

Introduction to Economic Development Certificate Program

Offered at Fresno State

- Attend an IEDC Accredited Training
- Develop a Valuable Professional Network
- Learn Cutting-Edge Economic Development Tools and Trends

This program is for new professionals entering the field of economic development, existing professionals and elected officials who want to advance their career and better serve their community. Participants have the opportunity to learn emerging economic development concepts while developing a network of connections and resources throughout California.



OCTOBER 19-22, 2015

Course Topics:

- Introduction to Economic Development
- Business Retention & Expansion
- Real Estate Development & Reuse
- Entrepreneurial & Small Business Development Strategies
- Finance
- Managing the Economic Development Organization
- Marketing & Attraction
- Strategic Planning
- Regional Collaboration
- Workforce Development
- Economic Impact Analysis
- Customer Service

For more information, visit
www.fresnostate-econdev.org or call 559.278.2352.

FRESNO STATE
Discovery. Diversity. Distinction.

Presented By: Office of Community and Economic Development at Fresno State, in partnership with University Business Center, California Association for Local Economic Development, and the California Academy for Economic Development.

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California State University, Fresno
5245 N. Backer Ave M/S PB 5,
Fresno, CA 93740

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"The Introduction to Economic Development course that was held at Fresno State was extremely valuable. Being new to the economic development field, my personal goal is to learn as much about the industry as quickly as possible. The wonderful people at CALED and Fresno State University comprised a team of speakers that provided the perfect amount of information that generated participation by the attendees and at the same time was not overwhelming.

I believe the Introduction to Economic Development course is perfect for any person in economic development that has not taken the course. Whether you are new to the industry or a seasoned professional in the industry, this course covers several aspects of what it takes to do our jobs in a manner that will help our economy. I have applied several skills learned from the course to the way I perform my job duties. I have also built meaningful professional relationships with colleagues throughout the state that were in attendance.

Thanks to CALED and Fresno State University for a great experience that will be applicable throughout my career."

- Kwame P. Reed, Sr. Community Development Analyst, City of Brentwood