

County of Placer

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ECONOMIC DEVELOPMENT BOARD TO HOST THIRD ANNUAL MANUFACTURER'S FORUM

Lt. Gov. Gavin Newsom will be the keynote speaker at a Manufacturer's Forum to be held by the Placer County Economic Development Board Tuesday, Oct. 30 in Rocklin.

The third annual forum will take place from 8 to 11:30 a.m. at the Rocklin Event Center, 2650 Sunset Blvd.

Lt. Gov. Newsom will present "An Economic Agenda for Reinvigorating Manufacturing and California Competitiveness."

Also scheduled to speak is Ryan Sharp, director of the Center for Strategic Economic Research. He will discuss the Capital Region Prosperity Plan, a blueprint for transforming the region's economy for long-term, sustainable growth. Sharp will focus on advanced manufacturing, one of seven important clusters identified in the plan that offer high-performance opportunities to create jobs and wealth in the region.

The Center for Strategic Economic Research is a research and consulting group affiliated with the Sacramento Area Commerce and Trade Organization.

The forum also will feature an interactive panel discussion on California's regulatory climate titled "Workers' Compensation: A Look Back at 2012, A Look Ahead to 2013."

The forum is sponsored by the Economic Development Board (EDB) and organized by the Placer County Office of Economic Development. The EDB is an advisory body that assists the county with its business attraction and retention efforts, film-promotion program and Business Advantage Network.

The Placer County Board of Supervisors has two representatives on the EDB: Chairwoman Jennifer Montgomery and Supervisor Robert M. Weygant.

Manufacturing played a major role in Placer County's economy through the 1980s and 1990s, helping the county maintain unemployment rates below regional, state and national levels. The industry's high point came in 1999, when it accounted for 10.3 percent of Placer County's nonfarm employment.

"While manufacturing has decreased as a percentage of the workforce, it still accounted for more than 7,000 jobs and an annual payroll of nearly \$550 million in 2010," explained county Director of Economic

Development David C. Snyder. “Expanding the manufacturing sector is critical today, because it is an important source of primary wage-earner jobs at many skill levels.”

The rule of thumb among experts is that a new manufacturing job typically has a ripple effect that leads to the creation of 2 ½ other jobs.

The EDB includes representatives from Placer County’s incorporated communities: Auburn, Colfax, Lincoln, Loomis, Rocklin and Roseville. It also has members who represent agriculture, education, healthcare, utilities, manufacturing and tourism.

The cost of the forum is \$10 per person in advance and \$15 at the door.

For more information or to register for the forum, call Kelly Kreeger at 530-889-4016.

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