



March 17, 2019

### **Fuquay-Varina Economic Development Director Alyssa Byrd Wins 40 Under 40 Award in Economic Development**

**Fuquay-Varina, NC** – Alyssa Byrd, Economic Development Director with the Town of Fuquay-Varina has been announced as a recipient of the 2021 Economic Development 40 Under 40 Award, the biennial award recognizing rising stars under 40 years old in the economic development industry.

The awards program is hosted by Development Counsellors International (DCI), a New York-based integrated marketing firm that works with economic development and travel organizations around the globe, and Jorgenson Consulting, a leading national executive search firm serving organizations in non-profit, economic, and community development industries. An independent selection committee of six economic development professionals and site selection consultants evaluated a record-number of 200-plus nominees.

“This past year has demonstrated the importance of economic development in building and sustaining resilient communities,” said Julie Curtin, president of DCI’s economic development practice. “I’m especially impressed by the diverse perspectives and skillsets of this year’s winners as they lead communities to prioritize new ways of thinking, building inclusive and equitable economies, and bringing an attitude of fresh new ideas to the challenges in the industry. The economic development future is bright with these young leaders.”

Alyssa joined the Town of Fuquay-Varina in August 2020 after 9 successful years with the Chatham Economic Development Corporation where she served as President of that organization. Fuquay-Varina is one of the fastest growing municipalities in North Carolina and located in a region that competes in an international marketplace. As the Economic Development Director for the Town of Fuquay-Varina, Alyssa will continue to work to realize the Town’s assets, opportunities, and development potential.

"Alyssa joined the Town of Fuquay-Varina with a great deal of experience. We knew she was top-notch, and she proves it each and every day. The Town Board is excited that she is a part of our organization and community and look forward to the value that she will add toward helping Fuquay-Varina achieve its economic development goals", said Mayor John W. Byrne.

"Management and staff are very proud of this well-deserved recognition for Alyssa. She is a great ambassador for the Town and is a dedicated professional. We feel fortunate that she is a part of our team and have no doubt that she will continue to do great things for Fuquay-Varina", said Town Manager Adam Mitchell

“The economic development industry is in good hands with these rising leaders,” said Todd Jorgenson, managing director and principal of Jorgenson Consulting, Inc. “The communities they represent—from Tuxpan, Mexico to Covington, Kentucky to Québec, Canada—are fortunate to have the smart, innovative ideas of this year’s winners.”

DCI and Jorgenson officially announced the winners on March 16th at a virtual awards reception held in conjunction with the International Economic Development Council Leadership Summit.

For more information on the 40 Under 40 awards program and this year’s winners, visit [econdev40under40.com](http://econdev40under40.com).

###

### **About the Town of Fuquay-Varina**

The Town of Fuquay-Varina is located approximately 15 minutes outside of Raleigh and is one of the fastest growing towns in the state of North Carolina. Fuquay-Varina is a dynamic, inclusive, and caring community that provides exceptional service while offering economic opportunity, sense of place, and an unmatched quality of life. [www.fuquay-varina.org](http://www.fuquay-varina.org)

### **About DCI**

Considered the leader in marketing places, Development Counsellors International (DCI) specializes in economic development and tourism marketing. The agency has designed integrated marketing campaigns for more than 500 cities, regions, states and countries since it was established in New York City in 1960. Services include public relations, branding, research, websites, paid media, and talent attraction. [www.aboutdci.com](http://www.aboutdci.com)

### **About Jorgenson Consulting**

Founded in 1992, Jorgenson Consulting has worked diligently over the past 29 years to establish itself as a premier national executive search firm. With a focus on the fields of non-profit, economic and community development, we partner with our clients to help them identify and secure the highest caliber of executive talent. Our goal is to develop a thorough understanding of our clients and leverage that knowledge with our own expertise and resources to source executive talent that can truly serve the organization by yielding economic benefits while also contributing to a community’s competitive advantage. [www.jci-inc.net](http://www.jci-inc.net)

### **Media Contacts:**

Susan Weis  
Communications Director  
Town of Fuquay-Varina  
919-552-1417  
[sweis@fuquay-varina.org](mailto:sweis@fuquay-varina.org)

Julie Curtin  
President, Economic  
Development, DCI  
303.627.0272  
[julie.curtin@aboutdci.com](mailto:julie.curtin@aboutdci.com)