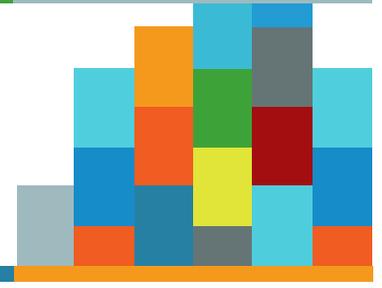


COLLABORATIVE ECONOMIC DEVELOPMENT:

Building Momentum with Lean Resources



As statewide emergence from the recession has been slow and many municipalities continue to struggle with slashed budgets, the need for collaborative economic development efforts and pooled resources is a necessity. Join us and more than 21 communities via simulcast programming throughout California for ideas and sharing on the topic of **Building Momentum with Lean Resources**.

This conference is a statewide effort to highlight regionalized best practices in economic development as well as hear out-of-the-box ideas that have been successful for economic recovery across the nation.

NANCY LUBLIN

Author of 'Zilch: The Power of Zero in Business'

CEO of DoSomething.org, columnist for *Fast Company*, and author of *Zilch: The Power of Zero in Business*, Nancy Lublin has been featured on Oprah, 60 Minutes, The New York Times and The Economist.

As CEO of Do Something, Nancy helped the struggling organization become one of the largest and most successful Internet youth volunteer groups in the world. Leveraging social media and pop culture to help teens "rock causes they care about," in 2010 Do Something helped one million teens take action through their programs. By drawing on personal experience as well as her interviews with other "rock star" leaders of flourishing not-for-profits, in her book, *Zilch*, she shares what for-profit businesses and economic developers can learn from not-for-profits by doing more with less.



FREE EVENT

AUGUST 11
DOWNTOWN
LOS ANGELES

8:30 AM - 1:30 PM
Sheraton LA Downtown
711 South Hope Street, Los Angeles

WHO SHOULD COME

Economic Development Practitioners
Organizations and Businesses with an interest in Economic Development
Elected Officials
Nonprofits

ALSO FEATURING REGIONAL PANELISTS & TOPICS



MICHAEL BRACKEN

Development Management Group, Inc.

The Southern California Economic Recovery and Job Creation Strategy addresses the issues that must be solved for the region's economy to create jobs and energize economic activity today, in the next five years and over the long term. The approach aims to maximize local control and regional coordination.



TRACEY RAFTER

BizFed, Los Angeles County Business Federation

BizFed is a grassroots alliance strategy that amplifies the influence and resources of regional business for economic development successes.



MICHELE RUIZ

Moderator My Life as a Latina Entrepreneur

Michele Ruiz is a bi-lingual entrepreneur whose passions are empowerment, technology, Hispanics and entrepreneurship. A former broadcast journalist, Michele received over 16 Emmy nominations in her career. Since 2006, Michele has founded three companies, including SaberHacer.com. You can keep up with her on her site, MicheleRuiz.com.

Not Pictured: Panelist Wil Soholt, Kosmont Companies

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www.californiasbdc.org/collaborative



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