

UC SANTA BARBARA

THE Current

March 7, 2002

Dan Oh

UCSB, California Lutheran U. to Present East Ventural 'Community Assessment Conference'

The Economic Forecast Project at the University of California, Santa Barbara is joining forces with the Center for Leadership and Values of the School of Business at California Lutheran University to present a conference examining economic and quality-of-life indicators in eastern Ventura County.

The "Community Assessment Conference" will be held Friday morning, March 15, at the Ronald Reagan Presidential Library, 40 Presidential Drive, Simi Valley. Sponsors say they plan to make the conference an annual event.

The half-day program will feature several speakers who will present perspectives on the local economy, quality-of-life indicators in the community, and land-use issues. The program will begin at 7:30 a.m. with registration and breakfast and conclude at 11 a.m.

Session topics and speakers for the program include:

The State of the State of California. Dan Walters, columnist, The Sacramento Bee.

The Economy in the East Ventura County Region. Dr. Bill Watkins, Executive Director, and Dan Hamilton, Director of Economics, UCSB Economic Forecast Project; Henry Dubroff, Editor and Publisher, Pacific Coast Business Times.

Community: Building and Assessing the Quality of Life. Dr. Jamshid Damooei, director, The Center for Leadership and Values, California Lutheran U.; Dr. Charles Maxey, Dean, School of Business, California Lutheran U.; Kate McLean, President and C.E.O., Ventura County Community Foundation; Tim Gallagher, President and Publisher, Ventura County Star.

Land Use: Options, Alternatives, Implications.

William Fulton, President and Director of Research, Solimar Research Group.

Admission to the seminar is \$65 per person (\$75 after March 13) and includes a copy of the book "2002 East Ventura County Economic Outlook."

To register, or for more information, contact Joan Rensch at the School of Business at California Lutheran University, (805) 493-3360, or e-mail rench@clunet.edu

To register on line, go to www.ucsb-efp.com

The UCSB Economic Forecast Project is a research unit that provides regional economic data, analysis, and forecasts to the community. Information about the Economic Forecast Project's programs, publications, and research activities can be found on the World Wide Web at www.ucsb-efp.com.

Note to Editors: Coverage of the conference is invited. Contact Dan Oh at (805) 893-5148.

About UC Santa Barbara

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Our academic community of faculty, students, and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of our extraordinary location at the edge of the Pacific Ocean.