



ESSENTIAL ELEMENTS OVERALL TOP TRENDS

(Compilation of Top Trends from Exports in a Changing Climate, Moving the Goods, and Growth Industries-Creating Jobs panels)

Trading Partners: Export Evolution, Logistics and Valley Economic Development

Thursday, November 6, 2014
Harris Ranch Inn and Conference Center
West Hills Community College District

Image versus facts: The valley needs to construct stronger, more positive valley story/'sense of place' & geographic destination (*note: this trend was a top trend across all three Essential Elements series*)

Education (focus on higher education) is a key investment/future economic growth requires higher levels of education

San Joaquin Valley should develop an export strategy (*especially value-added products*) and make related investments

Actively monitor emerging 'sustainable freight policy' and national freight network impacts on SJV

Examine ways to systematically revisit transportation policies (*associated with CA Department of Transportation new strategic plan*)

Pursue relationship with Port of Stockton - 'short sea shipping' (*concept unveiled at Moving the Goods panel*)

Support leadership of a *backbone organization* to capitalize on opportunities for local/regional innovation and creating – using 'better' what we've got!

Campaign/public (and private sector) education & internships that links knowledge, skills, and abilities for careers....today and tomorrow. Who do you want to be? What will it require?

Logistics - exploit as a growth industry through education and/or workforce training

Capitalize on identified seven regional industry clusters (SJV Partnership) to facilitate communication between employers and (P20) educators; collaborate with *Investing in Manufacturing Communities Partnership* (value added Agriculture and bio economy)