COLLABORATIVE ECONOMIC DEVELOPMENT:
Building Momentum with Lean Resources

REDDING -
Center for Economic & Workforce Development
2990 Innsbruck Drive, Redding, CA 96003
8:30 AM - 1:30 PM
Check-in @ 8 AM

LIVE STREAMED FROM SACRAMENTO

July 2011
28

FREE EVENT REGISTER NOW

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 live stream throughout California for ideas and sharing on the topic of Building Momentum with Lean Resources.

This conference is part of 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.

FEATURING SPEAKER NANCY LUBLIN VIA LIVE STREAM

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. 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.

ALSO FEATURING Sacramento region panelists sharing exciting pilot programs and best practices for collaboration. Complimentary lunch to follow along with Redding-based Economic Development conversation.

For more information, please call: (530) 242-7630

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To register, visit californiasbdc.org/collaborative