



NEWS RELEASE

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GADC Honors Larry Jackson as Economic Development Ambassador for 2011

***Chairman of Jackson Marketing Group Cited for "Passionate Positioning of
Region as Great Place to Live, Work"***

GREENVILLE COUNTY, SC – April 17, 2012 – The Greenville Area Development Corporation has named Larry Jackson, chairman of [Jackson Marketing Group](#) -- one of the Top 100 B2B marketing firms in the nation -- as Greenville County's Economic Development Ambassador for 2011.



The formal announcement will be made at the State House in Columbia on April 17 during ceremonies as South Carolina celebrated the 22nd annual Industry Appreciation Week. Governor Nikki Haley will individually recognize Mr. Jackson and 45 other Ambassadors, one from each county in the state, who have made exceptional contributions to community and state economic development in the past year. Industry Appreciation Week is celebrated to express thanks to companies for their contributions to local communities, to honor economic development leaders, and to build awareness that existing business is a fundamental driver of both local and state economies.

GADC President & CEO Jerry Howard, whose organization is charged with promoting and enhancing quality of life in Greenville County by facilitating job growth and investment, commended Mr. Jackson's "tireless and total commitment to positioning the region as a great place to live and do business." He noted that Mr. Jackson and his marketing firm had spent countless hours supporting such economic development allies as the Greenville Chamber, Greenville Technical College Foundation, Upstate SC Alliance, and SC-TAC, in addition to his role as a founding board member of and ongoing investor in the GADC.

“Mr. Jackson’s leadership and commitment to the causes of economic development and continuous community improvement has been unceasing and unwavering for more than a decade,” said Howard. “In addition, he has made major, positive contributions to this county’s quality of life by serving on numerous boards and supporting a wide range of organizations. He is a leading advocate for Greenville County, and certainly deserves this recognition and honor.”

But it’s not only Jackson Marketing Group that has enjoyed Jackson’s entrepreneurial vision and marketing acumen. The entire Upstate has benefited from his passion for positioning the region as a great place to do business, Howard noted. Jackson’s personal involvement has included stints with the Greenville Chamber of Commerce Headquarters Recruiting Committee, the Greenville Technical College Foundation, and the Executive Committee of the Bob Jones University Board of Directors.

Through the marketing and charitable efforts of his company, Jackson has supported such additional economic development organizations as the South Carolina Department of Commerce, Advance SC, Innomobility, InnoVenture, CU-ICAR and SC MedTech. Under his leadership, the efforts of his agency have benefited numerous charities, including the American Red Cross, Hands on Greenville, Good New Clubs and A Child’s Haven, the BMW Charity Pro-Am, Freedom Weekend Aloft, Artisphere, Metropolitan Arts Council, the Big League Baseball World Series, Peace Center, South Carolina Children’s Theater, and the Museum & Gallery at Heritage Green.

A Greenville native and veteran of the United States Army, Mr. Jackson started his four-decade career in communications with the U.S. Army’s Public Information Office, where he was awarded the Army’s Commendation Medal. From there he moved to Ford Motor Company where he worked in public affairs and motorsports, and then to a Bell and Howell subsidiary where he managed Ford’s dealer marketing and training. In 1980, he co-founded Jackson-Dawson in Detroit, MI before returning to Greenville in 1987.

“With dedicated leaders like Larry Jackson, coupled with the efforts of all of the organizations who help to advance economic development in this community, the Greenville Area Development Corporation’s ability to help produce jobs and capital investment for the people of Greenville County looks very bright,” said Howard. “We all owe Larry a debt of gratitude for his many contributions.”

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The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 15,000 new jobs and more than \$2.6 billion in capital investment in Greenville County, SC. To learn more, visit www.goGADC.com or call (864) 235-2008.