

Allison E. Larsen

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Principal, Chabin Concepts, Inc.



Education

B.S., Agricultural Education  
University of California, Davis

Fellow, California Agricultural Leadership Program, Class XXIV

Fundamentals of Economic Development  
California Academy for Local Economic Development

Professional  
Experience

*Chabin Concepts, Inc.*

Principal, Chabin Concepts, Inc. (2002-Present)

- Managing the Oregon Targeted Industry Prospecting Campaign
- Managing San Diego EDC organizational enhancement
- Managing Spokane EDC re-engineering
- Managed and created position and sales strategy New Mexico Economic Development Partnership
- Facilitated site consultant and corporate real estate perception surveys for clients

*Economic Development Corporation serving Fresno County*  
Vice President, Client Services and Interim President/CEO (1999-2002)

- Primary contact for site consultants and businesses, resulting in nearly 5,200 new and 800 retained jobs
- Architect of state-of-the-art tools for enhanced responsiveness to clients: Comparative Demographics, Site Selection Core Database (IEDC standards), Real Estate Database, Comparative Operating Cost Analysis, and Incentive Calculator; award winning at state and national levels
- Cultivated relationships with premier site consultants
- Set strategic direction for marketing activities, “branding” campaign, “first response” brochures and special events
- Chaired committee for 5-Year Attraction Marketing Plan
- Instrumental role in website redesign for increased client value and lead generation
- Established “Red Teams” of signature-level authorities to meet with prospects, including a specialized “EDC Workforce Red Team”
- Secured grants from USDA, Workforce Investment Corporation, and California Technology Trade & Commerce Agency

*Madera County Economic Development Commission*  
Manager of Business Development and Marketing (1997-99)

- Responsible for recruitment, marketing and public relations, yielding over 2,500 new jobs