



University Business Program

Craig School of Business
California State University, Fresno
5245 N. Backer Ave., M/S PB5
Fresno, CA 93740



April 2 - 5, 2019

For more information, visit
www.cdicalifornia.org
or call 559.278.2352

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Community and Economic Development

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CDI Training April 2- 5, 2019

Register at www.cdicalifornia.org

University Business Center
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Seating is Limited

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CDI California

CDI California provides practical, interactive, and comprehensive training designed to meet the needs of economic and community development professionals working in a fast paced environment. CDI California builds the capacity of individuals and communities to effectively and positively impact economic and social development.

Who Should Attend?

Participants include community and economic development practitioners, city, county and state officials and community volunteers, non-profit staff and board members, chamber staff, private industry, municipal districts, and academics will find the Institute a valuable learning tool for the development of individual and community leadership skills. Attendees will expand their ability to identify community assets, set goals, encourage collaboration, and respond to a broad range of economic and quality of life issues.

Curriculum

The complete program consists of three, one-week training sessions. In addition to learning from successful practitioners, CDI also offers valuable networking and peer-to-peer learning opportunities.

Year 1 Curriculum

Year One focuses on the foundations of community development and includes group simulations providing participants with a better understanding of the challenges and benefits of a community development approach.

- Asset-Based Community Development
- Community Development Assessments
- Community and Economic Development Practice
- Community Visioning and Strategic Planning
- Team Building

YEAR 1 PROGRAM

Tuesday April 2, 2019

- 8:30 a.m. - 9:00 a.m.: Registration and Breakfast**
- 9:00 a.m. - 10:00 a.m.: Welcome and Introduction**
- 10:00 a.m. - 12:00 p.m.: Community and Economic Development Practice**
- 12:00 p.m. - 1:00 p.m.: Lunch**
- 1:00 p.m. - 3:00 p.m.: Economic Development Basics**
- 3:00 p.m. - 5:00 p.m.: Newtonia***
- 5:00 p.m. - 7:00 p.m.: Reception**

Wednesday April 3, 2019

- 8:30 a.m. - 9:00 a.m.: Breakfast**
- 9:00 a.m. - 11:00 a.m.: Asset-Based Community Development**
- 11:00 a.m. - 12:00 p.m.: Newtonia***
- 12:00 p.m. - 1:00 p.m.: Lunch**
- 1:00 p.m. - 3:00 p.m.: Community Development Assessments**
- 3:00 p.m. - 5:00 p.m.: Newtonia***

Thursday April 4, 2019

- 8:30 a.m. - 9:00 a.m.: Breakfast**
- 9:00 a.m. - 11:00 a.m.: Community Visioning and Strategic Planning with Team Building (Part I)**
- 11:00 a.m. - 12:00 p.m.: Newtonia***
- 12:00 p.m. - 1:00 p.m.: Lunch**
- 1:00 p.m. - 3:00 p.m.: Community Visioning and Strategic Planning with Team Building (Part II)**
- 3:00 p.m. - 5:00 p.m.: Newtonia***

Friday April 5, 2019

- 8:30 a.m. - 9:00 a.m.: Breakfast**
- 9:00 a.m. - 11:00 a.m.: Customer Service**
- 11:00 a.m. - 12:00 p.m.: Understanding Diversity**
- 12:00 p.m. - 1:00 p.m.: Lunch**
- 1:00 p.m. - 3:00 p.m.: Newtonia* and Closing Remarks**

** Newtonia is a fun, interactive, hands-on, simulation for Community Development Training. Teams are formed to represent different neighborhoods of town districts, and will tackle scenarios common to the field of community development.*

Year 2 Curriculum

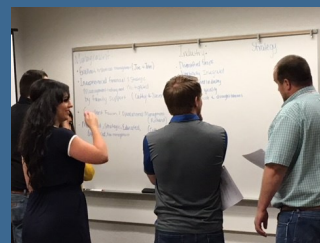
Year Two emphasis is placed on the "nuts and bolts" of implementing economic development strategies, including business attraction, expansion and retention, and entrepreneurship. Overview of commercial and industrial development projects and group simulations are learning tools for this course.

- Building Entrepreneurial Communities
- Business Retention and Expansion
- Business Site Selection Process
- Community and Economic Development Finance
- Understanding Community Economies

*To register for Year Two, participants must have attended Year 1.

Registration, Cost and Attendance

The cost to attend CDI California is \$600. Registration fee covers training, participant materials, and breakfast, lunch and refreshment breaks daily. Accommodations and other food costs are the responsibility of the participant.



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YEAR 2 PROGRAM

Tuesday April 2, 2019

- 8:30 a.m. - 9:00 a.m.: Registration and Breakfast**
- 9:00 a.m. - 10:00 a.m.: Welcome and Introduction**
- 10:00 a.m. - 12:00 p.m.: Business Retention and Expansion I (Urban)**
- 12:00 p.m. - 1:00 p.m.: Lunch**
- 1:00 p.m. - 3:00 p.m.: Business Retention and Expansion II (Suburban)**
- 3:00 p.m. - 5:00 p.m.: Case Study**
- 5:00 p.m. - 7:00 p.m.: Reception**

Wednesday April 3, 2019

- 8:30 a.m. - 9:00 a.m.: Breakfast**
- 9:00 a.m. - 11:00 a.m.: Business Retention and Expansion III (Rural)**
- 11:00 a.m. - 12:00 p.m.: Case Study**
- 12:00 p.m. - 1:00 p.m.: Lunch**
- 1:00 p.m. - 3:00 p.m.: Building Entrepreneurial Communities**
- 3:00 p.m. - 5:00 p.m.: Case Study**

Thursday April 4, 2019

- 8:30 a.m. - 9:00 a.m.: Breakfast**
- 9:00 a.m. - 11:00 a.m.: Community and Economic Development Finance**
- 11:00 a.m. - 12:00 p.m.: Case Study**
- 12:00 p.m. - 1:00 p.m.: Lunch**
- 1:00 p.m. - 3:00 p.m.: Understanding Community Economies**
- 3:00 p.m. - 5:00 p.m.: Case Study**

Friday April 5, 2019

- 8:30 a.m. - 9:00 a.m.: Breakfast**
- 9:00 a.m. - 11:00 a.m.: Business Site Selection Process I**
- 11:00 a.m. - 12:00 p.m.: Business Site Selection Process II**
- 12:00 p.m. - 1:00 p.m.: Lunch**
- 1:00 p.m. - 3:00 p.m.: Case Study and Closing Remarks**

