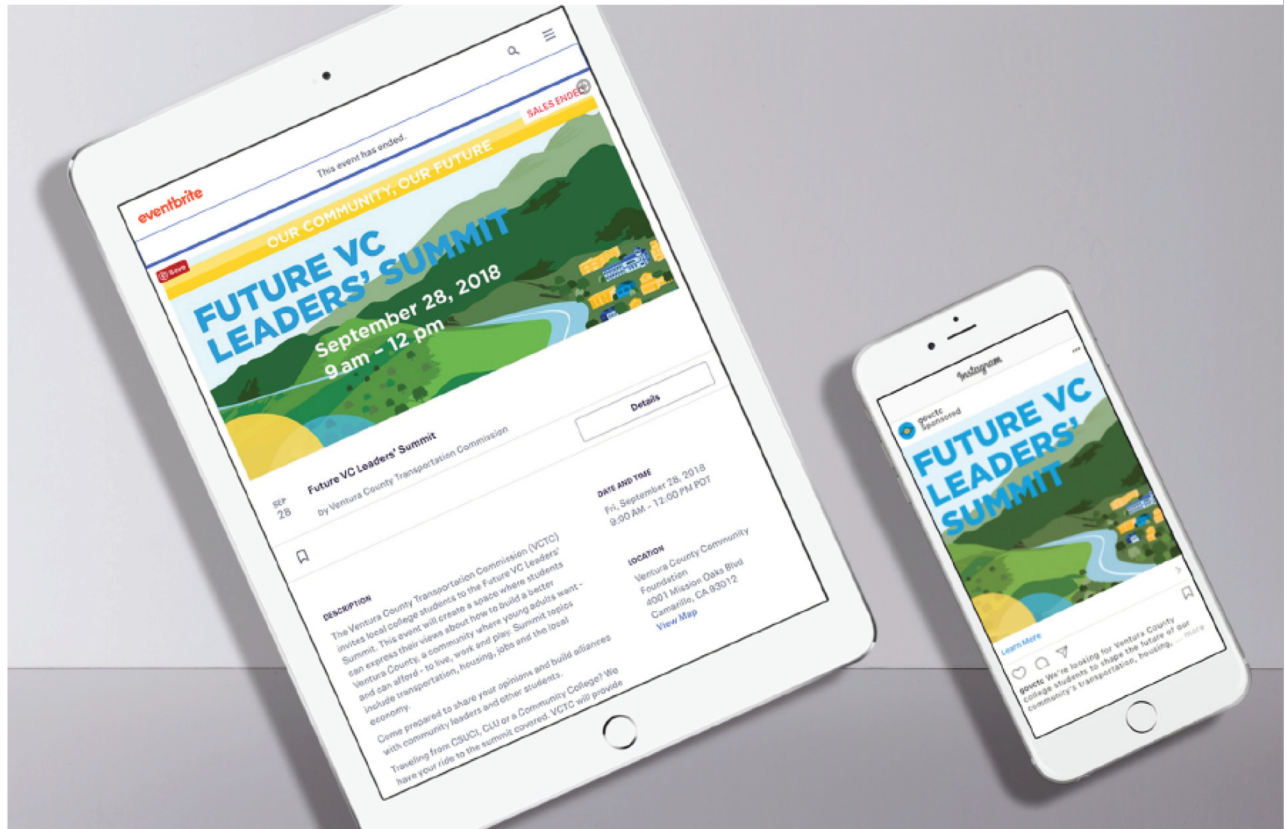


# FUTURE VC LEADERS' SUMMIT

DIGITAL MARKETING, EVENT MANAGEMENT,  
MARKETING, GRAPHIC DESIGN, SOCIAL MEDIA



Celtis was in charge of planning, organizing, and executing all summit responsibilities. The Celtis team created VCTC branded collateral for the event, including a program book, signage, a Powerpoint template and additional promotional materials. The event was then promoted through social media advertising, print advertising and eblasts. Most importantly, VCTC partnered with faculty and staff at various Ventura County colleges to promote the event on campus and recruit students to attend. Celtis researched professors and courses through school catalogs and invited them and their students to the free event. In addition, the team managed event registration, sent out eblasts, conducted polling/surveys, and coordinated event logistics such as venue, catering and guest transportation.



OUR COMMUNITY, OUR FUTURE

# FUTURE VC LEADERS' SUMMIT

September 28, 2018  
9 am - 12 pm

Ventura County Community Foundation  
4001 Mission Oaks Blvd,  
Camarillo, CA 93012

Join college students from all over Ventura County to discuss the future of jobs, housing and transportation in our community. Bring your ideas for creating a community where you want to live!

Admission, breakfast & transportation are FREE. More info at [goventura.org](http://goventura.org)



**32%** INCREASED SUMMIT GUEST ATTENDANCE FROM PREVIOUS YEAR

Transportation issues, careers and environmental impacts have always been of top priority for the Ventura County Transportation Commission (VCTC). VCTC in partnership with the region's major colleges hosted its second annual Future VC Leaders' Summit (a one-day education and career exploration event). The summit is a gathering where students learn how transportation, housing, economic and urban issues impact the local community. In an effort to equip Ventura County college students with the tools they need to better serve their communities, the summit provides students an opportunity to speak directly to civic leaders as well as influence policy and planning decisions.

September 28, 2018 | Our Community Our Future

## SUMMIT PANELISTS

**Clay Downing** is a Long-Range Planner with the Ventura County Planning Division and spends much of his time involved in land use planning, policy research, and community engagement activities. Prior to joining the County of Ventura's planning team, he worked in the nonprofit sector, outdoor education industry, and served as a Peace Corps volunteer in Nicaragua. He currently serves as Chair for the Respark Neighborhood Council and Public Outreach Office for the Central Coast Section of the American Planning Association. He Downing has a Master's degree in Public Policy and Administration from California Lutheran University and a Bachelor of Science in Biology from Indiana University.

**Darren Kettle** is the Executive Director of the Ventura County Transportation Commission (VCTC). A planner, he started in October 2007. The Commission consists of one elected official from each city in the County, the five County Supervisors, and two public members, one that serves 10 years, in his service to VCTC. Darren leads a small but very capable staff with focused efforts to improve transportation planning to ensure the wise investment of transportation funds on a wide array of transportation projects in progress, ranging from solar highway and freeway projects to bridge and pedestrian projects and bus and rail projects and operations. The Commission also serves consumers on a daily basis with a robust ride share program and is Ventura County's primary public transit operator, known as VCTC, serving nearly 1 million riders a year, operating within Ventura County and into Los Angeles and Santa Barbara counties.

**Jeffrey Lambert** serves as the Community Development Director for the City of Ventura. He received his Master of Planning from USC in 1989 and his membership to American Institute of Certified Planners (AICP) in 1995. Jeffrey worked for the City of Santa Clara, as the Planning Manager and then the Director of Planning & Building Services. While there he was responsible for the Planning Division, Building Division, OS Division and Environmental Services Division with full staff of 60. He then went to the public sector and managed his own consultant service providing planning and government relations services to public and private clients. Jeffrey joined the City of Ventura as the Community Development Director in June 2008. As Director, Jeffrey oversees the Planning Division, Building & Safety Division, Code Enforcement and Economic Development Division with a staff of forty five.

**Pete M. Peterson** is Dean and Senior Fellow of Pepperdine University School of Public Policy. He is a national speaker and author on urbanism, public sector reform, and the conservative movement who appears in The Wall Street Journal, Los Angeles Times, San Francisco Chronicle and Real Chief Policy. In 2016, Peterson left for California Secretary of State, finishing second in the top tier primary by 2% and earning the most votes of any Republican in California in the general election, making second. He serves on the boards of the Public Policy Institute of California, California League of Cities, Institute for Local Government and California Forward. Peterson is an advisor to developers and the Central Charter Schools. Previously, he worked in the private (graphic services industry) to the local bank as the Community Development Director in June 2008. As Director, Jeffrey oversees the Planning Division, Building & Safety Division, Code Enforcement and Economic Development Division with a staff of forty five.

**Bruce Stenslie** has 30 years of experience in workforce and economic development and has served since 2007 as President and CEO of the Economic Development Collaborative (EDC). Prior to joining EDC, Stenslie served as Deputy Director for the California Workforce Association, Workforce Policy Director for the City of Los Angeles, Assistant Director of the Ventura County Housing Services Agency and Executive Director of the Workforce Investment Board. Stenslie is a Governor's appointee to the California Workforce Development Board and serves in leadership positions for several state and local organizations, including the California Shareability Network, California Statewide Certified Development Corporation, California Small Manufacturers Health and Welfare Trust, Puyallup County, Ventura County Public Council and the Workforce Development Board of Ventura County.

**Eric West** brings years of entrepreneurial, vision and marketing expertise to West and Marketing Institute on board. His pioneering curiosity and a passion for solving problems have kept him at the forefront of business and technology, with love of the environment, management from early on. After a year of college at University of California, Santa Barbara, where he majored in Biology and mathematics, he founded Ecologic Hydro, a pioneering alternative energy company. Ecologic Hydro developed renewable technologies from sustainable materials: hydrogen power plants. Eric is a born entrepreneur, thinker and visionary with a record of success. A Silicon Valley native, he founded Higher Standard Solutions - a Strategic Technology company and led the company to steady profitability starting from the first year and continues to provide solutions to some of the biggest companies in the world. He has since founded, managed and driven countless startups to success. His years of experience has had him to create Matter Labs which focuses on projects that globally impact millions through a combination of partnerships and innovation.

