



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 a briefing on the economy and an update from federal and state partners on economic development resources for COVID-19 response and recovery.

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 –POSTPONED**~~

~~*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.

Thank you to our Technology Sponsor:



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