



California

News From TeamCalifornia

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Dear Jon,

TeamCalifornia held its **Fall Marketing Council Meeting** in Sacramento on October 17, attended by economic developers from around the state. Labor and Workforce Development Agency Secretary **Victoria Bradshaw** kicked things off by emphasizing both her and Governor Schwarzenegger's commitment to economic development. The agency is a TeamCA Gold Sponsor through the California Economic Development Partnership and many agency staff attended. Here are some highlights of the meeting.

Creating and Capturing the California Brand



Chris Holben, Vice President, Runyon, Saltzman and Eihorn, capped the day with a workshop presentation on branding and how

- TeamCA Activity Update**

Members of TeamCA's Executive Committee gave an overview of the progress TeamCA has made in establishing itself as a sustainable, membership organization. A common theme was that TeamCA is here to create and reinforce a positive California brand to benefit all TeamCA members.

Peter Hartman, Pacific Gas and Electric Co., outlined the steps TeamCA has taken since the last meeting at the CALED conference in Palm Springs in April. TeamCA has hired an administrator, Jon Whiteman, conducted a successful membership drive, set up its financial accounting system and is pursuing incorporation.

Peter also reviewed the progress the Marketing Committee is making with the Access California website, ad campaigns and the California Newswire. An ad announcing the new TeamCA is set to appear in Area Development's Location California this fall and Access California is set for a December launch.

Mike Ammann, Solano County EDC and chair of the Trade Show Committee, reviewed preparations for the

TeamCA can capture and leverage California's worldwide recognition.

Using examples of successful business brands Chris discussed what branding is and how it works. Strong brands distinguish between suppliers of the same or similar products. A core difference between different suppliers is reputation. A key task for TeamCA will be to create and reinforce the perception that California is THE place to do business.

Chris showed examples of "teaser ads" using these principles that TeamCA will utilize as we kick off our advertising campaign during the first quarter of 2007. The ads will be posted on the our new web portal, "Access California," where TeamCA members can download them and customize them for their own use.

[See Chris' presentation here...](#)

Our Sponsors



TeamCA booth and California Pavilion at the upcoming CoreNet, Medical Device and Manufacturing and BIO shows. Marketing Council members were challenged to suggest other shows for the TeamCA booth or pavilion. Any venue of interest and benefit to TeamCA members is possible.

Finally, **Tracey Schaal**, Sacramento Area Commerce and Trade Organization and chair of the Membership Committee, reported that TeamCA now has 43 paying members representing economic development organizations from every part of the state and that we'll be looking to recruit private industry members in 2007 as well. Tracey reminded everyone that community marketing is our job but we don't have to do it alone and thanked them for joining TeamCA!

[See the entire presentation...](#)

• CALED Chief Gives ED Trends Presentation

The Marketing Council heard an overview of current trends in economic development from **Wayne Schell**, President of the California Association for Local Economic Development.

Wayne talked about the growth of the economic development profession in California and the current challenges created by the usual perceptions of California as a high-cost, highly- regulation business environment. One of the greatest challenges TeamCA members face is measuring and promoting their successes.

On the other hand, he pointed out that growth of local economic development programs and the state's acknowledged leadership in knowledge-based industries are advantages for TeamCA members. Regional alliances are one way TeamCA members can capture those advantages.

[See Wayne's presentation here...](#)

• Governor's Office Extends Support to TeamCA

Mark Mosher, Executive Director of the California Commission for Jobs and Economic Growth and a TeamCA Major Gold Sponsor, discussed possible TeamCA initiatives with Governor Schwarzenegger's office.



Mark reiterated the Governor's ongoing support for economic development and suggested that TeamCA could co-brand ads and billboards with the Governor as well as help sponsor future east coast and foreign trade missions. Other events with site selection professionals could include dinners and even movie studio tours.

Mark was upbeat about the prospects for cooperatively marketing California with an positive image. He even suggested the tagline "California's Strongest Muscle is its Brain." There are some exciting possibilities for the coming year. Stay tuned.

• **Two New Major Gold Sponsors**

The **City of San Jose** and **Southern California Edison** are new TeamCA Major Gold Sponsors with a pledge of \$25,000 each.

From its founding in 1777 as California's first city, [San Jose](#) has been a leader, driven by its spirit of innovation. Today, San Jose stands as the Capital of Silicon Valley—the world's leading center of innovation. The city is committed to remaining a top-ranked place to do business, work, live, play and learn.

San Jose's Office of Economic Development is committed to a vital, competitive San Jose economy. The Office guides the city's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art and cultural resources to the community.

[Southern California Edison](#) is one of the nation's largest electric utilities, serving more than 13 million people in a 50,000-square-mile service area within central, coastal and Southern California. SCE's well-being is directly linked to the economic vitality of its customer base. This is why SCE supports efforts to retain, expand and attract business, and to increase the competitiveness of its business customers.

SCE's Economic and Business Development group offers guidance, resources, and assistance to business customers to help them make informed decisions and increase their competitiveness.

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• **Membership Update**

Recent new and renewing TeamCA members include the **Victor Valley FDA Shasta County FDC California**

Community Colleges, Upstate California EDC, City of Oceanside, Orange County Business Council, and Burlington Northern and Santa Fe Railroad.

Welcome!

Membership application...

• TeamCA Gets PG&E Grant

TeamCA Marketing Committee members accept a \$10,000 grant check from **Pacific Gas and Electric Co.** to develop the co-op branding



marketing campaign. The purpose of co-op branding is to develop strong, consistent brand messages and designs that can be used by TeamCA members in their local marketing campaigns. The grant will fund development of a series of multi-sized ads and style guide that TeamCA members can use to promote their own communities with the power of the California brand.