

Chancellor's Circle Business Breakfast

December 7, 2012

Good morning, and welcome to the Chancellor's Circle Business Breakfast Briefing. I am honored that you are here, and pleased that we have the opportunity to host this special event for our friends and supporters, and provide a valuable, informative presentation for the benefit of the business community by one of our very own COC alumni!

Since we last gathered, there has been good news for community colleges in general, and College of the Canyons in particular:

- The passage of Prop. 30 in November reverses years of cuts that have reduced state funding for California Community Colleges and prevented hundreds of thousands of students from pursuing higher education.
- The passage of Prop. 30 does not fully restore the cuts we have endured over the past four years, but it does get us moving in the right direction.
- Despite the cuts that we have endured in recent years, we have kept moving forward to develop new initiatives and new opportunities for our students and the business community alike.

Charles Kettering said, “High achievement always takes place in the framework of high expectation.” Based on what we have achieved at College of the Canyons, it is clear that we set our expectations extraordinarily high. We have two decades of experience working with extraordinary energy and effort to build a reputation for meeting the needs of our local companies.

We are proud to provide the training that helps keep people employed, and ensures Santa Clarita firms stay competitive within their industries. Over the past 18 years, our Economic Development Division at College of the Canyons has generated \$15.5 million in funding dedicated exclusively to helping local businesses learn, compete and grow.

More specifically:

- Our Small Business Development Center, Employee Training Institute and Center for Applied Competitive Technologies, have in the last 12 months generated nearly \$2 million in revenue that supported local business development.
- We provided training and information to more than 4,000 employees at nearly 1,000 companies in everything from business plan writing, to lean manufacturing, to customer service.

- And we keep looking for new ways to enhance our funding and expand our offerings.
 - ✓ Just recently we were awarded \$357,000 in grants to develop a plumbing certificate program and establish a new nurse training partnership with Henry Mayo Newhall Memorial Hospital.
 - ✓ The SBDC has joined forces with California Lutheran University (CLU), the firm Homeier & Law, P.C., and the Maverick Angels investment network to establish the Center for Entrepreneurship and Growth, which will provide targeted training, one-on-one coaching and consulting and other business resources to help local entrepreneurs thrive.
 - ✓ Supervisor Antonovich's office provided \$225,000 in funding to expand our operations and offerings in the SBDC, Economic Development Division and Career Technical Education courses.

How have we managed to keep moving forward in these challenging times? The community itself creates the context in which we can be flexible, form creative new partnerships, and thrive amidst chaos.

Our partners believe in us and support us, our staff and Board members provide consistent, courageous, and passionate service, and help us to build networks and bridges in the community. As a result, we build capacity and foster relationships that create opportunities that others can only dream about.

We are committed to innovation, and that commitment is grounded in the knowledge that we can accomplish anything we set our minds to. That's what we do. We dream, we plan, we prepare, and we create opportunities through an entrepreneurial spirit, optimism, attitude and innovative approach that enables us to thrive in times of calm and chaos.

What we have accomplished is a critical factor in the overall success of Santa Clarita's economy. Take a look at other parts of Southern California, and it's clear Santa Clarita is different and boasts a distinct competitive advantage. This is a tough business climate to be sure, but the signs of growth in Santa Clarita are unmistakable.

- The median price for existing homes has increased slightly during 2012, and existing home sales are up markedly.
- New home prices have increased as well, and during the second quarter of 2012, new home sales were twice as high as the level that prevailed in the second quarter of 2011.
- The industrial real estate market continues to tighten, and vacancy rates for industrial space remain near record lows.
- The Santa Clarita Valley job market has made substantial strides.
- So far in 2012, the region has added almost 3,600 jobs when compared to the annual average employment level for 2011.

Clearly, we are building business momentum as a community. **Today** is about seizing that initiative and moving forward. We are pleased that you can be here with us to gain the insight and expertise needed to stay ahead of the curve in an always evolving core business function – human resources.

It is particularly exciting to introduce our featured speaker. Brian Koegle, is a partner at Poole & Shaffery LLP, a highly recognized and respected business law practice headquartered here in Santa Clarita. He specializes in labor and employment law, providing counsel to employers in a large number of industries with regard to hiring practices, employment contracts, wage and hour issues, compensation, discipline and termination matters. Recognized as a Rising Star by SuperLawyers/Los Angeles Magazine in 2010, he was also named one of the “40 Under Forty” by both the San Fernando Valley Business Journal and the Santa Clarita Valley Business Journal. But in my mind, his most impressive credential is this – he is an alumnus of College of the Canyons who currently serves on our Foundation Board of Directors.

We are proud of his professional accomplishments, as he represents the best of what we do at College of the Canyons. I am honored to count him among our distinguished former students, and it is a privilege to welcome him back today as our guest speaker. Please join me in acknowledging Brian as he comes forward.