

BUSINESS DAY AGENDA

Friday, December 10, 2010, Fort Bragg

Today's Goals:

- *To gain an understanding of how businesses succeed in Mendocino County; and*
- *To explore the community development efforts necessary to allow more businesses to succeed*

PART I: Starting a Business in Mendocino County

8:00 - 8:15 a.m.	Convene at College of the Redwoods Room 111 Introductions and Announcements, Ann Cole
8:15 - 9:00 a.m.	Elements of a Successful Business Venture Robert Jason Pinoli, CEO, Skunk Train
9:00 a.m.	Business Venture Case Studies Mini-Workshop With special business guests, to be introduced
11:00	Break
11:15	Leadership Skills Session - "Presenting Your Business Dream" Robert Jason Pinoli
12:00	Lunch

PART II: What Community Development Efforts are Needed to Allow More Businesses to Succeed?

12:50	Depart for Town Hall
1:10 Board Bus	Tour of Coastal Trail at former Georgia Pacific Mill Site Marie Jones, City of Fort Bragg Community Development Director
2:15	Reconvene at Town Hall
2:30	Introduction to Community Development in Fort Bragg Roll of local government and community in community development. Marie Jones
2:50	Case Studies Mini-Workshop: Class breaks into groups for case study exercises: Noyo Center Scenario Coastal Trail Scenario Industrial Arts Center Scenario
4:10	Class Project Discussion and Networking
4:45	Adjourn