

# From the Desk of the CEO



Dear CALED Members and Friends,

I hope you all had a wonderful summer. We have had a busy and exciting summer working on ways to promote economic development in California through existing and new print pieces.

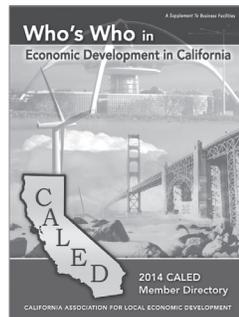
## Promoting Economic Development Model Practices

Thank you to all of those that reached out to us and shared their feedback on our new California Economic Development Journal. Creating this new publication is one of many ways we are stepping up our efforts to promote local economic development. For those of you who are interested in providing writing contributions or suggestions on topics you would like to see us cover in the Journal, please contact Michelle Stephens at [michelle@caled.org](mailto:michelle@caled.org).



## Promoting California's Economic Development Professionals

We also teamed up with Business Facilities Magazine again to show off Who's Who in Economic Development in California through CALED's new 2014 Member Directory. CALED designed this tool to help our members get more attention outside of California. It is an important part of our effort to support and promote you, as well as raise awareness about the positive side of doing business in California. This directory was included in Business Facilities 2014 July/August issue and distributed to their circulation list of over 43,000-63.2% of their circulation is comprised of C-Level executives who make relocation/expansion decisions. It features CALED members and highlights their communities.

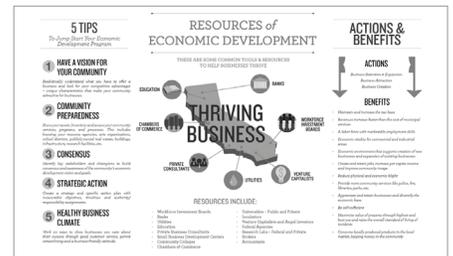


## Promoting California as a Great Place for Business

Additionally, TeamCalifornia and CALED have enlisted the help of Conway Data, publishers of Site Selection Magazine, to produce the 2014 California Investment Guide as a way to carry the message about the many business advantages companies enjoy in California. The Guide will be printed in November and used as a year-round tool to promote California through detailed reporting and analysis of trends, interviews with C-suite executives expanding in the state, and through actionable analysis of the state's competitive advantages. The print and digital magazine will be distributed to Corporate Facility Planners globally, and distributed by GO-Biz, TeamCalifornia, and CALED, as well as through many of the Conway Data channels of distribution. For questions about the Guide, contact Charles FitzGibbon at [charles.fitzgibbon@conway.com](mailto:charles.fitzgibbon@conway.com).

## Promoting the Definition and Value of Economic Development

We have a fourth piece that was created in partnership with the SBDC network to teach leaders a consistent message about what economic development is, how it works, and the benefits of economic development. We distribute this piece to all members, stakeholders, and partners. If you would like extra copies to share with your constituents, please contact Kristy Nong at [mknong@caled.org](mailto:mknong@caled.org).



I hope you find these publications useful and look forward to any feedback you have regarding these or other tools you believe CALED can create to support California's local economic developers.

Thank you.

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