



CELEBRATING  
55 YEARS

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## **Hendricson of the Town of Farmington discusses how she uses social media**

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Title: Economic Development Director

Company: Town of Farmington, CT

Years with company/firm: 5

Years in field: 11

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Real estate organizations/affiliations: CREW CT, ICSC, CEDAS, NEDA, Metro Hartford's REDF

During the last 10 years of your career, which professional accomplishment, honor or achievement has meant the most to you and why?

Which project, deal or transaction was the "game changer" in the advancement of your career during the last 10 years?

What advice would you give to women just starting out in commercial real estate?

Seek out a mentor and/or a sponsor through professional development opportunities. Take advantage of these opportunities that emphasize learning and networking. Relationships are key in every aspect of professional development.

Who or what has been the strongest influence on your career and why?

My first boss in local government who became a cherished mentor to me. I worked for her in two different cities - as she moved up, she lifted me up with her and I will always be grateful to her for those opportunities as well as for her ability to show me a woman in economic development who is sharp, savvy, and a successful negotiator as well as a fun colleague and friend.

How are you using social media to promote yourself and/or your firm?

Farmington Economic Development has a robust LinkedIn presence. We have a group page that is used by several of its members to get the word out about business news, available land and properties, and job postings. It is a great way to stay connected business-to-business and for the town to have a way of reaching businesses quickly and efficiently with any news or information that we want to relay to the local business and commercial real estate community.

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