



**SOUTHERN CALIFORNIA  
LEADERSHIP NETWORK**

Leadership L.A.

Leadership Southern California

**Leadership Southern California Class of 2010  
Seminar 2: Economics for Civic Leaders  
Thursday, Nov. 19, 2009; Dorothy Chandler Pavilion**

- 7:30 – 8 a.m. Breakfast and Networking**
- 8 – 8:15 a.m. Welcome, Announcements & Overview of the Day**  
*Kevin Cottrell, Executive Director, SCLN and V.P. Leadership Programs, L.A. Area Chamber of Commerce*
- 8:15 – 9:45 a.m. Building Your Personal Mission Statement**  
*Jodi Walker, President, Success Alliances (confirmed)*
- 9:45 – 10 a.m. Break**
- 10 a.m. – Noon Interactive Economics for Civic Leaders Curriculum**  
*Dr. Christopher Thornberg, Principal, Beacon Economics (confirmed)*
- Possible themes:**
- **Economics 101**
  - **Regional Growth—why do economies grow or not?**
    - Comparative case studies/international examples
    - Patterns of growth
    - Income and education distribution
  - **Data Definitions, Interpretations and Sources**
    - Where is data located and how is it generated?
    - What can you trust?
    - What is the multiplier effect?
    - Business cycles
  - **Patterns of Development in the United States**
    - Common misinterpretations
  - **Government Theories, Roles and Revenues**
    - Revenues and expenditures
    - Business and government
  - **Economic Geography and Interpretation**
  - **Forecast/Context**
- Noon – 1 p.m. Lunch**
- 1 – 4 p.m. Interactive Economics for Civic Leaders Curriculum continued**  
*Dr. Christopher Thornberg, Principal, Beacon Economics (confirmed)*
- 4 – 4:30 p.m. Debrief, wrap up, program close**