

# The Academy Training Update

## January 2022



This Training Update from the California Academy for Economic Development (the Academy) provides resources which the organization offers to CALED members and affiliates. This update includes details about the [Accredited California Economic Developer \(ACE\) Program](#) and [Webinar Wednesdays](#).

The Academy is a 501(c)3 non-profit, managed by CALED and supports the growth of the economic development profession by providing quality professional development training and a scholarship program to provide more access to this training. Additionally, the Academy engages in partnerships which increase economic development resources for California communities.



### **Accredited California Economic Developer (ACE) Program**

The Accredited California Economic Developer (ACE) program is a certification program offered through a partnership between the California Association for Local Economic Development (CALED) and the California Academy for Economic Development.

The ACE program prepares participants to effectively create, manage and implement economic development programs in California's unique environment. At the end of successful completion of all program requirements, the participant will earn ACE certification which can help set them apart in their field. In order to be ACE-certified, students must meet successful completion of all program requirements including the Introduction to Economic Development Certificate Program (also known as the "Keys" course), the Advanced Institute for Economic Development (Advanced Institute), passing the ACE Exam, and direct work experience.

Stay tuned for announcements on registration for the Keys course and the Advanced Institute, scheduled to open in mid/late Spring 2022. Click [here](#) to learn more about the program and its requirements.

*California's Newest ACE's!*

Congratulations to the Winter 2021 cohort of Accredited California Economic Developers (ACEs)! In order to be ACE-certified, students must meet successful completion of all program requirements

including the Introduction to Economic Development Certificate Program (also known as the “Keys” course), the Advanced Institute for Economic Development (Advanced Institute), passing the ACE Exam, and direct work experience.

For the full listing of California ACEs including recent recipients, please visit our [website](#).

## **Webinar Wednesdays**

The Academy sponsors “Webinar Wednesdays” where timely and relevant topics by expert panelists are presented every first Wednesday of the month. Registration, free for CALED members, provides access to attend the webinar live and to receive a recorded copy of the presentation.

The January 2022 webinar, “**How Your Community’s Retail Sector is Repositioning,**” was a very popular presentation where practical tips to keep up with the evolution of retail were shared—a recording of the webinar may be found [here](#). To access the presentation, you will be asked to enter your name and email address.

Please stay tuned and register for these webinars coming soon:

Click [here](#) for webinar information and registration.

### **February 2, 2022 – Focus on Business Retention and Expansion**

*This webinar demonstrates how Economic Development Organizations have expanded their services from primarily trying to attract new businesses to investing in businesses already located in their communities due to demands from the COVID-19 pandemic. Learn trends in workforce attraction so that your community has the talent required for your businesses to succeed, new ways of helping startups grow into big businesses, and what BRE programs should look like.*

*Panelists:*

- *Mark Hays; Director; SizeUp*
- *Chris Knight; Chief Commercial Officer; Wavteq*

### **March 2, 2022 – What’s new with PACE and CEDA?**

*PACE (Property Assessed Clean Energy) financing has become an increasingly common portion of project capital stacks that support economic development. Join us to learn about this impactful financing mechanism that addresses economic development, improves building stock, and increases sustainability in your municipality. An overview of CALED’s joint powers authority, California Enterprise Development Authority (CEDA), will also be provided to show a range of other financing options available for non-profits and manufacturers.*

*Panelists:*

- *Peter Grabell; Senior Vice President, Commercial PACE; Dividend Finance*
- *Jacob Roth; Manager, PACE Transactions; Dividend Finance*
- *Michelle Stephens; Program Director; CALED*