

Chancellor's Circle Business Symposium

September 20, 2013

8:10 a.m. – UCEN 258

Good morning! It's a pleasure to welcome you to College of the Canyons, and I want to thank you for taking the time to join us for what promises to be a dynamic and informative event.

If you are new to College of the Canyons, we're pleased to have you with us on campus. We appreciate this opportunity for you to learn more about what we offer and how we can be of assistance to you.

Our topic this morning is real estate. I can't imagine a more qualified slate of presenters. I am excited to hear their insights, and what the current trends means for the continued growth and development of our community. And I want to thank Craig, Roxie, Neal, Fred and Kimberly for being willing to share their time and expertise with us this morning.

People ask me all the time how we manage to accomplish what we do as a college.

There are three key factors that drive our achievements:

- Location.
- Location.
- Location.

The three rules of real estate are just as applicable to College of the Canyons in explaining our success. College of the Canyons is what it is because of where it is located. We have one high school district, one city, one county, one chamber of commerce, one industrial association, and one economic development corporation. That makes it so much easier to be flexible, to be responsive, and to come together and partner on new initiatives.

Equally important are the people that comprise Santa Clarita.

- People who are filled with passion and compassion.
- People who have big ideas and the courage to share them with others and work to make them a reality.
- People who understand that they have to be personally involved if they want to make a difference.

In other words, people like you make this a truly great place to live and do business.

Our community, our partners and our volunteers share a passion for supporting our college. Despite the recession, our Foundation revenues have increased in each of the last four years. Their willingness to invest time, energy, talents and resources make a difference in what we can accomplish for our students.

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 because we have the support of our Chancellor's Circle members. The investments made by our members enable us to dream, to plan, to prepare, and to create opportunities fueled by optimism and our entrepreneurial spirit.

Every year we award mini-grants to our faculty to enable them to explore ideas, to pursue possibilities, and to develop new ways to touch our students and our community. On the screens behind me are just those proposals that were funded this year and last year. The knowledge that someone believes in their idea, coupled with the capital needed to bring it to life, empowers our faculty members to transform concepts from imagination to reality. The results are new academic majors, enhanced career technical training opportunities, and dynamic community resources, all of which make an amazing difference in the lives of those we serve.

Hearing people ask how we achieve what we do also reminds me that our normal is different. COC is an exception. Few colleges do what we do. We're used to pushing the boundaries, exploring new opportunities, and finding new ways to better serve our students and the community. However, many colleges prefer to operate within the status quo.

- ✓ They prefer to talk about change rather than make it happen.
- ✓ They are the folks who let present circumstances dictate their future outcomes.

- ✓ They are the ones who lament about the economy, cite unemployment statistics, sigh heavily and generally display a “woe is me” attitude.
- ✓ They expect everyone to wallow in the mud with them.
- ✓ Well, we’re not wallowing around here.
- ✓ We’re looking for ways to wallop our problems.
- ✓ We’re not just looking to survive.
- ✓ We’re looking to thrive.

And we have done just that. Through our Economic Development Division, which includes our Small Business Development Center, Employee Training Institute and Center for Applied Competitive Technologies, we have just in the last year:

- Served 3,166 employees from companies like Aerospace Dynamics, Solid Concepts and B&B Manufacturing.
- Provided training to 729 companies at companies like Boston Scientific and Pharmavite.
- Provided one-on-one counseling to 675 small business owners and entrepreneurs like Pasty Ayala of Our Valleys magazine.
- Assisted 2,550 people through seminars and training opportunities.

- Generated \$2.2 million in revenue that is invested in the economic development of our community.
- Assisted with starting 53 new businesses and creating or retaining 937 jobs.
- Helped clients increase sales by \$19 million and secure \$12.5 million of new capital.

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. Home sales are increasing. Home prices are increasing. And new employers are continuing to relocate to our community.

We are proud to help point the way forward by providing events like this to gain information, and be inspired for the opportunities ahead. Peter Drucker said, "The best way to predict your future is to create it." Today will enable you to do just that, and I wish you much success in doing so!

Thank you.