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### **Famed Entrepreneur and Author Jack Schultz to speak at Tri County Economic Forecast Conference**



Chico, Calif. - November 19, 2007 - Jack Schultz, author of Boomtown USA: The 7 ½ Keys to Big Success in Small Towns, will be the keynote speaker at the 8th Annual Tri County Forecast Conference hosted by the California State University, Chico Center for Economic Development. The conference takes place Thursday, January 17 from 7am to 12:30pm at the Bell Memorial Union at CSU Chico. According to University President, Paul Zingg, "The Tri County Forecast Conference is a vital part of our mission to foster community leadership development and entrepreneurship in the North State. I encourage businesses to take advantage of the information and networking available through this opportunity."

Other conference speakers include Dr. Nancy Sidhu, Vice President & Senior Economist with the Los Angeles Economic Development Corporation; Dr. John Mitchell, Economist with Bancorp; and Dr. David Gallo, Economist with CSU Chico. The conference provides attendees with useful insight and knowledge about the economic trends in Butte, Glenn, and Tehama counties and will include a significant emphasis on the local economies including issues, opportunities and challenges each of the counties are facing. Panel discussions will also take place with local community members.

Over 350 businesses and community members attended the 2007 Tri County Economic Forecast Conference and over 400 are expected at this year's event.

The conference is sponsored in part by Pacific Gas & Electric, KPAY-1290 News Talk, Chico Enterprise Record, The Graphic Fox, Ink., Feather Falls Casino, Butte Community Bank, The Paradise Post, and Umpqua Bank.

The mission of the CSU Chico Center for Economic Development is to educate and build the knowledge and capacity of California economic development professionals and enhance the well being of the region's citizens by facilitating sustained, long term, and coordinated economic development strategies.

Registration for the conference is \$65 until January 9 and includes breakfast, attendee packet and a 2008 Economic Profile. Registration after January 9 is \$85. Registration is available online at [www.csuchico.edu/cedp](http://www.csuchico.edu/cedp) or by calling (530) 898-4598.

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