



Want your local elected officials and fellow staff to understand and support your economic development efforts?

SPONSOR AN ECONOMIC DEVELOPMENT LEADERSHIP FORUM

It's been proven over time that elected officials who understand how a strong economic development program can improve their community's bottom line and quality of life will in turn provide the resources necessary to make it happen.

CALED is the statewide professional economic development association that has provided leadership for economic development professionals for 34 years. The California Academy for Economic Development can work with you to design a half-day training session targeted specifically for local elected officials and others on the issues affecting your city or county.

THE ACADEMY'S LOCAL ELECTED OFFICIALS (LEO) TRAINING CAN:

- Answer your community leaders' key questions about what you do and why it's important.
- Give you a way to promote economic development to local policymakers.
- Teach your community leaders about the principles of economic development.
- Build consensus on economic development strategies.
- Engage local policymakers in discussions on critical issues in the context of today's economy, including your strategic plan and economic development efforts.
- Demonstrate your value to your community.

This forum will facilitate interaction and identify strategies to retain, expand, and attract business; strengthen the local and regional economy, and link these job opportunities to Workforce Investment and Welfare-to-Work programs.

Let us help you demonstrate the value of economic development to your community leaders.

For more information on how **THE ACADEMY** can help you demonstrate the value of economic development to your community's leaders, contact us today.

Our forums are designed to provide elected officials, economic development-related boards and commissions, workforce organizations, and senior staff with the knowledge they need to make solid decisions for their community and its citizens.

4 HOURS CAN ANSWER THESE QUESTIONS:

- Just what is economic development exactly?
- How can it benefit my community?
- Why should my community invest in a program?
- What can we do as individuals to promote prosperity?
- What makes an effective local economic development program?
- Why are job training and education so important?
- Where do our tax revenues actually come from?
- How can we improve cooperation and coordination?
- Why do businesses complain so much about permit costs and time frames?

