple answer- Farnborough hosts the largest number of Aerospace and Defense companies in the world for four days of business meetings. The first five days of the show are traditionally trade days only, followed by a weekend where the exhibition is opened up to the public. It is an opportunity to meet with those companies and tell the story of Northwest Florida as a location for their industry and is really the only chance for economic development professionals to interact with top decision makers from these companies. And the best part is we don't have to fly to a dozen cities around the world to meet with them. Farnborough is a one-stop-shop.

In preparation for this opportunity, Florida's Great Northwest and TEAM set more than ten appointments with various attendees of the event before they even hit the ground in London. Once the delegation arrived, they then added additional meetings and hosted networking events. As a member of the Gulf Coast Aerospace and Defense Alliance, a partnership of Northwest Florida and the States of Alabama, Mississippi and Louisiana, Florida's Great Northwest hosted a joint kick-off reception for 200 aerospace executives on the Sunday before the show.

All this to say, "was it worth it" and "what were some of the outcomes?" TEAM initiated and built relationships with corporate executives to get Northwest Florida on their radar as a location for their next project. We were also able to identify current projects that our area might be a fit for. And, we made aerospace executives aware of projects and companies in our region. So yes, it was well worth it. The assets in Santa Rosa County speak for themselves, and it's TEAM's job to ensure that they know all about what's available here. Face-time with the people that make decisions about company expansions and relocations is invaluable so that we can do just that. With this premiere event, we were able to spread the word about our beautiful area and tout the many reasons why Aerospace and Defense companies will find Santa Rosa to be the ideal location for their outfit. We are already working on a prospect for the Whiting Aviation Park. Keep us on your radar, there is more to come.

© Copyright 2010 Freedom Communications. All Rights Reserved.

[Privacy Policy](#) | [User Agreement](#) | [Site Map](#)