

MEET OUR CERF TEAM

BILL WATKINS, PHD



Bill Watkins is CERF's Executive Director and Associate Professor of economics at CLU. Watkins formerly served as the Executive Director of the University of California, Santa Barbara, Economic Forecast Project. In his nine-year tenure, he expanded the project's publications and geographic scope and enhanced the organization's reputation. He also has served as an economist with the Board of Governors of the Federal Reserve System in Washington, DC.

DAN HAMILTON, PHD



Dan Hamilton, Director of Economics at CERF, began working with economic forecast models in 1997 while at Wharton Econometric Forecasting Associates (now known as Global Insight). He served as Director of Economics at the University of California, Santa Barbara, Economic Forecast Project, where he built a variety of forecast models in Eviews, including models for the United States, California and Oregon.

KIRK M. LESH, MBA



Kirk M. Lesh is CERF's Senior Economist. In addition to his work at CERF, Lesh is completing his doctorate at the University of California, Santa Barbara. Prior to CLU, Lesh was the Real Estate Economist at the University of California, Santa Barbara, Economic Forecast Project, where he prepared and presented annual real estate forecasts for several communities in Central California. Before entering the PhD program, Lesh worked as a manager of finance for several companies in Orange County.

EXPERIENCE SUCCESS



California Lutheran University is a selective, comprehensive institution offering undergraduate and graduate degrees in the liberal arts and sciences and professional fields. The CLU School of Business is dedicated to producing graduates who are well prepared to succeed in their personal and professional lives. The School of Business offers bachelor's degree programs in Business Administration, Economics and Accounting. Master's degree programs are offered in Business Administration (MBA), Computer Science, Information Systems and Technology, Economics, and Financial Planning (MBA). A one-year MBA program is also available with a focus on attracting international students.



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www.clucerf.org



CERF

the bottom line

CLU
Center
for
Economic
Research
and
Forecasting

www.clucerf.org



“The CERF group has emerged as one of the state’s best grounded and farseeing prognosticators on California’s ever-changing, rollercoaster economy.”

- Dan Walters
Syndicated Columnist, Sacramento Bee

RELEVANT TRENDS FOR YOUR BUSINESS

CENTER FOR ECONOMIC RESEARCH AND FORECASTING

The School of Business at California Lutheran University develops innovative and competitive programs at the graduate level by being selective, targeted and focused in its initiatives. In keeping with this tradition, the School of Business has opened the Center for Economic Research and Forecasting.

CERF is a center of excellence in:

- Economic modeling
- Analysis
- Forecasting
- Academic programs

The Center staff interprets the latest economic data available to provide timely, meaningful analysis to the professional community. At quarterly seminars, CERF offers relevant and accurate economic forecasts, giving businesses and the community a clear view of what will affect them. The Center also offers a Master of Science degree in economics, enabling students to gain hands-on experience using data analysis, modeling and forecasting tools.

THE TEAM

Noted economist Bill Watkins leads the CERF team comprised of Dan Hamilton and Kirk Lesh. As experienced economists with proven, successful track records, the CERF team teaches in the CLU School of Business, as well as conducts and presents economic forecasts at quarterly seminars. The team is also available to provide analytical research data to local businesses and municipalities.



LEARNING BY DOING

MASTER OF SCIENCE IN ECONOMICS

CLU's School of Business offers an MS in Economics, emphasizing the development of applied economics concepts, theory and applications.

The Center gives students hands-on training as applied economists in a business, government or nonprofit setting where they use their skills to:

- Perform rigorous econometric analysis
- Create and understand valid models and forecasts
- Analyze options and make recommendations
- Present and defend the analysis and recommendations in writing and in formal and informal presentations

For more information on the MS in Economics, please visit www.callutheran.edu/schools/business/graduate/economics.

THE FORECAST FOR TODAY AND TOMORROW

CURRENT. RELEVANT. UNDERSTANDABLE.

Already the CERF team is establishing itself as a leading provider of accurate, timely analysis. To the public, it releases quarterly forecasts for the U.S. and California and it provides detailed annual forecasts for Ventura County, California, and for Oregon. Using innovative economic modeling with a robust breadth of data points, the CERF team helps all sectors of business and government stay ahead of the trends that will effect their operations the most.

CUSTOMIZED PROJECTS

Government, business and nonprofit organizations may commission research for a customized report and forecast, based on their specifications for geography, industry sector or other parameters. The CERF team has produced reports for a variety of concerns including banking, workforce, agriculture, real estate and government.

When your organization contracts with CERF, it receives an analysis that is:

- Available electronically, online and on CD or DVD
- Presented by a CERF team member to your audience, such as a board of directors, in an easy-to-understand format at the venue of your choice
- In addition, CERF clients and sponsors receive a quarterly briefing that includes U.S., California and Regional economic analyses.

For more information about how the Center for Economic Research and Forecasting can help your organization, contact **Bill Watkins, Executive Director**, at (805) 493-3846 or Watkins@callutheran.edu.

A PARTNER FOR PROSPERITY

SPONSORSHIP OPPORTUNITIES

Become a visionary for progress as a sponsor of the CERF and help fund research, publications and public access via events and online. Get first-hand information and direct access to the CERF team. Participate in public forums and presentations, offer insight and perspective as a direct sounding board and provide perspective on data interpretation.

The CERF's ongoing schedule of special events, publications, blogs and other outreach assures that sponsors receive maximum visibility among the media and business community. Sponsors tout visionary involvement with the CERF as an emerging leader in economic forecast accuracy and accessibility.

For more information about CERF sponsorship, contact Michelle Jacobson, Director of Development, CLU School of Business, (805) 493-3358, mjacobso@callutheran.edu, or visit our website: www.clucerf.org/sponsors.

“The Cal Lutheran team is California's best – which of course often means being willing to share bad news as well as good. Their presentation skills are exceeded only by the accuracy of their forecasting.”

*-Joel Kotkin
Author, speaker and futurist*