

August 22, 2005

Message From the Chair Emeritus—Dick Johanson

It's extremely difficult not to get caught up in semantics sometimes. Consider all of those who are quick to point out all that needs to be addressed around here. From denigrating our business climate, to castigating our K-12 school system, to bemoaning the needs of our underprivileged, we have no shortage of cynical critics. What has been lacking and what is emerging is an ever-growing number of committed visionaries with the skills to bring about change. We have adopted a united vision of where we want to be and have identified the path we must walk to get there. As Helen Keller said a long time ago:

OUR THOUGHT FOR THE WEEK:

“The Only Thing Worse Than Not Being Able To See Is To Be Able To See And Have No Vision”

“An Economic Action Agenda for Rural California—Innovation, Entrepreneurship, Collaboration”

California's rural areas have unique assets and competitive advantages along with special challenges. To explore the opportunities, Governor Schwarzenegger's Cabinet engaged the California Center for Regional Leadership (CCRL) to convene a statewide rural economic vitality conversation to surface action recommendations to support rural economies. Some of the key recommendations include:

1. Connecting all rural regions through broadband.
2. Bringing the context for entrepreneurship to the rural areas including business planning, industry networks, specialized technical expertise and venture capital.
3. Facilitating the development of green businesses, organic agriculture, renewable energy, eco-tourism, and sustainable technologies.
4. Supporting collaboration across jurisdictions to avoid wasteful competition and promote the leveraging of resources behind common goals.

The full report is available online at <http://www.calregions.org> CCRL is a statewide network of regions working together to develop and promote innovative regional solutions for our major economic, environmental, and societal challenges. The Fresno Area is a longtime member through the Collaborative Regional Initiative.

Success Equals Opportunity Plus Preparation

The Executive Masters of Business Administration (EMBA) program at the Craig School of Business is recruiting students for its fourth class. More than 75 professionals have completed the coursework or are currently enrolled. Attaining an MBA takes 17 months and day-long classes are held on Saturdays, thereby easily accommodating the schedules of full time employees. It offers the same high-quality instruction as the two-year graduate program offered through the Craig School and is equally challenging. Several manufacturers in Fresno and throughout the San Joaquin Valley have employees enrolled in the EMBA and can attest to its value. The program was the brainchild of Mark Keppler, now the director of Fresno State's Maddy Institute, and is immensely successful thanks in part to his passion for ensuring the very best for prospective students. It is now managed by Tom Burns, who shares Mark's enthusiasm for excellence. For information, please contact Tom at (559) 278-3077 or via e-mail to tombu@csufresno.edu

Preparing for Elected Leadership—San Joaquin Political Academy Recruiting for 2006

Few positions have the level of responsibility of a local elected official. In a time of serious fiscal constraints, greater complexity of issues and ideological polarization, the level of skill and experience needed to govern effectively has grown exponentially. Recognizing this challenge, former Supervisor Stan Oken had the vision and persistence to create the San Joaquin Political Academy. The 67-hour curriculum covers the basics of running for office, ethics and key subject matter areas. The classes are taught by local and statewide leaders. The Academy is a partnership of the Greater Fresno Area Chamber of Commerce, the Fresno Business Council, Fresno Association of Realtors, Building Industry Association, Fresno County Farm Bureau, Pacific Gas & Electric, Hispanic Chamber, Johanson Transportation, KMJ and K-Jewel Radio. For enrollment information call 559-313-3304 or visit the web at www.sjpa.org.

