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# RBAN NEWSLETTER: OCTOBER 2008

STRATEGIES TO ASSIST COMPANIES IN A CHALLENGING ECONOMY

Hosted & Supported by LAEDC



## SAVE THE DATE RBAN October Meeting

DATE: OCTOBER 27<sup>th</sup> 2008

LOCATION:



285 W Huntington Drive  
Arcadia, CA 91007

### SPEAKERS:

**BRUCE ACKERMAN, CHAIR**

OF THE BOARD OF DIRECTORS  
CALIFORNIA ASSOCIATION FOR LOCAL ECONOMIC  
DEVELOPMENT (CALED)

“CALIFORNIA’S STATE-WIDE ECONOMIC  
DEVELOPMENT STRATEGIC PLAN”

**BILL ALLEN, PRESIDENT & CEO**  
LAEDC

PRESENTING A DRAFT OF  
“LOS ANGELES COUNTY’S **FIRST EVER**  
ECONOMIC DEVELOPMENT STRATEGY”



BRUCE ACKERMAN



BILL ALLEN

Save the Date:  
**October 27<sup>th</sup>, 2008**  
**RSVP TODAY**

Time:  
**Registration/Breakfast: 8:00 AM**  
**Meeting: 8:30 AM – 12:00 PM**

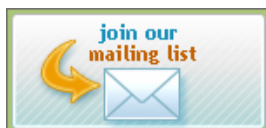
Please RSVP your attendance immediately  
Phone: (213) 254-4600 Fax: (213) 622-2100 Email: rban@laedc.org

### In This Issue

[Strategic Planning For Your Organization](#)

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### Dear RBAN Member,

As the economy appears to become more challenging by the day, RBAN Network members ask, "How do we continue to assist businesses in these challenging times and work to keep our region stable?" It is important to create a strategy that is flexible enough to adjust to changes in the economy yet still aggressive enough to create a positive impact on the local economy, businesses and the workforce.

At our next RBAN meeting to be held on October 27th at the Santa Anita Park Racetrack, Bruce Ackerman of the California Association for Local Economic Development (CALED) will give a brief overview of the state-wide economic development strategy. Immediately following Mr.

**Economic Development Training Class:**



[www.InnovateCalifornia.net](http://www.InnovateCalifornia.net)



## Economic Development Strategic Planning



Learn how to create a strong economic development strategy for your organization. This course is offered by the International Economic Development Council to be held in Atlanta, GA covers:

- Organizing the team
- Building consensus
- Preparing an economic assessment
- Determining goals and objectives
- Identifying projects Strategy formation
- Effective strategy implementation Setting realistic benchmarks

For more information on how to register, [please click here.](#)

### September RBAN Recap "Innovate Los Angeles County!"

Ackerman, Bill Allen of the Los Angeles County Economic Development Corporation will present a working draft of the first ever economic development strategy for Los Angeles County.

Please save this date on your calendar and come with your ideas and questions as this meeting will be an interactive workshop where your opinion and ideas are encouraged and needed.

Should you have any questions about the upcoming RBAN meeting, please contact **Gabriele Ward** at [gabriele.ward@laedc.org](mailto:gabriele.ward@laedc.org).

## → International Economic Development Council: "...Business is Grinding to a Halt."

"A study of nearly 5,000 economic development professionals was conducted the the International Economic Development Council (IEDC), the world's largest organization for economic developers.



A majority of economic development professionals around the country indicate that their local communities are suffering as a result of the recent financial crisis and that economic development projects are grinding to a halt, as indicated by:

- Halted or delayed real estate development projects
- Reduced consumer spending
- Insufficient credit for business
- Reduced business spending
- Halted or delayed investment attraction projects
- Halted or delayed expansion plans"

To view the full report, please click on the following link: [Full IEDC Survey Results](#)

## → Upcoming Events Within the RBAN Network

October 23, 2008  
Growth Capital Conference

Guest Speaker: Brady Caverly, Member of Pasadena Angels and President of Alchemy Worldwide

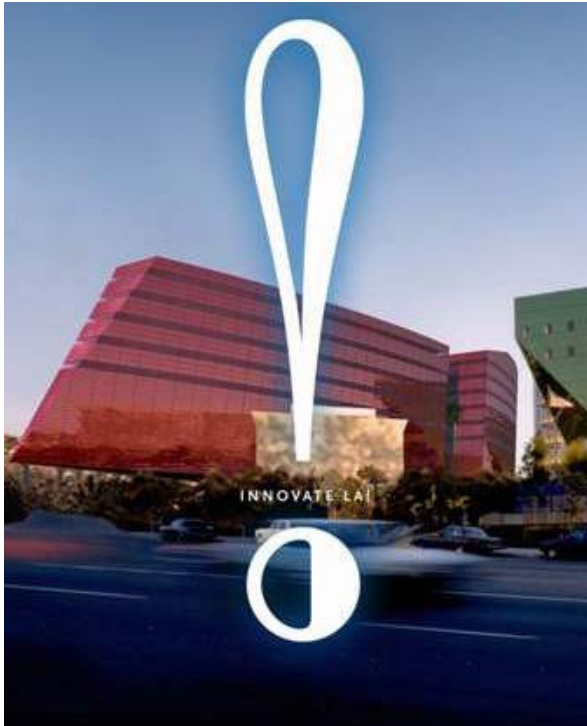


Network with:



[www.InnovateCalifornia.net](http://www.InnovateCalifornia.net)





- Angels: Tech Coast Angels & Pasadena Angels
- Early Stage Venture Capitalists
- Investment Bankers
- Advisors and Deal Makers
- 50 Entrepreneurs Seeking Capital, Advisors, Strategic Partners

To learn more about this conference and register, [please click here.](#)

**October 23, 2008**

**NAFSA: International Education & Workforce Development: A Dialogue with Business and Higher Education Stakeholders**

This event is held in partnership with the Los Angeles Chamber of Commerce, National Association of Colleges and Employers and the Los Angeles Economic Development Corporation. LAEDC Charman Raymond Holdsworth Vice Chairman, Corporate Development, AECOM, is one of the panelists.

Please RSVP to [Oakley Boren.](#)

**October 29, 2008**

**San Gabriel Valley Economic Partnership: Come Ride With Us**

Come join the San Gabriel Valley Economic Partnership on a tour and learn how the LA/Ontario Airport can help your business fly to new heights. Learn about opportunities for business and growth in the San Gabriel Valley.

Departing at 9:30 AM, returning at 2:00 PM. Roundtrip from the West Covina plaza. RVSP to Tace VanHolsbeck at 626-856-3400 or [tvanholsbeck@valleyconnect.com](mailto:tvanholsbeck@valleyconnect.com).

**If you would like to see your organization's announcements in the next RBAN E-newsletter, please email them to Gabriele Ward at [Gabriele.Ward@laedc.org](mailto:Gabriele.Ward@laedc.org) with "Please Place This in the RBAN E-Newsletter" in the subject line.**

We look forward to seeing you at Santa Anita Park on October 28th!

Sincerely,

**Who was there?**

With nearly 70 RBAN members in attendance, the meeting had representatives from regional chambers of commerce, colleges and universities, regional and community-based EDC's, and cities were present.

**What was discussed?**

- Nancy Sidhu, Phd., Vice President and Senior Economist at the LAEDC, presented the 2008-2009 Economic Forecast and Industry Outlook for Los Angeles County.
- Ray Wells, Technology Commercialization and Business Manager of the California Space Authority (CSA), provided an overview of the "Pollack Model", an economic development tool which indicates a business' economic impact on a region.
- LeeAnne Haworth, International Programs and Partnership Manager at the California Space Authority (CSA) provided an overview of the CSA and all of the facets of the WIRED grant.



- Linen Rueda, Network Engineer of E-Geniuses, and Jim Gilbert, Strategic Partnerships Manager at the California Manufacturing Technology Consulting (CMTC) were panelists on our "Innovate LA!" business panel while Bob Machuca, a LAEDC Regional Manager, moderated, discussing how companies can incorporate innovation into their business practices or products.

Gabriele Ward  
LAEDC

Funding for RBAN is provided by Department of Labor,  
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How may I receive the materials from  
September's RBAN Meeting?

While our 2008-2009 Economic Forecast  
Mid-Year Update is available at [www.laedc.org](http://www.laedc.org),  
information sheets on the aerospace,  
biotechnology, and high-tech innovation  
industries will be uploaded shortly. If you would  
like hard copies mailed to you in the meantime,  
please send your request to  
[Gabriele.Ward@laedc.org](mailto:Gabriele.Ward@laedc.org).

**Save the Date:**  
**November RBAN Meeting**

**November 24th 2008**  
**RBAN Strategic Plan**

Please join us on November 24th as we  
collectively discuss the future of the RBAN  
network. Location and time will announced at  
the October 27th meeting.

**[Forward email](#)**

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