



# Kick-Off Convention Agenda

Thursday, July 21, 2011: Radisson Hotel and Conference Center, 2233 Ventura St., Fresno

**8:30am**      **Registration & Coffee**

**9:30am**      **Welcome**

Bill Fulton, The Planning Center | DC&E

Cynthia Abbott, Lead Sustainability Officer Region IX, U.S. Department of Housing and Urban Development

Judy Corbett, Local Government Commission

**9:45am**      **City Design and Innovation for the New Economy**

Michael Freedman, Founding Partner and Principal, Freedman Tung + Sasaki

Michael Freedman is a renowned speaker and visionary who has worked with communities in the San Joaquin Valley and across the globe to create innovative community design solutions that combine sound economic development strategies with the art of creative design and policy development. In his keynote presentation, Freedman will examine the changes communities are experiencing as we move beyond the Great Recession and transition into a new economy. Freedman will share innovative ideas and promising strategies that communities can apply to prosper and thrive in this new era we are entering.

**11:15am**      **Break** .....

**11:30am**      **Break-Out Discussion Groups**

*Purpose:* To share and exchange information and success stories, learn from and meet others working in the Valley, and discuss promising strategies to apply in the Valley.

*Structure:* Conference attendees can choose to participate in one of five facilitated break-out discussion groups each featuring a different topic. The five break-out discussion groups are:

- ✦ The Intersection of Planning and Economic Development
- ✦ Making the Transportation and Land Use Connection
- ✦ Achieving Broad and Meaningful Public Participation
- ✦ Regionalism: Working Together to Achieve Prosperity
- ✦ Financing Local Planning in an Era of Less

**12:45pm**      **Lunch** .....

**1:15pm**      **Making the Urban/Rural Connection**

**Dr. Glenda Humiston – State Director of USDA Rural Development**

Glenda Humiston has over 25 years of experience working on rural development and sustainable communities at the policy and program implementation level. Humiston will provide a snapshot of where our agricultural economy is today, where we are going, and innovative investment strategies for both rural and urban communities that will create a strong and economically vibrant region.

**2:00pm**      **Break** .....

**2:15pm**      **Break-out Discussion Groups**

The same five break-out discussion groups held in the morning will be repeated. Participants are encouraged to choose a different break-out discussion group than the one they participated in earlier.

**3:30pm**      **Reflections of the Day**

Virginia Madueño, City of Riverbank Mayor

Rob Woolley, City of Clovis City Manager

**4:00pm**      **Adjourn**

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