

Fresno Business Council - Weekly Bulletin

Monday, July 10, 2000

Bulletin & Other Information Available on Website at www.fresnobc.org

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Message from the President—Dick Johanson

The Fresno Business Council is devoting much of its energy at the present time in both an internal and external analysis of how best to maximize our effectiveness to our region and locally as we enter what is becoming known as the age of the "New Economy". Nothing better describes the potential impact of this "New Economy" than an article I read last week. Here is just an excerpt ---

"An explosion in spending on information and communication technologies is having a profound effect on the ways economics work. The impact could be significant enough to warrant comparison with the British industrial revolution and its later counterpart in America. The evidence increasingly suggests that the world economy might be in the early stages of a third industrial revolution. Today's "once-in-a-century acceleration in innovation" (Alan Greenspan's words) has the potential to raise productivity and economic growth significantly above their long-term trends. This phenomenon could last for two decades or more..."

Our challenge as an organization of business leaders is to stay on the cutting edge of progress into this new era.

Regarding Fresno--LA Times Looks Forward; SF Chronicle Dredged Up the Past

Some people argue for limitations and see the present through a lens clouded with difficulties of the past. Others see the present as dynamic and filled with potentialities for the future. Last year the *San Francisco Chronicle* ran a story that dredged up historic patterns leading to an ugly, crime filled city. No time was spent on learning about the community-wide reaction and commitment to address chronic problems by linking forces crisscrossing sectors. The *LA Times*, sparked by the recent All-America City Award, recently told the story of an emerging renaissance city. "The honor brings some much-needed verification that Fresno's efforts in recent years to combat its problems are on the right track." To the thousands of people who have found ways to work with others to contribute to making Fresno a better community—thank you.

Implementing Principles in "Landscape of Choice" Requires Continuity & Commitment

Having the elected officials of both the City of Fresno and the County of Fresno include the principles in "Landscape of Choice" in their general plan updates is an excellent first step. Ensuring that those principles are reflected in actual development projects requires continuity, and at times, difficult decision-making. As stated in the foreword of the report, "The tough part comes when a community moves from abstract planning discussions to the real life specific decision: approving apartments over the angry shouts of the single family neighborhood next door; denying a subdivision request of a prominent builder or farm family because the land in a desirable fringe area is "prime ag;" raising water rates to install meters or do groundwater recharge. This is where the stakeholders involved in the *Growth Alternatives Alliance* must defend the principles they have agreed upon in this report." Likewise, we would argue, this is where the elected officials who have endorsed the principles must have the courage of the convictions behind that endorsement.

Headed South on I-5?-- Learn More About California's State Water Project

If you're headed to Southern California via I-5, take the time to stop and at the Vista del Lago Visitor's Center for an informative overview of the entire State Water Project and an explanation of the role that water plays in California's livelihood. From its scenic vantage point overlooking Pyramid Lake, the Center offers a vivid presentation of the role of water in California's past, present and future. Through a series of hands-on exhibits and interactive computer games, visitors are provided with an understanding of the nature of California's geography, the uneven distribution of rain and snowfall, and the remarkable effort needed to transport water over hundreds of miles to where it is needed. So, the next time you're passing Pyramid Lake on I-5, take a break and stop at the Visitor's Center – you'll be glad you did.

Chamber of Commerce Convenes Candidate Luncheons

November 7th will be here soon and vitally important decisions will be made in four races. The Chamber has scheduled a series of public forums to discuss critical issues. They are all scheduled at noon as follows: Mayoral--July 26/Airport Holiday Inn; County Board District 4—August 23/Grand Occasions (4584 W. Jacquelyn); City Council District 2—September 27/Grand Occasions; City Council District 4—October 25/Airport Holiday Inn. The forums are \$20.00. Call Dixie at 495-4811 to register. The Public Affairs Committee will not meet in July—members are encouraged to attend the July mayoral forum.

Activities & Events

Tuesday, July 11 at 7:30 a.m.—Education Committee (McCormick Barstow)

Thursday, July 13 at 4:00 p.m.—Board of Directors (Desks Chairs and More—4450 N. Brawley Ave. #3125)