



Celebrating 10 years

KERN COUNTY
**Economic
SUMMIT**

2001-2010

MARCH 24, 2010

DOUBLETREE HOTEL • 3100 Camino Del Rio Court • Bakersfield, CA 93308

PRESENTED BY

Kern Economic Development Corporation • California State University, Bakersfield
Greater Bakersfield Chamber of Commerce

SUMMIT AGENDA

7:00 a.m. – 7:30 a.m.

Breakfast

7:40 a.m. - 12:00 p.m.

Program

Master of Ceremonies

BARRY ZOELLER

Vice President of Corporate Communications, Tejon Ranch Company

The State of Kern County's Economy

ABBAS P. GRAMMY, PH.D.

Professor of Economics, California State University, Bakersfield

Dr. Grammy, professor of economics and editor/publisher of the *Kern Economic Journal*, will deliver his annual State of the Economy address. For the 10th Anniversary of the Kern County Economic Summit, Dr. Grammy will present local employment trends from 2000-2010, during which time Kern's economy experienced two recessionary periods. In addition, he will take a close look at the effects of the burst *housing bubble* on sales and prices of new residential and commercial real estate.

The Financial Crisis and its Effects on the U.S. & World Economies

EUGENIO J. ALEMAN, PH.D.

Vice President, Senior Economist, Wells Fargo & Company

While the financial crisis originated in the U.S., the fallout can be traced all over the world. Excessive risk-taking gave ground to excessive risk aversion, but with a twist: capital flew into the country rather than out, strengthening the U.S. dollar. Dr. Aleman will discuss how strong global fiscal and monetary policies prevented a total collapse of the world economy, and whether this type of fiscal growth is sustainable.

California Economic Outlook

NANCY D. SIDHU, PH.D.

Vice President & Chief Economist, Kyser Center for Economic Research of the Los Angeles Economic Development Corporation

California's economy has finally hit bottom. Now what? Dr. Sidhu will discuss the outlook for the economy in 2010: how the recovery process works and what to watch for. She will also speak to the risks involved with the process, including the credit crunch, the state's budget mess, and its implications for counties, cities and school districts.

East Kern Aerospace & Commercial Air Industries

STUART O. WITT

General Manager, Mojave Air & Space Port

As general manager of the leading aerospace test center for commercial operations in North America, Witt will discuss the future of Kern County's aerospace industry. The County's stake in aerospace is as bright as it's been in its 60-year history, as 40 companies are engaged in light industrial to highly-advanced aerospace research, design, development, and flight testing. Witt will share his insight on where this unique industry is headed in the next five years and its relevance to Kern County's economy.

KIRK HAWKINS

Founder & CEO, ICON Aircraft

ICON Aircraft's successful unleashing of a new market through disruptive product design is a story you don't want to miss. Learn how ICON is leveraging the FAA's groundbreaking regulatory changes by creating a power sport around flying at the consumer level for the first time in U.S. history. Hawkins will discuss how this opportunity, and specifically ICON, can be a significant driver for the local economy.

-Keynote-

The U.S. Economy: Are We Really Out of the Recessionary Woods?

PETER NAVARRO, PH.D.

Well-known speaker and author, Dr. Navarro, will offer a forecast of the U.S. economy for 2010 and beyond and will discuss implications for California and the region. Dr. Navarro will teach attendees how to be their own economic forecasters so they can better implement strategies around the business cycle.

ABOUT OUR KEYNOTE SPEAKER

Peter Navarro is a business professor at the University of California, Irvine. He is the author of the path-breaking management books, *The Well-Timed Strategy*, and *The Coming China Wars*, and the bestselling investment book *If It's Raining in Brazil, Buy Starbucks*. His latest book,



PETER NAVARRO

Always a Winner: Finding Your Competitive Advantage in an Up and Down Economy shows companies how to thrive in the face of economic turbulence. Peter's unique and internationally recognized expertise lies in his "big picture" application of a highly sophisticated (but easily accessible) macroeconomic analysis of the international business environment and financial markets for investors and corporate executives.

Navarro's articles have appeared in a wide range of publications, from *Business Week*, *Los Angeles Times*, *New York Times*, and the *Wall Street Journal* to *Harvard Business Review*, the *Sloan Management Review*, and the *Journal of Business*. Professor Navarro is a widely sought-after and gifted public speaker. He has appeared frequently on *Bloomberg TV and Radio*, *CNN*, *CNBC*, and *National Public Radio*.

After working for a year in Washington, D.C. as an energy and environmental policy analyst, Navarro received a master's degree in public administration from the John F. Kennedy School at Harvard University in 1979 and completed his Ph.D. in economics from Harvard in 1986. After graduating from Tufts University in 1972 with a B.A., he served in the Peace Corps in Southeast Asia from 1973 to 1976.

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Registration Fee: \$100 per person

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TITLE

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NUMBER OF TICKETS

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FORM OF PAYMENT (Please Check One)

CHECK

VISA

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CODE

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DATE

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Please make checks payable to: **Kern County Economic Summit**

Registration Deadline: March 18, 2010

No registration refunds after March 12, 2010

How to Register:

Submit completed registration form via:

Mail: Kern County Economic Summit

c/o Kern EDC

2700 M Street, Suite 200

Bakersfield, CA 93301

Fax: 661.862.5151

**For More
Information:**

Call: 661.862.5150

Email: selbys@kedc.com

Or visit either of the following websites:

www.kedc.com

www.bakersfieldchamber.org

*A portion of event proceeds will fund
CSUB student scholarships.*

