



**JANUARY 14, 2021**

**9:00 a.m. - 4:00 p.m.**

**Registration:**

**\$79 until 12/1/20**

**\$99 after 12/1/20**

REGISTRATION GOES LIVE MID-NOVEMBER AT  
[WWW.NSPDC.CSUCHICO.COM](http://WWW.NSPDC.CSUCHICO.COM)

Join us as We Explore the Changing Realities of Commerce, Education and Workforce in the North State.

The North State Planning and Development Collective at California State University Chico presents:

# 21ST ANNUAL NORTH STATE ECONOMIC FORECAST CONFERENCE

**Virtual event!**

## THE SPEAKERS:

**JUST ADDED!**  
**Bob Lanter, Executive Director, California Workforce Association**

## Panels on:

-  **EDUCATING FOR A CHANGING WORKFORCE:**  
Learn about best practices in innovative educational programs during this unprecedented time.
-  **ECOMMERCE/RETAIL EVOLUTION**  
Winning North State Strategies that Combine Digital and Brick-and-Mortar Solutions for a Changing Consumer
-  **THE FUTURE IS NOW:**  
How Communities are Planning for a Changing Retail/Commercial Climate (Impacts on Real Estate, Planning, Downtowns and more)

Sponsored in part by:



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California Community Colleges



COLDWELL BANKER COMMERCIAL



BUTTE COLLEGE



**RACHEL MICHELIN**  
CEO, California Retailers Association

Retail is the largest private sector employer in the U.S.! Learn how the changing world of retail is affecting the North State.



**DR. ROBERT EYLER**  
PRESIDENT, Economic Forensics & Analytics

Hear the most current and projected trends in North State labor market, housing, sales revenue and more.

*Sponsorships are now available.*  
Contact Alice Patterson at [ampatterson@csuchico.edu](mailto:ampatterson@csuchico.edu).