

**Introduction to Economic Development Certificate Program**  
**Learn the Keys to Successful Economic Development**  
**Fresno State University; Fresno, CA**  
***October 19-22, 2020***  
***Agenda***

**Monday, October 19, 2020**

8:25 AM                    **Log on to Zoom Virtual Format**

8:30 AM - 9:30 AM    **Welcome, Introductions**  
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  
Ms. Lee Ann Eager, President & CEO, 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  
Ms. Lee Ann Eager, President & CEO, Fresno County EDC

3:15 PM – 4:00 PM    **Optional Networking**

**Tuesday, October 20, 2020**

9:00 AM - 9:15 AM    **Welcome & Recap**  
Ms. Helen Schaubmayer, Program Manager, CALED

9:15 AM - 10:15 AM   **Economic Development Finance, Part I**  
Mr. Dan Bronfman, President, Growth Capital Associates, Inc.

10:15 AM – 10:30 AM **Break**

10:30 AM - 11:30 AM **Economic Development Finance, Part II**  
Mr. Chuck Depew, West Team Field Director, National Development Council

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 21, 2020**

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**

Mr. Robert Burris, President, Solano EDC

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

### **Thursday, October 22, 2020**

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, CECD, International Economic Developer

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

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

Mr. Antonio Avalos, Ph.D., Interim Associate Dean, Craig School of Business, Fresno State

3:50 PM – 4:30 PM **Introduction to Economic Development Certificate Exam**

\*Agenda schedule is subject to change