

Della Rucker is Econogy Talent Group's COO. Della has consulted, written and trained people nationwide in entrepreneurship, economic revitalization, urban planning and fostering meaningful public participation. She is one of about 10 persons in the U.S. to hold professional certifications in both planning and economic development. She is a regular plenary speaker for entrepreneurship, economic development and downtown revitalization conferences nationwide.

Della is the author of *Crowdsourcing Wisdom: A guide to doing public meetings that actually make your community better (and won't make people wish they hadn't come)* and *The Local Economy Revolution: What's Changed and How You Can Help*. She is a member of the American Institute of Certified Planners and a Certified Economic Developer.

Steve Farfsing is Econogy's Sales Advisor, leading development of sales systems for ETG and helping our clients develop robust sales pipelines. He is also Chief Lead Generation Expert at RevenueStream Caribe, a groundbreaking outbound sales support provider. A former manufacturing company president and sales consultant, specialist Steve has spent the last 15 years of his 30 year career in sales, studying the science and behavior related directly to sales process management and the application of systems and best practices. He has consulted with many companies, private and public, to accelerate the productivity and learning around the art of the cold call. Steve has been able to synthesize a model and tools that significantly improve organizational results for sales and marketing, a process.