

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.

Seating Is Limited
Register TODAY!

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.



OCTOBER 24-27, 2016

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



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

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Offered at Fresno State

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

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or www.caed.org or call 559.278.2352.



"If I had to say one thing about this class, is that it taught me more than just bringing a business into my city, it allowed me to understand that we need to retain and expand our current businesses. The program has given me a new window of opportunity that will enhance my abilities and create better partnerships with current and future businesses."

- Chad McMullen, City Manager,
City of San Joaquin