

Cultivating Economic Development through

Connection + Community

August 14th, 9:00 a.m. to 3:00 p.m.

Danville Senior Center, 115 E. Prospect Ave., Danville

Summer Symposium



Municipal Management Association
of Northern California

Growing Local Government Leaders since 1950



California Association for
Local Economic Development
East Bay Regional Training

Register Today @ MMANC.ORG

\$65 Members

\$80 Non-Members

Economic Development 101

Speaker: Michelle Stephens, Economic Development Manager, CALED

Understand key principles that drive Economic Development in your community and how your role can influence the direction of economic growth. This session will serve as an introduction for generalists and new professionals in the field and as a refresher for seasoned experts. (CGL)

Next Generation of Business Incentive

Panelists: Kristina Lawson Esq., Partner, Hanson Bridgett, Paul Nguyen, Economic Development Manager, City of Hayward, Nathan Donato-Weinstein, Business Development Officer, City of San Jose

Moderator: Nat Rojanasathira, Administrative Services Director, Town of Danville

Explore the legal issues around financial incentives, the organizational considerations about non-monetary incentives, and best practices for both.

Legislative Update

Speaker: Gurbax Sahota President and Chief Executive Officer, CALED

Become informed about one of the busiest years in Sacramento in recent memory, as the Legislature shakes up the foundation of local economic development.

Capturing Community Attention Through Storytelling

Speaker: Claire Laughlin, Communication Specialist, MRG LLC

Each time you communicate, you have the opportunity to captivate (or bore) your audience. And captivating your audience is the pathway to getting your message across and building your programs. But do you know how?

Storytelling is an ancient art that has been proven to capture attention in a very unique way, and not every story starts with, "Once Upon a Time."

Special Thanks to our Event Partners:

Summer Symposium =
CGL 1. Economic Development
Elective Credit



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