



Missouri CORE Hires New Executive Director

Osage Beach, MO (March 2, 2010)

The 12-county Mid-Missouri economic development organization Missouri CORE has a new executive director starting March 1. Missouri native Gary Laffoon will fill the vacancy created when CORE's first executive director, Mike Downey, left this past October to return to the Missouri Department of Economic Development. CORE was founded in February 2008 as a not-for-profit that represents the 12 counties of Audrain, Boone, Callaway, Camden, Cole, Cooper, Howard, Miller, Moniteau, Morgan, Osage, and Randolph.



Lake of the Ozarks Regional Economic Development Council (LOREDC), a member of CORE, partners with CORE to facilitate the attraction of new businesses, promote major projects that have a regional impact, and assist communities in the expansion of existing and start up businesses.

"CORE is beneficial to the Lake of the Ozarks because it gives LOREDC the opportunity to plug into additional resources outside our area and be part of a larger regional group that helps promote the qualities of our region," says current chairman of LOREDC, Brian Meisel. "LOREDC is taking a more proactive role in the region's economy and CORE is one of many groups we partner with to broaden our reach on a national level in the site selection world."

Laffoon confirms that emphasis, "In the site selection world, you recognize those regional groups more. You put more faith in them."

Mr. Laffoon will be one of the driving forces for the Mid-Missouri economy as he works with business leaders, public officials, and other economic advocates to increase recognition for the CORE region.