

## Allison E. Larsen

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Principal, Chabin Concepts, Inc.



### Education

#### **University of Oklahoma, Economic Development Institute**

Graduate

#### **B.S., Agricultural Education**

University of California, Davis

#### **California Agricultural Leadership Program**

Fellow, Class XXIV

### Professional Experience

#### **Chabin Concepts, Inc.**

*Principal. (2002-Present)*

- City of Shasta Lake, CA GreenTech Industrial Park
- Bowling Green Area Chamber of Commerce, KY Target Markets Analysis & South Central Kentucky Marketing Plan
- City of Beaverton, OR Target Industry Analysis and Implementation Plan
- City of Scottsdale, AZ Competitiveness Assessment and Target Industry Study
- City of Merced, CA, Business Case Development
- Frisco EDC, TX Comprehensive Economic Development Strategy
- Colusa County, CA Economic Development Roadmap
- Confederate Tribes of the Umatilla Indian Reservation, OR Marketing Advisement and Worksession
- Rio South Texas, Competitive Assessment and Market Position
- Greater Yuma EDC, AZ Marketing Plan and Business Cases
- Quad City Logistics Industry Study and Wind Website
- San Jose Redevelopment Agency, CA Downtown Tenant Preferences Study; Organization and Marketing Plan
- Grenada County EDD, MS Economic Development Strategic Plan, Website and Business Cases
- Northern Rural Training and Employment Network (NORTEC) Designing Local Skills Strategies for STEM Occupations
- Mid-Michigan, Location Analysis and Positioning for the Photovoltaic Industry
- City of Santa Rosa, CA Economic Development Plan; Consultative Selling Worksession
- Bowling Green Area Chamber of Commerce, South Central KY Regional Marketing Plan and Business Cases
- Northern Colorado EDC Marketing Plan
- Mariposa County, CA Economic Vitality Plan
- Greater Phoenix Economic Council, AZ Business Case and Prospecting Program
- Grays Harbor Public Development Authority, WA Strategic Marketing Program
- Victor Valley EDA, CA Regional Marketing Program and Target Industry Study
- State of Washington Prospecting and Marketing Program

- City of Henderson, NV Target industry Study, Customized ACT Training
- Prospecting Services for Oklahoma Business Roundtable, Portland (OR)  
Development Commission, Shasta County EDC (CA), City of Victorville (CA)  
and Victor Valley EDA (CA)
- Northwest Pennsylvania Regional Planning Commission Regional Website  
Review and Training
- State of Washington Prospecting and Marketing Program
- City of Castle Rock, WA Strategic Marketing Plan
- City of Rio Vista, CA Industrial Strategy
- City of Madera, CA Enterprise Zone Renewal Application
- Targeting & Positioning for New Mexico Economic Development Partnership
- Spokane Area EDC, WA Strategy & Organization Re-engineering
- San Diego EDC, CA Organizational Enhancement
- Oregon Targeted Industry Prospecting Campaign
- Solano County EDC, CA Perception Interviews and Client Handbook

***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
- 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
- Managed 10 employees

***Madera County Economic Development Commission***

*Manager of Business Development and Marketing (1997-99)*

- Business attraction, marketing and public relations - yielding over 2,500 new jobs

***Sales & Marketing***

- Universal Marketing Services, Inc. – General Manager; international marketing; set  
up distribution network in 20+ countries
- Merck & Co., Inc. – nationally recognized “League of Excellence” winner
- California State Fair – supervised Counties and Agri-Fair exhibits

Member