Greetings,

Phase one of BRAC transfers is nearly concluded and we are well on our way to the 8,500 total positions that will make up the BRAC move. There are 687 days until BRAC implementation must be complete. We urge you to examine your business to find ways to earn valuable new customers. To learn more, visit the Harford County Office of Economic Development website at www.harfordbusiness.org.

Sincerely,

Eric McLauchlin

BRAC TRANSFEREES QUANTIFIED

BRAC transferees are arriving in Harford County, and by the end of this year, 1,700 positions will be in place for BRAC. Another 300 positions will follow in January. About half of them will be filled with people who transfer with their jobs, while the other half will be filled by new hires from within the region. Eighty percent of the advance movers have already chosen Harford County as their home.

Beginning in January 2010, and continuing through January 2011, another 4,000 positions will be filled by relocating employees and new hires. The final phase of BRAC will see 2,500 more positions between January and September 2011. By the end of the transition, APG will have gone from a $3.5 billion research center to a $20 billion center with 8,500 new positions. We are seeing more than double the typical moving percentages in this BRAC relocation – an estimated 50 percent of people will transfer with their positions compared to the normal 25 percent nationwide in previous BRAC rounds.

With a little research and smart business planning, you can earn new and valuable customers now and in the future. The local BRAC community is looking for ways to foster a sense of belonging for its new residents. Charitable, business, civic and faith-based organizations are creating events and social gatherings to help newcomers feel welcome. Build a loyal customer base now so word-of-mouth is strong and positive as these residents arrive. Hotels and restaurant employees, often the first point of contact, are also invaluable information resources. Satisfied customers earn you new customers. Innovative planning gets you there.