

Introduction to Economic Development Certificate Program
Learn the Keys to Successful Economic Development
Fresno State University; Fresno, CA
October 21-24, 2019
Agenda

Monday, October 21, 2019

8:00 AM - 8:30 AM **Check-in**

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

Ms. Michelle Stephens, Economic Development Manager CALED
Eduardo Gonzalez, Interim Executive Director, OCED, Fresno State

9:55 AM – 10 AM **Break**

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

Mr. Kevin Ham, Economic Development Director, City of Vista and CALED Board Chair
Ms. Lee Ann Eager, President & CEO, Fresno County EDC

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

1:00 PM – 3:30 PM **Strategic Planning**

Ms. Judie Scalise, Principal, ESI Corp

4:00PM – 5:30 PM **Networking Reception at Mad Duck**

Tuesday, October 22, 2019

9:00 AM - 9:25 AM **Welcome & Recap**

Ms. Michelle Stephens, Economic Development Manager CALED
Eduardo Gonzalez, Interim Executive Director, OCED, Fresno State

9:25 AM – 9:30 AM **Break**

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

Mr. Dan Bronfman, President, Growth Capital Associates, Inc.

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.
Ms. Irlanda Martinez, Analyst, RSG, Inc.

Wednesday, October 23, 2019

9:00 AM - 9:25 AM **Welcome & Recap**
Ms. Helen Schaubmayer, Program Manager, CALED

9:25 AM – 9:30 AM **Break**

9:30 AM - 11:30 AM **Workforce Development**
Mr. Bruce Stenslie, President & CEO, Economic Development Collaboration of Ventura County
Mr. Blake Konczal, Director, Fresno County Workforce Investment Board

10:30 AM – 10:35 AM **Break**

11:35 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**
Shelley Burcham, Economic Development Administrator, City of Lathrop

Thursday, October 24, 2019

9:00 AM – 9:25 AM **Welcome & Recap**
Ms. Helen Schaubmayer, Program Manager, CALED

9:25 AM – 9:30 AM **Break**

9:30 AM - 11:45 AM **Entrepreneurship & Small Business Development Strategies & Innovation**
Mr. Chuck Wolfe, President, Claggett Wolfe Associates

10:30 AM - 10:40 AM **Break**

11:50 AM – 12:25 PM **Lunch**

12:30 PM – 2:30 PM **Ethics and Economic Development**
Mr. Andy Fiala, Ph.D., Chair, Philosophy Department-Fresno State
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. Chairman of the Department of Economics, Fresno State

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