

LEADERSHIP MENDOCINO

Business and Economic Development in Mendocino County

Friday, Jan. 16, 2009

Today's Goal is: *To gain an understanding of the opportunities that exist to shape our economic future.*

- 8:00 – 8:10 a.m. Socializing and project time
- 8:10 – 8:30 a.m. **Welcome, Introductions and Homework Debrief**
Suzanne Pletcher, Executive Director, Leadership Mendocino
- 8:30 – 8:35 a.m. **Introduction to Business Day**
Tom Becker, retired vice-president, Savings Bank; chair, Economic Development and Financing Corporation (EDFC) board
- 8:35--9:15 a.m. **“Overview of Mendocino County’s Workforce—Skill Levels, Challenges, Future”**
Debra Donelson, Workforce Investment Board of Mendocino County
- 9:15 – 10:45 a.m. **“Better Business Plans Workshop”**
Page Castro, West Company consultant
- 10:45—11:00 a.m. *Break*
- 11:00 a.m. – Noon **Panel: “Overview of Green Technology Development in Mendocino County”**
Cathleen Moller, Manager of Economic Development, City of Ukiah
Larry Perryman, Vice-President of Administrative Services, Mendocino College
Pamela Harpster, Program Director, MPIC, Inc.
Tim Owen-Kennedy, Principal, Vital Systems Natural Building & Design
- Noon – 1:00 p.m. *Lunch Break with optional quickie tour of Alex Rorabaugh Center (ARC)*
Travel to downtown Ukiah
- 1:00 – 1:50 p.m. **“Tour de Downtown: Ukiah’s Main Street Program”**
Joy Beeler, Executive Director, Main Street Program (MSP)
Shannon Riley, MSP Promotions Chair; Owner, Shoefly & Sox
Judy Pruden, MSP Secretary, Design Committee; Ukiah Planning Commissioner
Richard Hansen, MSP Vice-President & Organization Chair; Marketing Director, Sabernet
- 1:50 – 2:00 p.m. *Break and return to ARC*
- 2:00 – 4:10 p.m. **“Conflict Resolution Mini-Workshop using Business Incentives Case Study”**
Facilitator: Anne Molgaard, J.D., Executive Director, FIRST 5 Mendocino
Mentors: Don Ballek, Executive Director, EDFC
Steve Dunicliff, Administrative Analyst II, Mendocino County
Tom Becker, Board Chairman, EDFC; retired
Richard Shoemaker, Executive Director, Alex Rorabaugh Center (ARC); former Ukiah City Councilman; former Mendocino County Supervisor
Marie Jones, Community Development Director, City of Ft. Bragg
John McCowen, 2nd District Mendocino County Supervisor
- 4:10 – 5:00 p.m. **Break and Project Work Time**