

## Audrey Taylor

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President, Chabin Concepts, Inc.

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### Education

**BS, Business Administration** (Marketing)

California State University, Chico

### Range of Experience

#### **Over 36 Years Experience in Economic Development**

- Founder & President, Chabin Concepts, Inc., a private economic development consulting firm (1989-present)
- Served 5 California Governor's as appointee to California Workforce Investment Board, Chair of the Dislocated Worker Committee, California Green Collar Jobs Council, California Rural Development
- Team California Marketing Committee Chair (1995-97 and 2008-present)
- Past Director, California Association for Local Economic Development, *Golden Bear Award for Dictation to the Profession*
- Women of the Year, California State Legislature (2) and City of Chico
- Executive Director, Butte County EDC/ Tri-County EDC (1980-89)

#### **Business Development and Marketing**

- Developed industrial recruitment strategy and communitywide marketing and image campaigns for communities in California, Oregon, Washington, Colorado, Kansas, Alaska, Hawaii, Virginia, Texas, Oklahoma and Arizona
- Developed and implement the State of Oregon Business Development Sector Strategy and State of Washington Marketing Plan
- Successfully located or expanded over 20 companies in California
- Prepared Site Location Handbook for State of California
- Conducted marketing and sales training to closed military bases through the California Defense Facilities Marketing Association

#### **Strategic Planning**

- Prepared award-winning economic development strategies for over 150 communities
- Developed target industry studies, community assessments, marketing strategies, or economic development plans for communities through the US
- With The Austin Company created the Rio South Texas Site Certification program

#### **Grant Funding, Tax Credits, and Incentives**

- Prepared CalCompete Tax Credit Applications for California businesses receiving \$5.2 million
- Assisted public and private sector clients in receiving \$65.7 million in grant investments
- Successfully prepared over a dozen Enterprise Zone, LAMBRA, Targeted Tax Area, Federal Enterprise Community, and Recycling Market Development Zone applications

**Publications**

- Author, *So You Want to Make a Company's Short List, Huh?* (1999)
- Contributing Editor, *The Race to Recruit* (1996 & 2001)

**Professional Recognition**

- National Association of Development Organizations, Innovation Award
- IEDC Award for Program Recognition, City of Benicia
- CALED Grand Prize, TeamChico and Grow Manufacturing
- California League of Cities, Helen Putman Award
- Tri-County Economic Development Corp. Resolution of Appreciation
- Butte County Economic Development Corp., Jay Lyman Award
- CALED, Award of Excellence (2) and Award of Merit (2)
- CALED, Top Membership Recruiter, 1995-96

**Personal and Corporate Affiliations**

- Rawlins Institute for Sustainability
- IAMC, formerly Industrial Development Research Council (IDRC)
- California IDRC Planning Committee, California Coordinator 1996-97)
- American Economic Development Council
- Southern Industrial Development Council
- California Association for Local Economic Developers, Board of Directors
- Northern California Industrial Development Executives Association
- National Association of Female Executives
- North State Bank Advisory Board, Chair
- Rotary Club of Chico Board of Directors
- Butte County EDC Board of Directors
- Tri-County EDC Board of Directors
- Butte County Citizen's Advisory Council
- American Cancer Society

**Speeches, Seminars & Training Sessions**

- *Developing and Implementing Effective Marketing Strategies*, Mid-America Economic Development Council (MAED)'s Midwest America's Competitiveness Conference
- *Marketing Economic Development*, California Association for Local Economic Development (CALED)
- *Marketing Challenges-How You Can Overcome Them!*, South Dakota Governor's Economic Development Conference
- *Marketing Your Community Workshop*, Site Selection Network Conference
- *Are You a Resource?*, Western Association of Chamber Executives
- *Economic Development 101*, League of Cities, California
- *Recruitment, Retention, and Revitalization*, Inland Northwest Partners.
- *The Good, the Bad, and the Ugly: Creating Marketing Tools That Work* Challenge For Change, Roseburg, Oregon
- *Use Your Image as a Marketing Tool*, Challenge For Change, Roseburg, OR
- *The Difference between Economic and Community Development*, Santa Clara Chamber of Commerce Board Retreat
- *Marketing: Becoming the Chosen One*, California Assoc. of Enterprise Zones

**Speeches,  
Seminars &  
Training Sessions  
(cont'd)**

- *The Marketing Process and Tactics*, CALED
- *Economic Development Planning*, Training for Country of Georgia Governmental Officials
- *Business Retention and Expansion Program*, San Joaquin County
- *What Businesses Need to be Competitive*, Chamber of Commerce Executives of Northern California
- *The Geographic Perspective on the Location of Economic Activity*, Economic Development Games, AEDC Course, State of Washington
- *Tulare County's Blueprint for Jobs: Target Industry Analysis*, Dinuba Days '96–Business to Business Review
- *County of Riverside Eastern Region Marketing Strategy*, Coachella Valley
- *Seamless Prospect Management*, American Economic Development Council (AEDC)
- *Understanding the Chico Regional Economy*, Leadership Chico
- *Community Strategic Planning*, USDA Rural Economic and Community Services, CALED
- *How Economic Development Impacts the Quality of Life in your City*, League of California Cities
- *Trinity County Economic Development Action Plan*, Superior California Economic Development District
- *Targets of Opportunity*, Western Economic Development Roundtable
- *Economic Development Planning: Strategies and Implementation*, Leadership Chico
- *Marketing and Prospect Development*, Enterprise Zone Annual Conference, Merced/Atwater Enterprise Zone
- *Leadership in Economic Development*, CALED
- *Economic Development Survival*, CALED
- *CIES Incubator Programs*, California Rural Business Ventures
- *What Business is Right for Humboldt County?*, Humboldt County Planning and Economic Development Forum
- *Finding Your Niche*, Women's Business Conference, Bakersfield
- *Identifying and Recruiting Businesses*, PG&E