

February 13, 2006

Fresno Business Council Board Endorses Creative Economy Report

At its board meeting last week, Professor Tim Stearns and Craig Scharton presented the Creative Economy Report entitled “Making the Grass Greener: Recommendations to Attract, Retain, Develop and Support Knowledge Workers.” Chock full of creative and doable ideas, values and fun the report is sparking interest and action across the community. Getting involved in community betterment has no age, sector or discipline barriers. . .everyone is welcome to grab an oar. The report has been broken down into a project matrix and the leaders are looking for champions to take the points on implementation. The report, along with lots of other interesting information, is available at www.creativefresno.org. At noon, on February 28, the Creative Council and its many fans will begin a March on the Mall to demonstrate what a revitalized downtown looks and feels like. At 2:30 p.m. they will present the report to the City Council. Kudos to Councilmember Hank Perea who helped to develop interest in a creative class initiative in our community.

Thoughts on a Community Challenge from FBC Member Dr. Altebarmakian (Kaiser)

Our world is changing at a very fast rate and technology is at the center of this change process. To improve competitiveness in any industry, the opportunity to leverage technology cannot be ignored. Technology has significantly improved efficiency and productivity in many industries. In health care, technology has been partially blamed for rising costs. However, there is increasing evidence that technological advances actually help us reduce the cost of caring for patients. Technology should be viewed as the solution to the problem of rising health care. We need to change how health care is purchased, provided and experienced. Technology can reduce the complexity of health care delivery. It can make it more effective. It can significantly reduce the medical errors that occur. It can save lives, as well as billions of dollars which will enable our corporations to stay competitive. It can allow all of us make health care more affordable for everyone.

To Blog or not to Blog—More Opportunities to Make This Choice Every Day

A simple definition of a blog is “A frequent, chronological publication of personal thoughts and Web links.” The editorial page crew at The Fresno Bee is in the business of having and sharing opinions. As some of the most widely read thought leaders in the region, what the editorial staff writers are thinking and writing about affects all of us. The Fresno Bee Editorial Opinion Blog kicked off in January. You can find it at <http://www.fresnobeehive.com/opinion>. It’s a great way to find out what topics are coming up and it provides an opportunity to weigh in with your opinions. While some have cautioned that blogging allows the unrestrained sharing of false and sometimes inflammatory information; others believe it enables free speech in yet one more powerful and democratic way.

Transformation Results From Persistence Over the Long Term

Business-School Partnerships are about relationships that make a difference. Often the business partners believe they get as much if not more out of the partnerships than the schools. By experiencing first hand the challenges of the classroom, the business community often ends up playing a major advocacy role for education. Service has a way of changing people and improving morale. The Fresno Compact, Chamber and Business Council have long promoted and supported business-school partnerships. Come celebrate and honor this year’s outstanding business partners at the Fresno Compact’s Tenth Annual Shareholder’s Luncheon on March 1 from 11:30 to 1:30 p.m. at Tornino’s. This year’s honorees include Blair, Church & Flynn Consulting Engineers, Budles Farms, Comcast, Home Depot, IRS, John’s Body Shop, RBC Dain Raucher, RZR Sanger Development, LLC, Spino’s Landscaping and Nursery, & St. Agnes Medical Center. Lucy Vasquez, after school coordinator extraordinaire, will receive the Harold Haak Award. Call 265-3012 for information.

Upcoming Events & Activities

2.16.06—Tiffany Shlain (Internet Expert)—Fresno Memorial Auditorium—6:30 p.m.

2.21.06—RJI Annual Meeting—Convention Center from 9:00 to 11:30 a.m.

2.29.06—FBC Full Membership Meeting—7:30 to 9:00 at Kaiser.