



**ECONOMIC ALLIANCE**  
OF THE SAN FERNANDO VALLEY

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**FOR IMMEDIATE RELEASE**

## **Economic Summit To Examine Economic Issues Facing The Valley Region**

SHERMAN OAKS, CA – April 28, 2008 -- Some of the San Fernando Valley's leading economic and real estate experts will examine the issues and concerns of the region's economy at the third annual 2008 San Fernando Valley Economic Summit to be held on Thursday, May 8, 2008 from 7:30 a.m. to 1:30 p.m. at the Sheraton Universal Hotel, Universal City. The event is being co-presented by the Economic Alliance of the San Fernando Valley and California State University, Northridge.

The half-day Summit will feature Mayor Antonio Villaraigosa; Dr. Daniel Blake, director of Cal State Northridge's Economic Research Center; Dr. Donald Bleich, director of the Center for Real Estate; and Richard A. Weiss, executive vice president and chief investment officer, City National Bank; as well as two signature roundtable presentations – the first on the current real estate outlook and the second on “going green” in the workplace.

"We hope that by bringing together some of the top players in San Fernando Valley business and real estate community, people will have an excellent opportunity to obtain the latest information on what is happening in the Valley, and a better feeling for what the market will look like," said Bruce Ackerman, president and chief executive officer of the Economic Alliance.

The morning will begin with Mayor Villaraigosa's welcome remarks, followed by Blake's 2008 Valley Economic & Real Estate Report and, Weiss' 2008 Economic & Market Outlook. Also this year, playing against the real estate down turn and subsequent issues facing the business community, a Keynote Real Estate Roundtable will be presented featuring well-known experts in their field: George Stavaris, senior vice president, Grubb & Ellis; Laurie Lustig-Bower, executive vice president, CB Richard Ellis; and Richard Leyner, senior vice president, NAI Capital. A question and answer period will follow, providing what promises to be an engaging, topical session. The remainder of the morning will feature two breakout sessions with four panels each. The individual Summit panels are:

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- "Finance: All the News is Bad – Or Is It?"
- "Green Commercial – How Green Is My Valley? – Latest Developments"
- "Land Use Trends & Regional Development"
- "Key Industry Outlook – Aviation, Entertainment and Manufacturing"
- "Office/Industrial – With Vacancy on the Rise, Who Will Fill In?"
- "The Apartment Market in 2008 – Supply & Demand After the Condo Slowdown"
- "Retail – The Future of the Valley Grocer"
- "Go Global; Global Change In The International Marketplace."

The afternoon session will include a Keynote Luncheon Roundtable: "The Green Session – Staffing & Training for Sustainability." This session will feature an interactive panel of top representatives from the corporate sector, the municipal sector and from education, who will explore and address the growing and future needs of green jobs and careers. Presenters will include David Nahai, chief executive officer & general manager, Los Angeles Department of Water & Power; Katherine Cole, director of external affairs and sustainability initiatives; Lee Fossey, regional director, Central California and Greater Los Angeles, Manpower; Kara A. Kenney, public relations and media specialist, Green Media Enterprises; and Nancy Kurland, assistant professor, management, California State University, Northridge.

Summit registration is \$150. For more information contact Karen Pearson at 818.379.7000 or [kpearson@economicalliance.org](mailto:kpearson@economicalliance.org).

California State University Northridge is a vibrant, diverse university community of nearly 33,000 students and more than 4,000 faculty and staff, sited on a 356-acre campus in the heart of Los Angeles' San Fernando Valley.

The Economic Alliance of the San Fernando Valley is a private non-profit economic development and marketing corporation that works with public and private stakeholders for the purpose of growing and sustaining the economic base of the San Fernando Valley and improving the quality of life in the five-city region of Burbank, Calabasas, Glendale, Los Angeles, and San Fernando.

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