

Interview Assessment #2

Name of Professional: Stefanie Wagoner

Profession/Title: Director of Business Retention

Business/Company Name: Frisco Economic Development Corporation

Date of Interview: Thursday, September 27, 2018

Assessment:

My second informational interview this year was with Ms. Wagoner, the Director of Business Retention at the Frisco Economic Development Corporation. I met Ms. Wagoner at the Frisco Rotary Club when I was selected as a student of the month and just that connection alone showed me the power of networking and how important socialization is within the professional world. Going into the interview, I feel like I knew that I probably wouldn't ask her to be my mentor, but it was so informational and really interesting to learn about the growth of Frisco which really fits into what I'm looking to study this year with development and population growth.

From the interview, I learned so much about what it takes to make sure an economy like Frisco thrives, and continues to thrive. Coming from my interview with Mr. Maso, I realized that there is so much that goes into a city and for it to gain these titles like "best place to live in the United States," there's a lot of work beforehand. Economic Development, more than I had originally thought, is a really large factor of this. Success of a city is all very cyclical: it relies on the citizens of that town to work hard and for the businesses to bring new job in for new hardworking people and for people to make the money to support good schools and for schools to be good enough to bring in families that can support them, on and on. Speaking with Ms. Wagoner felt like seeing one piece of that puzzle because everything she does truthfully does touch the overall benefit of the city, something I didn't realize at first but was a major takeaway from the interview as a whole.

Ms. Wagoner worked specifically in business retention which was interesting because before talking to her I hadn't considered that there would be businesses wanting to leave. Once she explained it, it made sense that cost of living in Frisco is relatively high because it's such a highly education location, but it's still surprising to learn that companies often move outside of Frisco because from my standpoint it seems like such a great place to be.

Speaking to Ms. Wagoner, I really got a sense of her passion for her job. She said that she worked with people a lot and that being a piece of the Frisco government was great for her because she could make change and benefit her city at the same time. Her interest and dedication to improving Frisco and keeping it improved was really nice to speak to her about because it parallels a lot of my own interests in local government.

Moving forward from this interview, I've really gained some perspective on what it takes to make a city great and hope to carry that knowledge with me through my original work and the rest of the year. Speaking to Ms. Wagoner showed me an additional side of local government that I hadn't previously considered to exist, but now see just how crucial it is to the overall prosperity of a town and hope to bring that through as I look at information here on in my ISM journey this year.