

Introduction to Economic Development Certificate Program
Learn the Keys to Successful Economic Development
Fresno State University; Fresno, CA
October 24-27, 2016
Final Agenda

Monday, October 24, 2016

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

8:30 AM - 10:00 AM **Welcome, Introductions, Defining ED & Class Photo**

Mr. Mike Dozier, Director, Office of Community & Economic Development, Fresno State

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

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

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

Mr. Larry Cope, Director of Economic Development, Tuolumne County EDA

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

1:00 PM – 2:00 PM **Customer Service & Economic Development Strategic Planning**

Terry Plett, Contract Training Coordinator, Merced College

2:00 PM – 4:00 PM **Strategic Planning**

Ms. Lynn Hutchins, Partner, Goldfarb & Lipman LLP

Mr. Donald Reynolds, Assistant Public Works Director, City of Salinas

3:00 PM – 3:15 PM **Break**

4:15PM – 5:30 PM **Networking Reception at Mad Duck**

Tuesday, October 25, 2016

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

Mr. Mike Dozier, Director, Office of Community & Economic Development, Fresno State

9:30 AM - 11:30 AM **Economic Development Finance**

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

Mr. Keith Rogers, Sr. Lending Consultant-Statewide, VEDC

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

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

Mr. Jim Simon, Principal, RSG, Inc.

2:30 PM – 2:45 PM **Break**

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

Mr. Ralph Lippman, Executive Director, CA Community Econ. De. Assn.

Mr. Glenn Sanada, Director of Technical Assistance, CA Community Econ. De. Assn.

Wednesday, October 26, 2016

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

Mr. Mike Dozier, Director, Office of Community & Economic Development, Fresno State

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

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

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

10:30 AM – 10:40 AM **Break**

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

Mr. Richard Chapman, President, Kern Economic Development Corporation

Thursday, October 27, 2016

9:00 AM – 9:30 AM **Welcome & Recap**

Mr. Mike Dozier, Director, Office of Community & Economic Development, Fresno State

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

Mr. Chuck Wolfe, President, Claggett Wolfe Associates

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

11:30 AM – 12:30 PM **Lunch**

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

Mr. Ryan Sharp, Associate Director, Venture Catalyst - Economic Engagement, University of California, Davis

Mr. Mike Lukens, Lecturer, Fresno State

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

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

Mr. Antonio Avalos, Ph.D. Chair of the Department of Economics, Fresno State

3:45 PM – 4:45 PM **Introduction to Economic Development Certificate Exam following last session.**