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Central California BUSINESS REVIEW

MISSION

To report on the economic and financial health of Central California.

SURVEY OF BUSINESS CONDITIONS

CONSUMER SENTIMENT SURVEY

REAL ESTATE SENTIMENT INDEX

LABOR MARKET

AGRICULTURE

MANUFACTURING

BANKING

GLOBAL BUSINESS

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Messages from the Dean and Chief Economist

The Craig School of Business is pleased to share with you this inaugural edition of the *Central California Business Review*. We take great pride in supporting economic development in the region, not only by providing graduates who are starting professional careers but also through centers and institutes devoted to community support. Such support includes activities from the Arnold & Dianne Gazarian Real Estate Center, the Institute for Family Business, the Lyles Center for Innovation and Entrepreneurship, and the University Business Center.



Our Review features insights into the regional economy across multiple sectors, including overall business conditions, consumer and real estate sentiments, the labor market, agriculture, manufacturing, banking, and global business. Future annual editions may focus on different sectors of our economy. After reviewing this publication, I hope you'll agree that collectively, the reports indicate generally positive current economic conditions extending at least into the relatively near future.

I am pleased and grateful for the support and efforts that have gone into generating this inaugural publication. The authors range from a variety of disciplines and backgrounds and have eagerly provided their talents to report on their respective areas of expertise. Our participating partners have embraced the potential impact of this report and have enthusiastically provided assistance. I offer a special thank you to Wells Fargo as our Founding Sponsor and to the Educational Employees Credit Union for sponsoring the Consumer Sentiment Survey.

Robert M. Harper
Dean, Craig School of Business, California State University, Fresno

As a former Dean at Sacramento State, I concur with Dean Robert Harper about the importance of the role played by his team in promoting the economic vibrancy and success of Central California. Wells Fargo is proud to be the founding sponsor of this objective and comprehensive economic commentary and intellectual analysis that provides guidance on the future business conditions. I commend Dean Harper and his colleagues for taking on this wonderful public service for the region.



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