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MISSION

To report on the economic and financial health of Central California.

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Messages from the Dean and Chief Economist

The Craig School of Business is pleased to share the second edition of the *Central California Business Review*. In 2018, we published our inaugural edition under the leadership of Robert M. Harper, now Interim Provost at Fresno State. Dr. Harper's vision and efforts resulted in a successful launch and earned wide praise.



The second issue updates topics from the first edition in re-examining business sentiment, labor markets, consumer sentiment, banking and finance, and real estate market conditions in the Central San Joaquin Valley of California. The remaining three articles address different facets of our local economy: the manufacturing and processing of food and beverages, small business entrepreneurship, and the status and economic impact of dwindling water supplies. I know you will find all the articles interesting, informative, and useful.

I am thankful for the support that made this second issue possible. First, I am especially grateful for the services of Craig School Lecturer Barbara Morgan, who assumed the lead role in coordinating this issue from concept to printing. Craig School Associate Dean Antonio Avalos and Development Director Cara Peracchi Douglas were key members of the management team. The authors willingly contributed their time and expertise. Our participating partners provided much appreciated financial support. In particular, I would like to give special thanks to the continued generous support from Wells Fargo, our Founding Sponsor; to Educational Employees Credit Union for again supporting the cost of the Consumer Sentiment Survey; and to the San Joaquin Valley Manufacturing Alliance for sponsoring the breakfast and the manufacturing research.

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Congratulations to Fresno State and its team led by Don Stengel and Barbara Morgan from the Craig School of Business on its second volume of the *Central California Business Review*. This is exemplary evidence of thought leadership resulting from Academia meeting Main Street that educates communities and promotes the economic vibrancy and success of Central California. Wells Fargo is proud to be the founding sponsor of this objective and comprehensive economic commentary and intellectual analysis that provides guidance on future business conditions. As former Dean of Sacramento State's College of Business, I am pleased to be part of this tremendous public service to the region, and extremely proud of this effort.



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