

Fresno Business Council - Weekly Bulletin

Monday, October 30, 2000

Bulletin & Other Information Available on Website at www.fresnobc.org
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Message from the President—Dick Johanson

Congrats to FBC member and EDC head, **Charles Tingey**, and Exec. Dir., **Rich Machado**, on an outstanding event at the new Kraft Foods facility last week. All there were inspired by the presentation of guest speaker, Ian Hill. Mr. Hill's message focused on the urgency of the business community becoming more directly involved in those affairs affecting the quality of life for all of us. He used the Business Teacher Association (BTA) program initiated by the Public Safety Committee of this Council with Calwa School as a poster example of how public institutions and businesses can work together in seeking a higher common goal.

His signature statement was "the world is in more danger from those who tolerate evil than from those who commit it". This, it seems to me, has been the understated awareness of this Business Council since its inception seven years ago. It is we who tolerated less than the best. It is we who accepted that responsibility. It is we who acted to reverse it. It is this dedication that underscored our two just completed membership meetings. The Fresno Business Council is deep in the process of determining how we can increase our regional effectiveness in the upcoming months and years. It is this challenge that will inspire this Council to scale new heights as a major partner in insuring a better tomorrow for all of us.

What Major Business Leaders Have to Say About CART

The grand opening of the Center of Advanced Research & Technology (CART) attracted leaders from major technology companies. Here is what they had to say. "CART should be commended for its bold vision and commitment to ensuring students are prepared for success in the new economy. We've seen how anytime, any place access to technology can transform the learning process for students and teachers and are proud that are software and services are empowering this real-world learning experience at CART. (Microsoft) "There are two fundamental equalizers in life—the Internet and education. Cisco is committed to working with institutions around the world to ensure that today's students master the necessary skills for success in the Internet economy, and is proud to be sponsoring the CART initiative. (John Chambers).

CART and the Digital Divide

"Rather than focus solely on "gifted" students, CART's program gives average and disadvantaged students an opportunity that they would never have had in a traditional academic program. Thirty-five percent of CART students are on or below the poverty level. Fresno also has very large Hispanic and Hmong communities, with many families traditionally working in farming. Some of their children work in the fields, picking crops. Now, CART is helping some of these students cross the digital divide. This is particularly significant in the Fresno/Clovis area where there is close to a 20 percent drop out rate of high school students and an unemployment rate edging 14 percent". If you have had an opportunity to meet and work with CART's highly gifted CEO, **Pat Wright**, you know his passion is children--preparing them for the rapidly changing world they will face. Few people can speak articulately in multiple sectors—academia, business, technology, and policy. Pat has that ability, plus a seemingly inexhaustible fount of energy to pull them all together and create magic. We are so very fortunate to have such an effective leader at the helm of one of our community's most important assets—CART.

Effective Partnership Between County of Fresno & Chamber Provides Solution to Difficult Challenge

Jobs 2000, once a compelling idea in **Larry Willey's** mind, has developed into a powerful, replicable process of transforming people with a history of failure into self-motivated employees and valuable members of the community. The story and spirit of Jobs 2000 has been captured and put into a brochure explaining the idea, the successes and the future of the program. The County, everyone from the supervisors to the CAO, Human Services, Sheriff, District Attorney, Public Defender and Probation, all deserve credit for investing their resources and talents into an integrated program that makes perfect sense, but challenges the way things have historically been done. People who truly want to work and create a new life, now have that opportunity and a whole passel of resources available to them in one place. The program is always looking for more business partners. For more information and a copy of the brochure call 453-8351.

Colorado Business Group Researched Economic Impact of Arts, Culture & Scientific Organizations

While children, seniors, families, nature lovers and arts enthusiasts are the obvious beneficiaries of Arts to Zoo, the economic and social impacts add so much value the return on the investment alone makes it worthwhile. Voters in the Denver area approved a special sales tax district to fund arts and science organizations. The tax raised \$33.5 million for 305 organizations. The economic impact of these organizations was estimated at \$844 million in 1999 based upon operating expenditures, audience spending and capital expenditures. The organizations paid more than \$15 million in payroll, seat and sales taxes, employed nearly 7,000 people, and brought in \$130 million from visitors. More people participated in paid and free courses (489,000) than the number of school children (389,000) in the Denver area. For more information the website is www.cbca.org

Upcoming Activities and Events:

Public Safety Committee—Wednesday, November 8 at 7:00 a.m. (Manco Abbot)

Public Affairs Committee—Wednesday, November 8 at 4:00 p.m. (Baker, Manock & Jensen)

Education Committee -Thursday, November 9 at 7:30 AM (McCormick Barstow)

Note: The December Board Luncheon will be on December 5, noon, at Sunnyside Country Club