2020 CALED’s Webinar Wednesday
Professional Development Schedule

All webinars will be from 1:00pm – 2:00pm (PST).

January 8, 2020 – CANCELLED
Public Safety Power Shutoff (PSPS) Response Strategies
How can your community prepare for and respond to the next PSPS? Learn helpful tips and strategies that can help diminish the effects on your area.

February 5, 2020
CALED Legislative Outlook
Hear from CALED’s legislative representatives on an Economic Development Policy Agenda for 2020 and how the Governor’s projected budget can affect economic development.

March 11, 2020
Creation of EIFDs
Learn how to create and use EIFDs to fund projects and revitalize areas in your community.

April 8, 2020
Pro Forma Overview
Gain a high-level overview of pro forma analysis and application.

May 6, 2020
Small Business Month—spotlight on supporting microenterprises in your community
Microenterprises form an important component of every local economy. Learn how to support them through microlending resources.

June 3, 2020
Statewide Economic Development Briefing
Gain some perspectives on important topics during these unprecedented times including an overview on what’s happening in the economy due to the effects of the health crisis.

July 1, 2020
Marketing & Metrics
Two economic development organizations share their strategies for tracking and marketing economic development success.

August 5, 2020
Game Changing Economic Development
Learn about an award-winning Economic Development finance project, as CALED's 2020 Gamechanger winner discusses their project highlighting economic development finance tools and collaboration, as well as being a catalyst for the local economy.

September 2, 2020
CALED Legislative Wrap-Up
Join CALED’s legislative representatives as they provide the status on this year’s legislation and insights for 2021.
October 7, 2020
Manufacturer Resources
Celebrate Manufacturing month by getting familiar with resources and programs that will help manufacturers thrive in your community.

November 4, 2020
Tools for BRE
Gain insight on skills and tools that can enhance your Business Retention and Expansion (BRE) practices, including visitation strategies and business engagements that create value.

December 2, 2020
Business Resilience
Join our expert panelists as they discuss best practices for your businesses to be prepared for a natural disaster.

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For more information please contact Helen Schaubmayer, helen@caled.org.