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Statewide economic development summit series to highlight best practices with lean budgets

Santa Cruz County —As part of a collaborative effort to generate economic growth, on Aug. 17 state and local non-profits will hold the second event in a summit series to highlight economic development strategies made successful through creativity and pooled resources.

Building Momentum with Lean Resources is the theme for this summit, which will be hosted by California Small Business Development Centers (SBDC) in partnership with the California Association for Local Economic Development (CALED).

The event was designed to showcase out-of-the-box initiatives and ideas already proven to be successful in economic recovery efforts throughout the nation.

The summit will be receiving a live simulcast feed from a central summit in Fresno and feature a localized discussion on area economic issues. This event and live stream are part of a combined effort to reach 1,000 economic developers across the state over summer 2011.

Keynote speaker Nancy Lublin, founder of Dress for Success and CEO of DoSomething.org will speak on how economic development professionals can leverage existing creativity and pool resources by taking lessons from each other.

In addition, representatives from the Governor's Office of Economic Development, the Central Valley Business Incubator and CSU Fresno will hold a panel discussion on regionalized best practices to generate economic growth using minimal available resources.

"What makes this summit series so exciting is that the program will reach more than 18 communities through broadband streaming and never impact city and county travel budgets," said California SBDC Chair Kristin Johnson. "Rural and metropolitan economic developers and partners don't typically have many opportunities to work together or share ideas and the California SBDC is proud to facilitate the interaction."

This free event will be held Aug. 17 at the CSUMB Alumni and Visitor Center, located at 100 Campus Center, Building 97, Seaside, CA 93955, from 8:30 a.m. to 1:30 p.m. with

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check-in beginning at 8:00 a.m. Space is limited, registration is required. To learn more or sign up, go to <http://californiasbdc.org/collaborative/monterey> or call (831) 675-7232.