

# **Emerging Domestic Market Advisory Group**

## **October 11, 2007, San Diego**

### **10:30 A.M. to 12:30 P.M.**

The purpose of the Advisory Committee is to create a more efficient financial ecosystem for emerging domestic markets. This will enable greater investment in emerging domestic markets by expediting deal flow and increasing access to information.

The Agenda is organized around three primary discussion topics. By the conclusion of each topic discussion, the Advisory Group will have brainstormed strategies on how to remove obstacles and have selected one or two specific actions that could be undertaken to enhance the financial ecosystem for emerging domestic markets. During the final segment of the meeting, the Advisory Group will prioritize the selected actions and identify key stakeholders and resources.

#### **I. Welcome, Introductions and Opening Statements**

*Assemblyman Juan Arambula, Chairman of the Assembly Committee on Jobs, Economic Development, and the Economy will provide opening comments, frame the key issues, and offer participants an opportunity to introduce themselves.*

#### **II. Discussion Topic #1 - Trends Affecting Investments in Emerging Domestic Markets**

- *What are the driving forces in the current market affecting your ability to invest or assist businesses, particularly as they apply to emerging domestic markets?*
- *Are there unique challenges in specific regions, within specific industry sectors, or cost centers, which once addressed would materially affect your ability to invest or attract, retain or grow businesses in emerging domestic markets?*

#### **III. Discussion Topic #2 – How Investment Ready Are California Communities?**

- *What are the primary considerations when working within historically underserved areas? Are there key indicators for recognizing early economic opportunity?*
- *What strategies can be employed to improve screening and increase deal flow in emerging domestic markets?*
- *What are the current relationship structures between the government, nonprofits, businesses, and investors in the communities in which you work?*

#### **IV. Discussion Topic #3 – Strategies for Making Businesses Private Investment Ready**

- *What criteria do you use in selecting a business for debt or equity investment? What are the biggest impediments in helping emerging domestic market businesses be successful, especially those challenges related to sources of funding and from the target businesses themselves?*

- *Are there certain technical skills or training issues that regularly need to be addressed? Are their particular skill sets that have been particularly difficult to locate?*

## **V. Summation of Key Concepts and Closing Remarks**

*Assemblyman Arambula will highlight key issues and facilitate the prioritization of the selected actions.*

### Facilitators for the Emerging Domestic Markets Advisory Group:

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