

## **Colin Stephen Strange**

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### **OBJECTIVE**

- To share the knowledge and experience acquired over thirty years in business with those preparing for a career in the public or private sector.
- Emphasize to students how the public and private sector interface to strengthen and grow the economy, on both a micro and macro level.

### **PROFILE**

- A career span of over three decades in the public and private sectors spanning four countries and three continents.
- Adjunct Professor California State University, School of Public Administration, Master's Program, PA 617 – Management of Local Economic Development and PA 630 – Program Evaluation and Performance Measurement
- Adjunct Professor at National University in the Public Administration Master's Program. PAD 620, Introduction to Public Administration; PAD 622, Urban Studies; PAD 628 Ethics and PAD 644 Instructor for the final Research Project. Will be commencing PAD 631 in June 2015 Redevelopment and Urban Planning.
- 20 years in the public sector in economic development managing various development and redevelopment projects as well as coordinating the downtown revitalization program for the City of San Bernardino.
- 15 years in the private sector in the tourism and hospitality industry managing hotels in the United Kingdom, The Netherlands, South Africa and the United States, supervising a staff of up to 280 persons.
- Winner of two International Downtown Association (IDA) Awards (Winnipeg; Canada 1995 & Dallas; Texas 1996) for innovative, downtown revitalization programs.

## **EMPLOYMENT**

### **April 2012 –Present**

**CALIFORNIA STATE UNIVERSITY SAN BERNARDINO**

#### **Adjunct Professor School of Public Administration**

Instructor in the Master's Program, PA 617 – Local Economic Development. This class is designed to increase awareness of, the various different economic development theories and strategies practiced at the state and local level, create an awareness of the various tools of economic development that are available and examine how these theories are put into practice. This course examines the roles of federal, state and local government, public agencies, the public and private sector and examines the socioeconomic and environmental impacts of economic change on the local community using real life examples and case studies.

Instructor in the Master's Program, PA 630 – Program Evaluation and Performance Measurement. This class is designed to increase awareness of the theory and practice of the various different programs that are practiced in public, non-profit and private sector organizations. The course examines the various tools available for planning, designing, implementing and accessing efforts to address and solve problems, while creating an awareness of how these theories are put into practice. Both program evaluation and performance management can be considered as tools that contribute information which influence performance, or results-based management decisions.

### **March 2013 – Present**

**NATIONAL UNIVERSITY**

#### **Adjunct Professor School of Public Administration**

Adjunct Professor at National University in the Public Administration Masters Program, PAD 620, Introduction to Public Administration; PAD 622, Urban Studies; PAD 628 Ethics and PAD 644 Research Project.

### **June 2012 – Present (Part Time)**

**SAN BERNARDINO AREA CHAMBER OF COMMERCE**

#### **Director of Business Resources**

Act as a liaison between the development community, brokers, businesses, the Chamber, the City and other relevant agencies to expedite and guide through the entitlement process both new projects and expansion projects within the City with the purpose of expanding job growth as well as increasing the tax base within the City. Make developers aware of what incentives are available in the community such as The San Bernardino Valley Enterprise Zone tax credits and deductions, Workforce Investment Board training incentives, Business Improvement Districts

and sale and use tax sharing arrangement. Legislative liaison with local elected representatives at federal, state and local level.

**2009 – June 2012 (Retired)**

**CITY OF SAN BERNARDINO ECONOMIC DEVELOPMENT AGENCY**

**Manager, Office of Business Development, San Bernardino Valley Enterprise Zone**

Managed the Office of Business Development (OBD) which is responsible for all aspects of Economic Development function including business recruitment, business retention and business solutions. OBD provided a wide array of financial incentives, financing options, site selection, workforce investment incentives, expedited the entitlement process and continually interacted with the local business and political community. In addition the OBD managed the City portion of the San Bernardino Valley Enterprise Zone which offers a range of state tax credits and deductions. Management of the zone involved a considerable amount of communication with the local business community as well as state legislators on the status of the program, with regular trips to Sacramento to fulfill this function.

Represented and promoted the Agency at numerous organizations such as the Inland Empire Economic Partnership *Community Partners*, the San Bernardino Area Chamber of Commerce, and The San Bernardino Downtown Business Association, as well as represented the Agency at local business associations such as HABA, BABA, Mount Vernon Merchants, and Hospitality Lane Business Association.

Co-hosted the Inland Empire Media Group's bi-monthly television show *BusinessBeat* in partnership with the Chamber of Commerce.

Represented the Agency at Trade Shows such as the International Council of Shopping Centers (ICSC) national and western trade shows and conventions in May and September each year.

**Project Manager 1998 - 2009**

**Redevelopment and Economic Development**

For ten years managed redevelopment and development projects for the Agency. Development Projects include the successful recruitment of the Italian, multi-national manufacturer *Mapei* to a site on Industrial Parkway, and the completion of the *HUB Phase II* project which included the new Sam's Club, Residence Inn and Fairfield Inn by Marriott, BJ's Restaurant, the Elephant Bar and several smaller retail outlets to name a few.

Provided assistance to the Mayor's staff by scripting and producing the annual *Mayor's State of the City* address - Years 1999-2007

In partnership with CSUSB College of Business and Public Administration provided individual, one-on-one business consulting services to San Bernardino businesses through a program known as *BizNet*.

Instructor for Mayor Valles' *Performance Enhancement* Program for all City employees.

Guest lecturer for Dr. Audrey Mathews MPA in Economic Development and Professor Anna Ya Ni's upper division, undergraduate, Government-Business Relations class.

In partnership with the College of Extended Learning at California State University San Bernardino conceived and implemented the California Downtown Association's *Certified Downtown Professional* certification program, believed to be unique in the nation.

### **San Bernardino Downtown Main Street Inc. (1991- 1998)**

In addition to the task of recruiting and or retaining jobs and filling downtown retail and commercial space, received the International Downtown Association Special Achievement Award in 1995 for the production of "The Legend of the Arrowhead", a musical comedy based upon the history of San Bernardino. This project also received recognition from the State Legislature. Received a second IDA award in 1996 for a program with a local bookstore specializing in African American literature whereby we were able to attract national celebrities to San Bernardino such as Maya Angelou, Coretta Scott King, George Foreman, Johnnie Cochran, Christopher Darden and Colin Powell for book signings, so attracting national media attention for the city.

### **1976-1991**

#### **TRUSTHOUSE FORTE HOTELS**

General Manager at various Trusthouse Forte properties including, the 600 room Viscount Hotel at LAX airport, the Manchester Post House and other hotels in London, United Kingdom; Durban, South Africa and Sacramento and San Bernardino, California.

**EDUCATION:**

**Degrees:**

**California State University San Bernardino**  
Masters Public Administration Dec 2009  
(Phi Kappa Phi Honor Society)

**California State University San Bernardino**  
Bachelors (Honors) Business Administration –  
Management Concentration . Dec 2007

**British Chartered Institute of Cost and Management (C.I.M.A)**  
Foundation A & B, Professional Part 1  
Slough College London, United Kingdom. Dec 1984

**University of Johannesburg**  
Associates Degree in Tourism and Hospitality Management  
Winner – International Internship – Amsterdam, the Netherlands Dec 1976

**Certificates:**

**Effective Teaching Methods**  
California State University Apr 2012

**Tribal Government, Management and Leadership**  
California State University San Bernardino Dec 2009

**Economic Development Finance Professional**  
National Development Council, Washington D.C. July 2003

**Certified Hotel Administrator**  
American Hotel and Motel Association, Cornell, NY Sept 1988

## **REFERENCES**

### **Dr. Audrey Mathews**

Professor Emeritas California State University San Bernardino  
College of Business and Public Administration  
(909) 881-8618  
(909) 744-0366

### **Dr. Marc Fudge**

Associate Professor School of Business and Public Administration  
California State University San Bernardino, CA  
Jack H. Brown Hall  
550 University Parkway  
San Bernardino, CA 92407  
(909) 537-5754

### **Dr. Anna Ya Ni**

Assistant Professor  
Department of Public Administration  
California State University San Bernardino, CA  
Jack H. Brown Hall  
550 University Parkway  
San Bernardino, CA 92407  
(909) 537-5790

### **Cynthia Herpin**

Adjunct Professor  
School of Business  
California Baptist University  
8675 Rochester Avenue  
Rancho Cucamonga, CA 91730  
(909) 231-9285

### **Judith Valles**

President Los Angeles Mission College (Retired)  
13356 Eldridge Avenue  
Sylmar, CA 91342  
818-364-7600  
and  
Former Mayor of the City of San Bernardino, CA  
1998 – 2006