

## Allison Larsen, CEcD



allison@TadZoConsulting.com  
20801 W. Main Street, Buckeye, AZ 85396  
Office (623) 233-5333  
Mobile (509) 952-6104  
www.TadZoConsulting.com  
LinkedIn - [www.linkedin.com/in/allisontadzo](http://www.linkedin.com/in/allisontadzo)

### PROFESSIONAL EXPERIENCE

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#### **TadZo L.L.C.**

*Founder & Secret Weapon (2013 – present)*

TadZo cultivates creative, innovative, and empowered individuals and groups through visual thinking and inclusive engagement. As a partner and trusted advisor, TadZo provides uniquely effective services for Strategy; Coaching; Facilitation; Event Design; and Training.

#### Projects:

- Fairfield County Economic Development, OH - Workforce Center Strategy Session, Digital Storyboard
- Northwest Economic Development Course - Trainer, Virtual Meeting Engineer, Visual Recorder, Video Editor
- Mid-Ohio Development Exchange/The Columbus Region - Board Retreat
- Katy Area EDC, TX - Board Planning
- Boehringer Ingelheim Animal Health – COVID-19 Strategy Pivot & Virtual Meeting Training
- Midwest Veterinary Supply – COVID-19 Strategy Pivot
- Mississippi County Economic Development, AR – Brand Message & Website
- Ada Jobs Foundation & City of Ada, OK Community Assessment & Strategy for a Better Future
- Bartlesville Regional Chamber of Commerce, OK Community Vitality Strategy
- Research Consultants International FDI Inc. - Economic Development Training & Project Manager Team Work Session
- Appalachian Partnership for Economic Growth & Appalachian Partnership, Inc., OH - Board Retreat Facilitation: Board Transformation
- East Harris County Empowerment Council, TX - Workforce Readiness Action Planning for Soft Skills Training (pro bono)
- Mississippi County Economic Development, AR - Economic Development Tactical Advancement Plan
- Florence Area Chamber of Commerce, OR - Beautification & Revitalization Team Planning
- South Coffeyville Area Development Authority, OK – Action Planning Work Sessions
- Boardman Chamber of Commerce, OR – Board Retreat
- Appalachian Partnership for Economic Growth & Appalachian Partnership, Inc., OH – Economic Development Strategic Planning for 25-county region
- Oregon Economic Development Association – Oregon Certified Ec. Dev. Training Design

- Willamette Workforce Partnership, OR – Transp., Warehouse & Distribution Sector Strategy
- Appalachian Partnership for Economic Growth & Appalachian Partnership, Inc., OH - Board Retreat Facilitation: Organizing for Strategic Planning
- OG&E/OGE Energy Corporation, OK – Community Assessment Tool & Team Training
- Ashland Alliance, KY– Strategic Planning Session
- Oklahoma Southwest Alliance – Regionalism Training Session
- Greater Rockport-Fulton Chamber of Commerce, TX– Econ. Recovery Action Plan (pro-bono)
- Bowling Green Area Chamber of Comm. KY - High Perf. Motorsports Industry Asset Map
- Lane County, OR - Economic Development Strategy
- Lane County, OR - Sector Strategy for Advanced Wood Products
- Bixby Metro Chamber of Commerce, OK – Target Industry Analysis
- City of Owasso, OK – Economic Development Strategic Planning
- KapStone Paper and Packaging, IL - Incentives advising for Idaho plant yielding 5 years property tax exemption
- Obion County EDC, TN – Workforce Development Initiatives
- KapStone Paper and Packaging, IL - Permitting and Incentives advising for California plant yielding \$1M incentive award
- McKinney Economic Development Corporation, TX – Industry Target Verification, Business Cases, Strategic Implementation Plan
- City of Springfield, OR – Target Industry Analysis, Competitor Benchmarking, Economic Development Strategy, Marketing Strategy, Branding & Marketing Collateral, Website
- Katy Area EDC, TX – Economic Development Strategic Plan
- Confidential corporate client (QC) – Business Advising
- County of Mohave, AZ – Lake Havasu Call Center Brochure
- City of Yakima, WA – Economic Development Strategic Plan
- South Willamette EDC, OR – Organizational Identity
- McKinney Economic Development Corporation, TX – Strategic Planning Workshop Facilitation
- Town of Ajax, ON – Economic Development Strategy Review & Update
- Muskogee City-County Port Authority, OK – Economic Development Strategy & Marketing Plan
- Redmond Economic Development, Inc., OR – Board Retreat Facilitation
- Prineville/Crook County Economic Development Council, OR – Board Retreat Facilitation
- City of Coquiltlam, BC – Technology Workshop Facilitation
- Northern Kentucky Tri-ED – Economic Development Training & Best Practices
- Enid Regional Development Alliance, OK – Board Retreat Facilitation
- Muskogee City-Co. Port Authority, OK – Competitiveness Assessment & Target Industry Analysis
- Redmond Economic Development, Inc., OR – Community Economic Dev. Report Card
- Oakland County, MI – Economic Development Partners Facilitation for Partner Action Plan
- Greater Spokane Inc., WA – Driving Competitive Change for the Spokane Region
- Muskogee City-Co. Port Authority, OK – “Economic Development 101” for Community Leaders
- City of Eugene, OR – Competitiveness Work Session
- City of Springfield, OR – UGB Expansion Sites Assessment
- Oklahoma Governor’s Economic Development Marketing Team – Annual Retreat Facilitation
- Martinsville-Henry County EDC, VA – Website Advisory Services
- City of Ada, OK – Website Advisory Services
- Eugene-Springfield-Lane County, OR – “Big Look” Regional Econ. Dev. Organization & Strategy

- Martinsville-Henry County EDC, VA – Target Industry Analysis & Business Case Research
- Tri-Cities, WA – TRIDEC New Economy Target Industry Study & Competitor Research
- Maple Valley, WA – IEDC Economic Development Advisory Services (pro-bono)
- Northern Kentucky Tri-ED – Strategic Planning Facilitation
- Ada Jobs Foundation, OK – Target Industry Analysis, Branding & Economic Dev. Strategy
- Martinsville-Henry County EDC, VA – Best Practices Assessment & Recommendations
- Greater Pensacola Chamber of Commerce, FL – Implementation Retainer
- Ken-Tenn Regional Alliance, KY & TN - Strategic Plan

## **Chabin Concepts**

### *Principal (2002 - 2013)*

- Ken-Tenn Regional Alliance, KY & TN - Industry Targeting, Business Cases
- City of Chula Vista, CA - Strategic Positioning, Cluster Analysis & Marketing Strategy
- Greater Pensacola Chamber of Commerce, FL - Regional Ec. Dev. Strategy & Marketing Plan
- Cedar Hill EDC, TX - CompetitiveReady Asset Scorecard
- Oklahoma City Partnership - Rural Community Assessments & Recommendations
- Public Service of Oklahoma - Economic Development Marketing Training
- Nebraska Public Power District - Rural Economic Development Training
- Wisconsin Economic Dev. Assoc. - Competitive Proposals Training & Ec. Dev. Sales Training
- Ajax, Ontario - CompetitiveReady Asset Scorecard
- Columbia County Economic Team, OR - Business Attraction Plan
- City of Merced, CA - Economic Development Work Session & Plan
- Porterville, CA - Strategic Plan Update
- West Sacramento, CA - Business Resource & Innovation Center Study
- McPherson IDC, KS - CompetitiveReady Asset Scorecard; Target Industry Study; Economic Development Strategic Plan
- Brownsville EDC, TX - Comparative Benchmarking
- City of Sugar Land, TX - Economic Development Strategy
- City of Shasta Lake, CA - GreenTech Industrial Park
- Bowling Green Area Chamber of Commerce, KY - Target Markets Analysis; updated South Central Kentucky Marketing Plan
- City of Beaverton, OR - Target Industry Analysis & Implementation Plan
- City of Scottsdale, AZ - Competitiveness Assessment/Target Industry Study
- City of Merced, CA - Business Case Development
- Frisco EDC, TX - Comprehensive Economic Development Strategy
- Colusa County, CA - Economic Development Roadmap
- Confederate Tribes of the Umatilla Indian Reservation, OR - Marketing Advisement
- Rio South Texas - Competitive Assessment & Market Position
- Greater Yuma EDC, AZ - Marketing Plan & Business Cases
- Quad City IA & IL - Logistics Industry Study; Wind Website
- San Jose Redevelopment Agency, CA - Downtown Tenant Preferences Study; Organizational Plan, Marketing Plan
- Grenada County EDD, MS - Economic Dev. Strategic Plan; Website; Business Cases
- Northern Rural Training and Employment Network (NORTEC) - Designing Local Skills Strategies for STEM Occupations

- Mid-Michigan Region - Location Analysis & Positioning for Photovoltaic Industry
- City of Santa Rosa, CA – Econ. Development Plan; Consultative Selling Work Session
- Bowling Green Area Chamber of Commerce, KY - South Central KY Regional Marketing Plan & Business Cases
- Northern Colorado EDC - Marketing Plan
- Mariposa County, CA - Economic Vitality Plan
- Greater Phoenix Economic Council, AZ - Business Case & Prospecting Program
- Grays Harbor Public Development Authority, WA - Strategic Marketing Program
- Victor Valley EDA, CA - Regional Marketing Program; Target Industry Study
- State of Washington Prospecting & Marketing Program
- City of Henderson, NV - Target Industry Study, Customized ACT Training
- Prospecting Services for Oklahoma Business Roundtable, Portland Dev. Commission, OR; Shasta County EDC, CA; City of Victorville, CA; and Victor Valley EDA, CA
- NWPennsylvania Regional Planning Commission - Regional Website Review & Training
- State of Washington - Prospecting & Marketing Program
- City of Castle Rock, WA - Strategic Marketing Plan
- City of Rio Vista, CA - Industrial Strategy
- City of Madera, CA - Enterprise Zone Renewal Application
- New Mexico Economic Development Partnership - Targeting & Positioning
- Spokane Area EDC, WA - Strategy & Organization Re-engineering
- San Diego EDC, CA - Organizational Enhancement
- Oregon Economic Development Assoc. - Targeted Industry Prospecting Campaign
- Solano County EDC, CA - Perception Interviews & Client Handbook

## **Economic Development Corporation serving Fresno County**

*Vice President, Client Services and Interim President/CEO (1999 - 2002)*

- Primary contact for site consultants and businesses, resulting in nearly 5,200 new; 800 retained jobs
- Architect of state-of-the-art tools for enhanced responsiveness to clients - Comparative Demographics, Site Selection Core Database (IEDC standards), Real Estate Database, Comparative Operating Cost Analysis and Incentive Calculator; award winning at state and national levels
- Established "Red Teams" of signature-level authorities to meet with prospects, including a specialized "EDC Workforce Red Team"
- Secured grants from USDA, Workforce Investment Corporation and California Technology Trade & Commerce Agency
- Managed 10 employees

## **Madera County Industrial Development Corporation**

*Manager of Business Development and Marketing (1997 - 1999)*

- Business attraction, marketing, public relations – yielding 2,500+ new jobs

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## Other Sales & Marketing Experience

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### **Universal Marketing Services, Inc.**

General Manager; international marketing; set up distribution network in 20+ countries

### **Merck & Co., Inc.**

Nationally recognized "League of Excellence" winner for sales performance

### **California State Fair**

Counties & Agri-Fair Exhibits Supervisor

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## EDUCATION

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### **University of Oklahoma, Economic Development Institute**

Graduate

### **University of California, Davis**

B.S., Agricultural Education

### **California Agricultural Leadership Program**

Fellow, Class XXIV

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## FACILITATION TRAINING

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The Center for Visual Facilitation – virtual/global

The Surprising Power of Liberating Structures Immersion Workshop – Seattle, WA

Liberating Structures Learn the Rules; Bend the Rules Design Studio – Austin, TX

Liberating Structures Workshop – Seattle, WA

The Principles of Graphic Facilitation Workshop, The Grove – San Francisco, CA

The Art of Facilitation, University of California – Davis, CA

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## PROFESSIONAL AFFILIATIONS

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### **International Economic Development Council**

Active Member

- IEDC Certified Economic Developer (CEcD)
- IEDC Board Member
- Past Chair, Education and Certification Committee