



CITY OF ROCKLIN

Media Advisory: Office of Long-Term Planning and Sustainability Announcement

For Immediate Release

April 27, 2011

Contact:

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The City of Rocklin is pleased to announce the creation of the Office of Long-Term Planning and Sustainability. Under the direction of the City Manager, this Office will coordinate and monitor all activities associated with economic and social development. This office, through partnerships within and throughout the community, will create an economic vision that will identify and acknowledge our strengths and weaknesses; outline sustainable strategies for growing our economy; identify target industries and strategic investment locations to ensure a positive return on investment to our community; and build partnerships for sustainable economic development that cannot occur in a vacuum. Development is a matter of human energies rather than of economic wealth, and the generation and direction of human energies is the task of management.

I am pleased to announce the following team members:

Eric J. Harper

Economic Development Manager

Business Development & Facilitation

Harper has worked for the City of Rocklin since July 2010 in the capacity of an Administrative Analyst. He is a candidate for a Master of Arts Degree in Public Policy and Administration (MPPA) (December 2011), and he holds a Bachelor of Arts Degree in Government, both from California State University, Sacramento. Prior to his service with the City of Rocklin, Harper served as an Associate Budget Analyst for the California Department of Finance. Harper brings enthusiasm and energy to the task of developing comprehensive economic programs to facilitate new business development, business retention and job creation.

Leslie Woodman

Small Business Development Coordinator

Woodman has worked for the City of Rocklin since August 2005 in the capacity of Housing Coordinator. She holds a Bachelor of Arts Degree in Public Administration with a minor in Economics from California State University, Chico. Prior to her service with the City of Rocklin, Woodman served as an Economic Development Specialist for Grass Valley, California; has worked for the Nevada County Contractors Association and as a Client Executive for Burson-Marsteller implementing media strategies to enable clients to meet their overall business objectives. Woodman brings a unique insight to small business development with her mix of education and experience.

The City Manager's Office of Long-Term Planning and Sustainability will work to keep this city livable, by acting on two overarching approaches to economic vitalization; strengthening what we already have and pursuing what we need to achieve a strong, diversified local economy.