

**Introduction to Economic Development Certificate Program**  
**Learn the Keys to Successful Economic Development**  
**Fresno State University; Fresno, CA**  
**October 18-21, 2021**  
**Agenda\***

**Monday, October 18, 2021**

8:30 AM - 9:30 AM **Welcome, Introductions, and Class Photo**  
Mr. Sal Rana, and/or Dean, Craig School of Business, Fresno State  
Ms. Helen Schaubmayer, Program Manager, CALED

9:30 AM – 10:30 AM **Strategic Planning, Part I**  
Mr. Doug Svensson, President, Applied Development Economics

10:30 AM – 10:45 AM **Break**

10:45 AM – 12:00 PM **Strategic Planning, Part II**  
Mr. Doug Svensson, President, Applied Development Economics

12:00 PM - 1:00 PM **Lunch**

1:00 PM - 2:00 PM **Managing the Economic Development Organization, Part I**  
Mr. Kevin Ham, Economic Development Director, City of Vista  
Mr. Will Oliver, Vice President of Business Services, Fresno County EDC

2:00 PM – 2:15 PM **Break**

2:15 PM - 3:15 PM **Managing the Economic Development Organization, Part II**  
Mr. Kevin Ham, Economic Development Director, City of Vista  
Mr. Will Oliver, Vice President of Business Services, Fresno County EDC

3:15PM – 4:15 PM **Virtual Networking**

**Tuesday, October 19, 2021**

9:00 AM - 9:15 AM **Welcome**  
Gurbax Sahota, President & CEO, CALED

9:15 AM - 10:15 AM **Economic Development Finance, Part I**  
Mr. Scott Rogalski, Associate Director, Norcal SBDC

10:15 AM – 10:30 AM **Break**

10:30 AM - 11:30 AM **Economic Development Finance, Part II**  
Mr. Scott Rogalski, Associate Director, Norcal SBDC

11:30 AM - 12:30 PM **Lunch**

12:30 PM – 2:30 PM **Real Estate Development & Reuse**  
Mr. James Rabe, Principal, Keyser Marston Associates, Inc.

2:30 PM – 2:45 PM **Break**

2:45 PM - 4:45 PM **Community/Neighborhood Development**

Mr. Jim Simon, Principal, RSG, Inc.

### Wednesday, October 20, 2021

9:00 AM - 9:15 AM **Welcome & Recap**

Ms. Helen Schaubmayer, Program Manager, CALED

9:15 AM - 10:15 AM **Workforce Development, Part I**

Mr. Bruce Stenslie, President & CEO, Economic Development Collaboration of Ventura County

Mr. Blake Konczal, Director, Fresno County Workforce Investment Board

10:15 AM – 10:30 AM **Break**

10:30 AM - 11:30 AM **Workforce Development, Part II**

Mr. Bruce Stenslie, President & CEO, Economic Development Collaboration of Ventura County

Mr. Blake Konczal, Director, Fresno County Workforce Investment Board

11:30 AM - 12:30 PM **Lunch**

12:30 PM - 2:30 PM **Business Retention & Expansion**

Mr. David Lyman, Ph.D., Manager, Visit Bakersfield

2:30 PM – 2:45 PM **Break**

2:45 PM - 4:45 PM **Marketing & Attraction**

Poonum Patel, Assistant Deputy Director & Business Development Specialist, Bay Area Region ,Business Investment Services (CalBIS)

Ms. Meghan Huber, Economic Development and Communications Manager, City of Citrus Heights

### Thursday, October 21, 2021

9:00 AM – 9:15 AM **Welcome & Recap**

Ms. Helen Schaubmayer, Program Manager, CALED

9:15 AM - 10:15 AM **Entrepreneurship & Small Business Development Strategies & Innovation, Part I**

Mr. Chuck Wolfe, President, Claggett Wolfe Associates

10:15 AM - 10:30 AM **Break**

10:30 AM - 11:45 AM **Entrepreneurship & Small Business Development Strategies & Innovation, Part II**

Mr. Chuck Wolfe, President, Claggett Wolfe Associates

11:45 AM – 12:30 PM **Lunch**

12:30 PM – 2:30 PM **Ethics and Economic Development**

Mr. Andy Fiala, Ph.D., Chair, Philosophy Department, Fresno State

Mr. Sam Driggers, Economic Development Manager, Department of Conservation & Development Contra Costa County

2:30 PM - 2:45 PM **Break**

2:45 PM - 3:45 PM **Economic Impact Analysis**

Mr. Antonio Avalos, Ph.D., Chair, Department of Economics, Craig School of Business,  
Fresno State

3:45 PM – 4:30 PM **Introduction to Economic Development Certificate Exam**

\*Agenda schedule is subject to change