

Reeder Associates  
Independent Public Relations

**Olon Reeder Presents  
Campaign 2014  
Rhode Island Revitalization Action Agenda**

**June 2014**

**SMALL BUSINESS OWNER OUTLINES AND ADVOCATES AGENDA TO  
REVITALIZE RHODE ISLAND'S ECONOMY AND QUALITY OF LIFE**

***Calls for actions now to impact small business growth, education, communities,  
and branding "Ocean State"***

With Rhode Island still being challenged by its troubled economy and lack of jobs, along with local media searching for solutions to keep the state's middle class residents, and with political campaigns now in full swing, one small businessperson is urging the state's business and government leaders to focus their efforts on six key strategies that must be adapted now for Rhode Island to improve its long term economic development and quality of life.

Today, Mr. Olon Reeder, of Rhode Island based Reeder Associates Independent Public Relations, outlined his six point **Rhode Island Revitalization Action Agenda** strategy he feels is an effective, common sense approach to rebuild the "Ocean State".

"As a native Rhode Islander being a self employed small businessman, a former public official, a former journalist, a citizen activist, community advocate, and public opinion influencer, I feel it's my responsibility to help make a real difference in Rhode Island's future. We are at a critical crossroads where we must overcome our negative self attitudes and start taking actions ourselves if we all want our state and our lives to become successful," Mr. Reeder said.

Mr. Reeder noted that even though the General Assembly, businesses and community leaders took meaningful actions in addressing many issues impacting our economy this year, more still needs to be done.

The six major issues that Mr. Reeder says Rhode Island needs to capitalize upon in his action plan include:

MORE

**Education: Invest in lifelong learning tied to economic growth**

Brain power is a key element driving worldwide demands and economic activity today, through the convergence of non stop knowledge, creative economy, enterprise and innovation, art-design connections, which all start with lifelong learning beyond high school and college shaping our emotions, feelings, attitudes, personalities, perceptions and decisions.

**Empowerment: Partner with people-centric efforts and resources**

Personal Empowerment creates the environment to change everyone's psychology and philosophy to self-help motivation, through obtaining basic opportunities for people, either directly by those people, or through the help of others who share their own access to these opportunities. Empowerment also includes encouraging, and developing the skills for, self-sufficiency, encouraging people to gain the skills and knowledge that will allow them to overcome obstacles in life or work environment and ultimately, help them develop within themselves or in the society.

**Entrepreneurship: Create jobs for the self employed**

Companies are constantly replacing full-time employees with independent freelance contractors, and people who once counted on a steady income are now being left to fend for themselves in a hyper-competitive self employed market.

Based on 2011 figures from the US Bureau of Labor Statistics, in Rhode Island, there are over 73 thousand self employed contributing over \$3 billion annually to the state's economy. Most self employed are hired out of necessity, are done so locally and through word of mouth. Because freelancers depend so much on self promotion to get their jobs, they must focus on the local markets, along with showcasing their diverse personal talents, marketing their skills to business owners in their community, along with trying to compete with others for opportunities.

**Enlightenment: Value our places, spaces and communities**

More than ever, people must be connected to where we live, work, play, stay and travel. People expect places and spaces they interact with daily to be vibrant, active, socially appealing, culturally stimulating and help them in improving their quality of life, especially with their physical and mental health.

Active living communities are designed to provide opportunities for people of all ages and abilities to engage in routine daily physical activity, like pedestrian and bicycle friendly design, access to intermodal transportation, mixed use development, ample recreation, walkable neighborhoods, access to fresh and healthy foods and commerce centers.

MORE

Our economic revitalization is relevant to healthy and sustainable communities because active living communities encourage individuals to be more physically active, improving health by lowering citizens' risk for health conditions. Active living communities enhance citizen quality of life, attract business and knowledge workers, and contribute to ongoing economic development.

**Evolution: Adapt to non-stop changes impacting our future**

Because this new economy is built on the empowerment of individuals and the technology that enables this, it's allowing individuals to create their own opportunities and reshaping the perspective of money by making everyone a stakeholder in their livelihoods.

This means everyone, regardless of their economic status and social background, must compete with themselves and each other for limited resources in the marketplace, which means people must be accustomed to accepting ongoing changes to how we live, how we work and how we connect to improve our future.

Because people are now "required" to have 24/7 access to the Internet and must now communicate through social media to live, work, and transact personal activity, efforts must be made to provide everyone with free online access as a necessity of our 21<sup>st</sup> century lifestyles.

**Experiences: Take advantage of our rich diversity and location**

Demand Driven Experiences are necessary for not only reinventing our state's manufacturing, but in changing our self attitudes about how we see ourselves, ultimately affecting expectations others have about the perception of Rhode Island as the worst place for business.

Because people no longer buy things for their personal benefit, they want enhancements to fulfill missing elements of their lives. Experiences are crucial for businesses and locations as a branding and marketing tool, especially with efforts in Rhode Island attracting people to live and travel here for our entertainment, food and lifestyles.

Using our experiences to effectively promote market and give an iconic brand, we must also stay true to the "real Rhode Island," to our proud independent and working class heritage, the ethnic and cultural diversity in our state, and preserving our unique natural resources.

MORE

"This is what I am very passionate about to make Rhode Island great again, that we have lifelong learning; that we must now earn on our own; that we need to be competitive with ourselves and each other; that we accomplish meaning in our lives; that we take ongoing changes to our advantage; and that we overcome our negative self attitudes.

At least for me, I will do whatever it takes in getting attention to these needs and getting them addressed, as they will determine how I will continue to thrive and survive in making positive contributions to Rhode Island," Mr. Reeder said.

### ***About Olon Reeder***

Since 1988, Olon Reeder has been President of Reeder Associates, a Southern New England based independent public relations and multi-media communications practice. Olon established his self-employed consulting out of necessity based on the needs of individuals, small business, government, labor, education, and the non-profit community.

Olon Reeder is a graduate of the prestigious La Salle Academy, Providence, RI and has a BA in Political Science and an MA in Mass Communications both from Rhode Island College. Olon received many awards and recognition for many exciting achievements and accomplishments.

From 1975-1988 Olon Reeder served as a respected appointed public official with Rhode Island State Government and the United States Government. Olon's experience included RI General Assembly, RI Governor's Office, RI Department of Community Affairs, RI Public Higher Education and the US Treasury Department.

Also, from 1976-2012, Olon Reeder was a trusted award winning Southern New England based television and radio news/talk show host and commentator, including national network experience with NBC, ABC and the Associated Press.. Olon hosted syndicated internet webcast news/talk programs, including guest hosting spots and many other guest appearances on news/talk shows.

-30-

### **Mr. Olon Reeder: Professional Profile Updated: 2014**

Olon Reeder is an award winning professional, small businessperson, former public official and former award winning media personality.

Since 1988, Olon Reeder has been President of Reeder Associates, a Southern New England based independent public relations and multi-media communications practice. Olon established his self-employed consulting out of necessity based on the needs of individuals, small business, government, labor, education, and the non-profit community.

Olon Reeder represents diverse local, regional, national and international clients through his time, advice, information and assistance working on location with his clients. Our mission at Reeder Associates is making a real difference for our clients through our work to impact others lives. We feel public relations are important because it provides faster, better, smarter solutions in the demand driven environment of the 21<sup>st</sup> century. Our advice is optimized to meet opportunities and solutions through education, empowerment, entrepreneurship and enlightenment, which are essential to thrive and survive socially.

Through intelligence, ideas and connections, public relations helps people and organizations with using and taking advantage of the power of personal right now, with immediate actions of needs and challenges, long term impacts and outcomes, and consistency with strategic development of communications, management and engagement with everyone else. Reeder Associates gives our clients experience, knowledge, skills and independent attitude to interact, shape and change our quality of life for the future.

Olon Reeder is a Rhode Island native, whose family has been very prominent in Southern New England for over four generations in small business, real estate, building contracting and public service. Olon is known for his dynamic energy, positive attitude and extensive knowledge of current events, contemporary issues, news analysis, commentary, politics and pop culture.

Olon Reeder is a graduate of the prestigious La Salle Academy, Providence, RI and has a BA in Political Science and an MA in Mass Communications both from Rhode Island College. Olon received many awards and recognition for many exciting achievements and accomplishments.

From 1975-1988 Olon Reeder served as a respected appointed public official with Rhode Island State Government and the United States Government. Olon's experience included RI General Assembly, RI Governor's Office, RI Department of Community Affairs, RI Public Higher Education and the US Treasury Department. Highlights of Olon's government service included constituent services, intergovernmental relations, economic development, higher education, consumer protection, taxation, energy, human services, municipal affairs, problem resolution, community outreach, media relations, research and analysis, with actions impacting every citizen, business and quality of life.

Also, from 1976-2012, Olon Reeder was a trusted award winning Southern New England based television and radio news/talk show host and commentator, including national network experience with NBC, ABC and the Associated Press. Olon also co-founded a statewide public cable TV network in the mid-1980's. Olon earned several broadcast and cable awards for his work on breaking news and public affairs programs. Olon hosted syndicated internet webcast news/talk programs, including guest hosting spots and many other guest appearances on news/talk shows.

**Reeder Associates**  
Independent Public Relations

**44 Sherwood Avenue  
North Providence, RI 02911-1361  
Telephone: 401-231-0782**