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# From the Desk of the CEO

Dear CALED Members,



As CALED celebrates our 45<sup>th</sup> anniversary, we also celebrate the creation, rise, and resilience of the economic development profession in California.

The promise of economic development is that it is rooted in the hope of a better future. More than that, it's about deciding what you want for your future and creating it. California's cities, counties, economic development corporations, and many more diligently work to bring the vision of a better future to reality by strategically thinking about a community's values, what a vibrant community and economy should look like, defining metrics of success, planning the actions to get there, and then executing.

But controlling your destiny doesn't happen in a vacuum. Sometimes the ground shifts beneath you (in California, that could be literally), disasters happen, the political winds change, budgets tighten, and much more. However, that doesn't stop economic developers, who are adept at pivoting to meet the current needs of businesses and their communities, from striving to reach the North Star defined in their strategies. 2025 is no different as we are all focused on meeting the needs of the moment, while not being distracted and staying grounded in knowing our end in mind – a thriving economy that offers quality economic opportunities (jobs) and generates revenues so governments at all levels can provide the quality of life that residents desire.

Economic development is a boots-on-the-ground activity that grows the economy from the ground up. We hope you join us at our annual conference in Ontario as we celebrate this theme and focus on model practices, cutting edge tools/resources, and great networking opportunities with your peers.

In the meantime, the CALED team is focused on advocacy to help you provide quality services to your businesses and communities. Also, we are using our communications vehicles to promote the value and impact of local economic development. You can check that out at:

- Follow us on LinkedIn @California Association for Local Economic Development
- Follow us on X (formerly Twitter) @CALED\_EconDev
- Follow us on Facebook @California Association for Local Economic Development

Celebrating 45 years of CALED means celebrating the work of local economic developers. Please tag us as you promote your successes and if you want to share more details about your project or program and how others can replicate it, consider writing an article, presenting on a webinar, or responding to call for sessions when we send them out.

Thank you for your hard work sustaining and growing California's economy!

Sincerely,

Gurbax

