



Who are our Members?

TeamCalifornia includes public and private members passionate and dedicated to marketing California. Members are actively engaged in those marketing efforts that compliment and leverage their local efforts.

New organizations are getting involved, such as Underwriter's Laboratory and CALSEIA, who see the opportunities to work together.

Our Gold Members believe in the effort of statewide collaboration and have stepped to the table to provide base foundation of \$25,000 annual contributions each (limit 10 Gold Members).

We encourage "Regions" representing one of California's 11 Regions to actively participate as they receive prominent exposure on the TeamCalifornia website and regional marketing.

TeamCalifornia Executive Board

Mike Ammann, President (President, Solano County EDC)

Brian McGowan, Vice President (Deputy Director, BT&H)

Craig Ruiz, Secretary (Economic Development Manager, City of Chula Vista)

David Snyder, Treasurer (Director, Placer County Economic Development)

Mary Ingersoll, TeamCalifornia Executive Director

Gold Members

- The California Commission for Jobs & Economic Growth
- The California Economic Development Partnership
- PG&E
- Southern California Edison
- County of San Bernardino
- County of Riverside
- City of San Jose

Partner with the State, partner with TeamCalifornia, and partner with other professional organizations – together we can market **CALIFORNIA**.

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TeamCalifornia



TeamCalifornia

April 2008, Business Transportation & Housing signs Memorandum of Understanding with TeamCalifornia to collaborate on the implementation of economic development and business marketing campaigns.

TeamCalifornia Mission

When the State disbanded the Trade & Commerce Agency, business marketing of the State of California was also disbanded. TeamCalifornia has reignited, working closely with the Governor's staff, Lt. Governor, Business Transportation & Housing, Labor & Workforce Development Agency and CalBIS, to create opportunities for marketing and promoting California.

TeamCalifornia's mission is very focused:

1. In partnership with Business, Transportation & Housing, implement a new California "Business Brand" platform,
2. Cooperatively market California's unique assets to key industry markets,
3. Create venues and conduits for TeamCalifornia members to reach decision markers, and
4. Drive decision-markers and leads to TeamCalifornia's professional network – State, Economic Development Organizations, Resources and Communities.

How is it Structured?

As a 501(c)(3), TeamCalifornia has:

- A Board of Directors representing California's 10 regions,
- An Executive Committee,
- A TeamCalifornia Executive Director who coordinates tradeshows, marketing and management,
- Three active Committees:
 - Marketing – focusing on coordination with State on business brand, advertising and web presence
(Chair, Audrey Taylor, Chabin Concepts)
 - ▲ Two subcommittees: Public Relations, Missions
 - Tradeshows – focusing on Corporate Real Estate, Key Industries and International Investment
(Chair, Collette Hanna, City of Victorville)
 - Membership – engaging economic development professionals, cities, counties, regions, service providers—any one interested in the economic well being of the State—to promote the State to expanding and new businesses. (Chair, Michael Nuby, Southern California Edison)
- Gold Members (limited to 10) – Gold Members are the core of TeamCalifornia, they have stepped to the table with enthusiasm and investment to lead this grass roots effort to market California as a business investment opportunity.

What do we do?

2008 and 2009 are lining up to be catalyst years for TeamCalifornia. In April 2008, Brian McGowan, Deputy Director, Economic Development, Business, Transportation & Housing (BT&H) announced at the TeamCalifornia and CALED Annual Meeting the signing of a landmark "Memorandum of Understanding" (MOU) between BT&H and TeamCalifornia formally committing to joint partnership to market and promote California. BT&H, as part of the California Economic Development Partnership, is a founding member of TeamCalifornia.

With this new partnership, designing and launching a new Business Brand campaign will be a top priority – a campaign designed to send strong business messages as well as allowing local communities and businesses to leverage market opportunities.

BIO 2008 was highly successful, collaborating with Bio-associations, communities and life science businesses in the California Pavilion with guest of honor, The Honorable Governor Arnold Schwarzenegger.

TeamCalifornia's presence at **CoreNet 2008** couldn't be missed! Hosting the California Site Selectors Roundtable Lunch, members spent quality time with key decision-makers.

By request of members to begin attending Renewable Energy Tradeshows, TeamCalifornia sent representatives to audit **Solar 2008** (May), **Intersolar** (July) and was accepted to the **Solar Power International 2008** (Oct), the largest US solar business-to-business show. Lt. Governor John Garamendi will join TeamCalifornia at the conference and attend an exclusive VIP dinner with key industry leaders.

In September, working with BT&H's International Trade & Investment, TeamCalifornia supported and attended the **China International Fair for Investment and Trade (CIFIT)**. Tim Kelley, President & CEO, Imperial Valley EDC.

To continually increase internet presence, TeamCalifornia will launch new features at www.TeamCA.com:

- Members Center – post news to website and distribution to media list, download documents (reports, bills and resources), TeamCalifornia blog, register for marketing events and password protected lead section.
- Location Assistance – new regional pages and member community pages.
- Industry Resource Pages – starting with Solar and Bio.



What is the value to TeamCalifornia members?

Economic development organizations, counties, cities, industry associations, community colleges, agencies, such as Employment Training Panel, value the marketing extension that TeamCalifornia provides.

Value is important to the member investment, but most members have commented "**we need to cooperatively market California – that brand belongs to all of us.**"

Value can be measured by:

- Launch of new California Business Brand - pooling your advertising dollar for greater impact.
- www.TeamCa.org - 11,000 avg views per month, averaging 6.2 minutes - post your business news, communities, "featured" properties, resources and other information.
- A two-year marketing schedule focused on key industry segments (Executive Committee and board members adopted July 2008):
 - o Corporate Real Estate Executive
 - o Life Science & Medical Devices
 - o Green Energy & Industrial Bio
 - o Food & Beverage
 - o International Trade
 - o Emerging Industries
- Discounted participation at critical industry tradeshows in the California booth – **fully managed by** experienced marketing and economic development professional (the Intersolar Show generated four active leads).
- Marketing & media missions and consultant conferences.
- Driving more leads to CalBIS.
- Peer-to-peer networking.

Annual membership is less than the cost of an advertisement - ranging from single city/county \$2,500, Region \$5,000 to Gold Members \$25,000.

