



vision

State of the City Address – April 2011

“Marshalling resources to achieve security, economic abundance and an environment that is nurturing and empowering for Families.”



Self-Portrait – Local Gov. 1989



First day on the job in
local government - 1989

Self Portrait – After First Week



First day on the job in
local government - 1989



After completing my first week
in local government service



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**“The Best Way to Predict the Future
Is to Create”**

- Peter F. Drucker

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We've Lost our Crystal Ball

“We’ve Lost Our Crystal Ball”

Not long ago, strategy was king. Forecasting, planning and following the established framework, if managed well, would ensure success. Today, uncertainty is palpable. Obviously, we can't keep doing the same things over and over again. As we seek to drive results, we need to engage our most powerful resource...

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VISION



When faced with confusion or a problem...

...our instinct is to repair it with order. We examine and analyze the situation, looking for logic...looking for familiarity.



Oh, what to do, what to do?



Instinct...



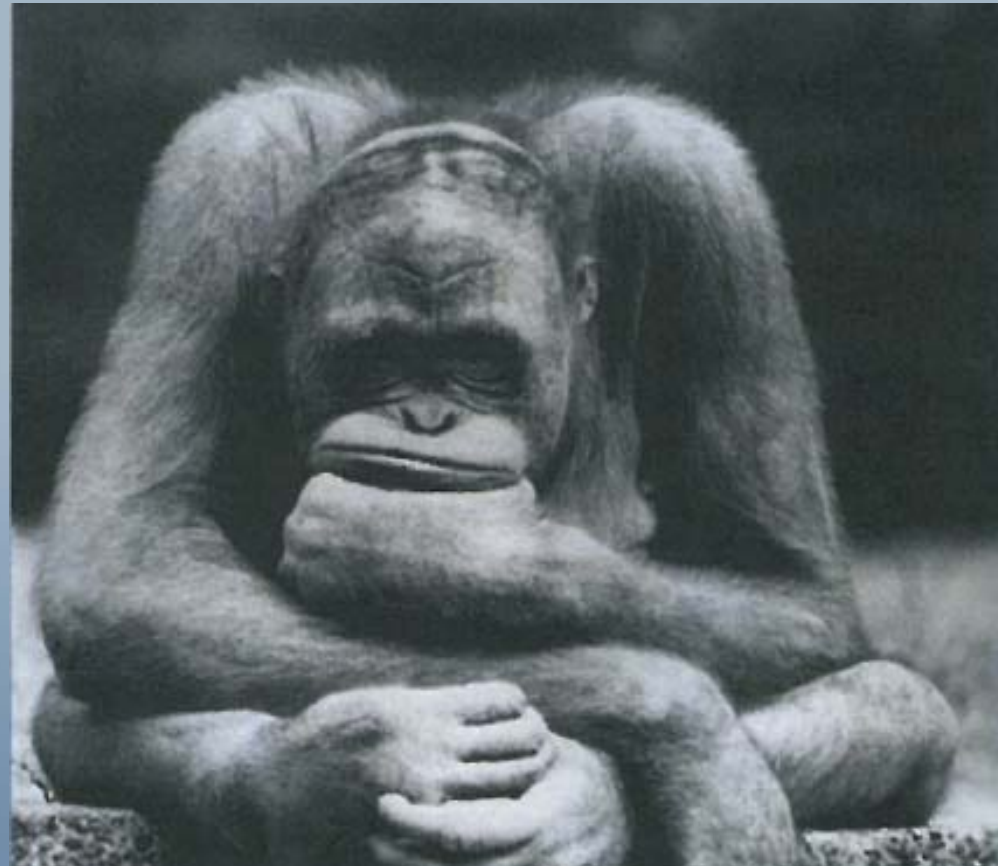


When faced with confusion or a problem...

...our instinct is to repair it with order. We examine and analyze the situation, looking for logic...looking for familiarity.

As problems become more complex, they don't fit previous patterns...what worked before doesn't work today.

To find solutions, we need to engage our most powerful resource...



Oh, what to do, what to do?



**Our most powerful resource is the
"WE" factor**





The “WE” Factor

“...the chief worth of civilization is just that it makes the means of living more complex; that it calls for a great and combined intellectual efforts, instead of simple, uncoordinated ones, in order that the crowd may be fed and clothed and housed and moved from place to place. Because more complex and intense efforts mean a fuller and richer life.”

- Oliver Wendell Homes, Jr.



“Success Always Creates New Realities”

- Increase the pace
- Aggregate economic development efforts
- Enlarge the scale of implementation
- Develop mechanisms for value and benefit capture
- Devise new instruments of investment, create partnerships and private investment opportunities



“Success Always Creates New Realities”

- Make the most of what the community already has
- Take steps to ensure the sustainability – public investments that can attract private investment and not substitute for it
- Act purposefully

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Show Me the Money...

- **WE** create an Economic Action Team “EAT”



Six Pillars of Rocklin's Future Economy





Show Me the Money...

- **WE** create an Economic Action Team “EAT”
- **WE** host a Rocklin Economic Summit
- **WE** develop an “Initiatives for Action” list
- **WE** “Accelerate Rocklin”
- **WE** maximize private sector participation
- **WE** coordinate venture capital

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Show Me the Money...

- **WE** leverage business acumen
- WE call upon Entrepreneurial Leadership
- **WE** market/brand Rocklin and Tell the Rocklin Story
- **WE** increase returns on our community investments and manage for long-term growth

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Show Me the Money...

- **WE** recognize, identify and overcome impediments to business development
- **WE**, as your local government, do what we do best and then get out of the way and allow the entrepreneur spirit to do what it does best...create opportunities, create wealth, and create jobs...



“Whenever and wherever societies have flourished and prospered rather than stagnated and decayed, creative and workable cities have been at the core of this phenomenon”

- Oliver Wendell Holmes



COMING SOON

TO A CITY NEAR YOU!