Bette Slayton (RULE IV) Commended Statewide as PEDA Economic Developer of The Year

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All RULE Scholars are assigned a Libertyville role, which is usually an upside-down challenge to what they usually do. This is run as a three-week simulation over a compressed time frame. I can still see Bette Slayton, then in 1991, as she is today, President and CEO of the Bedford County Development Association (BCDA). She was assigned the role of a news station reporter and she handled it with precision, good humor and such elan, she could have earned an Emmy. The Pennsylvania Economic Development Association (PEDA) honored Bette with the recent “Economic Developer of the Year,” a zenith career achievement.

Consistently attuned, she leaned in once during a Pennsylvania Rural Development Council meeting, 18 years ago, and said to me, “Why has RULE never been to Bedford County?” This started a tradition, not just to be in a place, but to be absorbed by it, choreographed by Bette. She opened the doors to companies that had grown during her tenure both large and small, captivating speakers with narratives that resonated to RULE leaders. One of these companies is MDL Manufacturing Industries, Inc. Pictured below is Founder, Doug Lingsch, recognizing Bette's leadership award from PEDA. Doug is a popular guest speaker. He has always shared honest reflection of his start-up through business growth and most recently a company downsize.

Bette believes, “Leadership is critical in growing an economy and developing new jobs. Successfully recruiting new employers, building business parks or supporting entrepreneurs requires the common denominator of strong leadership – which starts with having a vision and a plan. When a well-conceived plan is clearly and honestly articulated, buy-in follows. Passion and enthusiasm are contagious; positive things happen.”

“The people and programs that I experienced through RULE helped me to broaden my horizons and gain new insight on a variety of issues.”

“I use my leadership skills to build consensus, convince stakeholders to invest in Bedford County, put a spotlight on success stories and show appreciation to all.”

~Bette Slayton

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