

Economic Development -- *new strategies and best practices*

Webinar 1:00 – 2:30 p.m. PT, Wednesday, September 11, 2013

CSMFO Coaching Program and Cal-ICMA Coaching Program in partnership with
Colorado, Illinois, Michigan, Minnesota, Oklahoma, and Oregon
ICMA State Partners

*** Advance registration required for this no-charge webinar:

<https://www1.gotomeeting.com/register/601735153>

Panel Topics:

1. Given the elimination of Redevelopment Agencies in CA and mixed results elsewhere, what are the tools and techniques that make sense now?
2. How can local governments develop winning partnerships and collaborations?
3. What are some best practices for small, medium, and large population areas?
4. How are roles in local government evolving to address economic development—(e.g. elected officials, senior managers, finance professionals, etc.)?
5. What resources are available to support local efforts?

Presenters:

- * Lisa Hill, Vice President, Community Solutions, Buxton
- * Pete Auger, City Manager, Auburn Hills, MI
- * Philip Lanzafame, Director of Economic Development, Glendale, CA

Audience: general managers, economic development professionals, finance professionals, up and comers interested in this key topic for local government

1. Register in advance for the webinar:

There is no charge for participating in the webinars, but each requires advance registration.

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2. Connect with the webinar and audio:

Use your logon information from the email confirmation you receive via email from GoToWebinar. We recommend the telephone option dial-in number provided by GoToWebinar for sound quality. Depending upon your internet connection, VOIP option for audio (computer speakers) can have delays or sound quality issues.

3. Ask questions:

You may submit questions anonymously via email to Cal-ICMA@DonMaruska.com or CSMFO@DonMaruska.com in advance or via the webinar during the panel discussion. As moderator for the session, Don Maruska will pose the questions.

4. Presenters' presentation materials: We post these with the agenda at "Live Audio & Archives" tab of www.cal-icma.org/coaching and <http://www.csmfo.org/training/webinars>. The PPT will be available about 2 hours before the webinar.

After a webinar occurs, a digital recording along with the PowerPoint materials and results of the polling questions will be available after 24 hours at the "Live Audio & Archives" tab of www.cal-icma.org/coaching and <http://www.csmfo.org/training/webinars>.

CPE Credits: If you are a member of CSMFO and wish to obtain CPE credit, you need to register and attend in your name, respond to at least 75% of the live polling questions, and pay \$25 to CSMFO after invoice following the webinar. After payment, CSMFO emails the CPE certificate as a PDF.

Post-Webinar Group Discussions

Many agencies are organizing groups to participate in the webinars (live or recorded) and discuss the topics among themselves after the webinars. Some are summarizing their discussions and distributing them to managers throughout their organizations. Use the Coaching Program as an effective way to enhance professional development in your agency. Here are some discussion starters for this session.

- a. How does economic development affect the well-being of our community and agency?
- b. What assets and opportunities do we have that we can use?
- c. What ideas and strategies from today's webinar would be helpful for us?

MORE RESOURCES--See the "Coaching Corner" at www.cal-icma.org/coaching or www.csmfo.org/coaching for valuable resources to boost your career. Sign up for the complimentary email list to keep informed of future Cal-ICMA sessions and resources at www.cal-icma.org/coachingList.

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Enjoy the resources and support to thrive in local government.

Don Maruska, MBA, JD, Master Certified Coach
Director, Cal-ICMA and CSMFO Coaching Programs
Author of "Take Charge of Your Talent" www.TakeChargeofYourTalent.com