



## EMPOWERING Economic Development to Embrace Opportunity

### CONFERENCE AGENDA-AT-A-GLANCE

#### Pre-Conference Meetings – Tuesday, March 20, 2012

12:30- 6	Registration Open
3:30-4:30	TeamCA Board Meeting
3:30-4	Academy Board Meets
4-4:30	CEDA Board Meets
5-6	CALED Board Meets
6-7	Welcome Reception

#### Conference Day 1 – Wed. March 21, 2012

7-8:00	New to ED Mentoring Breakfast		
6:30-5	Registration Open		
8:00-10:00	What's Next for Economic Development?		
10:15-12	Career Coach	Keep Existing Businesses Healthy with Retention & Expansion	Service with a Smile: Public Sector Customer Service Training
12:20-1:50	Celebrating Success Lunch with US Treasurer, Rosie Rios		
2:00-3:00	Making the Most of Innovative Funding: BIDs, CFDs, & More	Delivering the Goods: The Importance of Infrastructure	Making Sustainability a Reality: Insert "Green" in Everyday ED
3:15-4:45	Social Media Tools: What's Best for Your Community?	Jumpstarting Your ED Program	Tools to Attract & Retain Business in CA
5:00-6:00	Embracing Opportunity Expo		

#### Conference Day 2 – Thurs. March 22, 2012

7:30-4	Registration Open		
8-9	GIS: More than Just a Pretty Picture	The Value of ED	PACE Yourself with Energy Efficiency Improvements
9:15-10:45	Making Manufacturing & Industrial Areas Work in your Community	Translating Industry Clusters into Strategies	Picking Up the Tab: Finance Your ED Projects
11:00-12	President's Choice	People-Profits-Planet: Make AB32 Work for You!	The Comeback Kid: Are you Ready for Manufacturing?
12:15-1:45	Entrepreneurship as an ED Strategy		
2:00-3:30	Is CA Ready to Compete?	Keeping the Lights on: Working with your Local Utility	Growing Your Own—Entrepreneurs & Your Community
3:45-6:00	Next Steps: The Evolution of Redevelopment & Creation of New ED Tools		

For participant information, visit us online at [www.caled.org](http://www.caled.org) or call CALED at 916.448.8252  
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