

Technology has evolved to the point that sustainability and profitability are often linked. Many sustainable projects can now be seen in terms of opportunity rather than cost.

Imagine the possibilities of a region that combined world class academic institutions, excellent infrastructure, a coastal California/Pacific Rim location, some of the most fertile land in the world, a culture of innovation and a quality of life that attracts talent from all over the planet...

There is such a region: We live in it.



Imagination Coast

<http://imaginationcoast.org>

What is Imagination Coast?

Imagination Coast is a social network developing a vision of sustainable prosperity on the Central Coast of California, a region encompassing Monterey, Santa Cruz and San Benito counties. Imagination Coast members come from business, labor, academia, government and community-based organizations.

Imagination Coast begins with these insights:

° Technology has evolved to the point that sustainability and profitability are often linked. Many sustainable projects can now be seen in terms of opportunity rather than cost.

° The three counties of the Central Coast make up a natural geographic and economic region, whose assets are a wellspring for a sustainable future:

- Great academic and research institutions
- The Monterey Bay
- Some of the world's most fertile land
- Proximity to Silicon Valley and the Pacific Rim
- A culture of innovation
- A renowned quality of life.

° A shared regional economic vision would help academia, business and government to coordinate planning, reduce risks and enhance opportunities.

° A strong regional brand would attract investment and trade in alignment with this regional vision of sustainable prosperity.

Current activities

° Imagination Coast members are helping establish Revolving Energy Funds, a more efficient financing structure for energy efficiency and alternative energy projects.

° We are configuring data visualization tools to aid the collaborative visualization of alternative futures for the region.

° We are organizing "Future Camp", a series of quarterly conferences bringing together the sustainable development community of experts.

Find us online

Web: <http://imaginationcoast.org> | Email: contact@imaginationcoast.org

Academic & Research Institutions on the Central Coast of California:

- Cabrillo College
- California Dept of Fish & Game
- California State University Monterey Bay
- Defense Language Institute
- Defense Manpower Data Center
- Elkhorn Slough National Estuarine Research Reserve
- Fleet Numerical Meteorology & Oceanography Center
- Gavilan College
- Golden Gate University
- Hartnell College
- Monterey Bay Aquarium Research Institute
- Monterey College of Law
- Monterey Institute of International Studies
- Monterey Peninsula College
- Moss Landing Marine Lab
- National Oceanic & Atmospheric Admin
- Naval Postgraduate School
- Naval Research Laboratory
- Panetta Institute for Public Policy
- Stanford University Hopkins Marine Station
- University of California Santa Cruz
- US Dept of Agriculture Research Station
- US Geological Survey

A day of focused work on vision & strategy for regional sustainable prosperity.

Once a quarter, Future Camp brings together experts from all areas of the sustainable economy to help plan the future of the Central Coast economic region. Participants choose the most important challenges. Then they work together in teams to develop solutions, which they present at the end of the day. Future Camp brings together talent, fruitful topics and compressed time, a mix that often yields extraordinary results.

Date: Saturday, April 10

Time: 8:30 am - 5:30 pm

Location: Moss Landing Marine Lab

Admission: \$25.00

Draft Agenda

8:00 - 8:30 am – Check-in & coffee

8:30 - 9:00 am – Keynote: Steve Frisch, President, Sierra Business Council

9:00 - 10:00 am – Topics brainstorming & selection

10:00 - 10:15 am – Break / move to breakout group areas

10:15 am - 12:15 pm – Group work sessions

12:15 - 12:30 pm – Convene for lunch & keynote

12:30 – 1:30 pm – Lunch

Keynote: Congressman Sam Farr

1:30 – 1:45 pm – Return to group areas

1:45 – 4:15 pm – Group work sessions

4:15 - 4:30 pm – Convene for presentations

4:30 - 5:30 pm – Presentations of results: findings & action steps

Remarks: Assemblymember Bill Monning

6:00 - 8:00 pm – Happy hour: Haute Enchilada, Moss Landing

Register Online: <http://bit.ly/FutureCamp1>