

Introduction to Economic Development Certificate Program
Learn the Keys to Successful Economic Development
Fresno State; Fresno, CA
October 22-25, 2018
Agenda

Monday, October 22, 2018

8:00 AM - 8:30 AM **Registration**

8:30 AM - 9:55 AM **Welcome, Introductions, Defining ED & Class Photo**

Ms. Michelle Stephens, Economic Development Manager, CALED

Mr. Ismael Herrera, Interim Director, Office of Community & Economic Development – San Joaquin Valley Rural Development Center

10:00 AM - 12:00 PM **Managing the Economic Development Organization**

Mr. Kevin Ham, Economic Development Director, City of Vista and Past Chair of CALED Board

Ms. Staci Johnston, CE, Calaveras County Chamber of Commerce

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

1:00 PM – 3:30 PM **Strategic Planning (Break from 2:30pm-2:45pm)**

Mr. Doug Svensson, AIC, President, Applied Development Economics, Inc.

4:00PM – 5:30 PM **Networking & Welcome Reception at Mad Duck (Campus Pointe)**

Tuesday, October 23, 2018

9:00 AM - 9:30 AM **Morning Welcome & Recap**

Ms. Michelle Stephens, Economic Development Manager, CALED

9:30 AM - 11:30 AM **Secrets of Creative Economic Development Finance**

Mr. Dan Bronfman, Marketing Director Pacific Western Bank

Mr. Marc Nemanic, Executive Director, 3CORE

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

12:30 PM – 2:30 PM **Real Estate Development & Reuse**

Mr. James Rabe, Principal, Keyser Marston Associates

2:30 PM – 2:45 PM **Break**

2:45 PM - 4:45 PM **Community Economic Development**

Mr. Ralph Lippman, Executive Director CCEDA

Wednesday, October 24, 2018

9:00 AM - 9:30 AM **Morning Welcome & Recap**

Ms. Michelle Stephens, Economic Development Manager, CALED

9:30 AM - 11:30 AM **Workforce Development**

Mr. Blake Konczal, Director, Fresno Regional Workforce Development Board

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

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. Randy Starbuck, Consultant, A2B Consulting

Ms. Shelley Burcham, Economic Development Manager, City of Tracy

Thursday, October 25, 2018

9:00 AM – 9:30 AM **Morning Welcome & Recap**

Ms. Michelle Stephens, Economic Development Manager, CALED

9:30 AM - 11:45 AM **Entrepreneurship & Small Business Development Strategies & Innovation**

Mr. Chuck Wolfe, President, Claggett Wolfe Associates

11:45 AM – 12:30 PM **Lunch**

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

Mike Dozier, Business Development Director, Northern California, Beacon Economics

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

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

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

Mr. Antonio Avalos, Ph.D. Professor of Economics / Interim Assoc. Dean Craig School of Business, Fresno State

3:45 PM – 4:30 PM **Q&A, Wrap Up & Exam**