

Introduction to Economic Development Certificate Program
Learn the Keys to Successful Economic Development
Fresno State University; Fresno, CA
October 23-26, 2017
Agenda

Monday, October 23, 2017

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

8:30 AM - 9:55 AM **Welcome, Introductions, Defining ED & Class Photo**
Ms. Gurbax Sahota, President & CEO, CALED and Executive Director, Academy
Ms. Michelle Stephens, Economic Development Manager, CALED

10:00 AM - 12:00 PM **Managing the Economic Development Organization**
Mr. Kevin Ham, Economic Development Director, City of Vista and CALED Board Chair

12:05 PM - 12:55 PM **Lunch**

1:05 PM – 3:05 PM **Strategic Planning**
Mr. Doug Svensson, AIC, President, Applied Development Economics, Inc.

4:00PM – 5:30 PM **Networking Reception at Cool Hand Lukes on Shaw Avenue**

Tuesday, October 24, 2017

9:00 AM - 9:25 AM **Welcome & Recap**
Ms. Gurbax Sahota, President & CEO, CALED and Executive Director, Academy
Ms. Michelle Stephens, Economic Development Manager, CALED

9:30 AM - 11:30 AM **Economic Development Finance**
Mr. Dan Bronfman, President, Growth Capital Associates, Inc.

11:35 AM - 12:25 PM **Lunch**

12:30 PM – 2:30 PM **Real Estate Development & Reuse**
Mr. Jim Simon, Principal, RSG, Inc.
Ms. Dominique Clark, Associate, RSG, Inc.

2:30 PM – 2:40 PM **Break**

2:45 PM - 4:45 PM **Community/Neighborhood Development**
Mr. Glenn Sanada, Director of Technical Assistance, CA Community Econ. De. Assn.
Mr. Kevin Sanada, Director of Programs & Policy, CA Community Econ. De. Assn.

Wednesday, October 25, 2017

9:00 AM - 9:25 AM **Welcome & Recap**
Ms. Kristy Nong, Basic Economic Development Course Director, CALED

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 – 10:35 AM **Break**

11:35 AM - 12:25 PM **Lunch**

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

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

2:30 PM – 2:40 PM **Break**

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

Mr. Randy Starbuck, Consultant, A2B Consulting

Ms. Lee Ann Eager, President & CEO, Fresno County EDC

Thursday, October 26, 2017

9:00 AM – 9:25 AM **Welcome & Recap**

Ms. Kristy Nong, Basic Economic Development Course Director, CALED

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 – 12:25 PM **Lunch**

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

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

2:30 PM - 2:40 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 following last session.**