

Program Agenda

- 7:00 am **Registration, Exhibitor Exposition & Continental Breakfast**
- 8:00 am **Welcome & Introduction**
David Fleming
Chairman
The Valley Economic Alliance
- Dr. Jolene Koester
President
California State University, Northridge
- 8:05 am **Sponsors Acknowledgement**
- 8:15 am **State of the State Stimulus Plan**
Dale Bonner
Secretary of the California Business, Transportation and Housing Agency
- 8:45 am **San Fernando Valley Economic Report**
Dr. William Roberts
Director, Economic Research Center, California State University, Northridge
- 9:15 am **Regional Real Estate Overview**
Robert Kleinhenz
Deputy Chief Economist, California Association of REALTORS
- 9:45 am **Exhibitor Exposition Break**
- 10:15 am **Special Forum**
Partnering in Tough Times: How Businesses and Charities can help each other
- 10:15 am **Special Breakout Panels – Session 1**
- FINANCE: Where's the Money Today?
 - GREEN: How Green is Our Valley? The Latest Developments
 - FORECLOSURES: Opportunities in Distressed Property Markets
 - KEY INDUSTRY TRENDS & OPPORTUNITIES – Entertainment, Manufacturing, Retail
- 11:25 am **Special Breakout Panels – Session 2**
- OFFICE INDUSTRIAL: With Vacancies on the Rise, Who Will Fill in the Openings?
 - APARTMENTS AND RESIDENTIAL INVESTMENTS: Embracing the Challenge
 - RETAIL: Plaza Pacoima- A Community & Public-Private Partnership Creating Retail Opportunities
 - GO GLOBAL: Trade Finance in a Challenging Economy
- 12:30 pm **Luncheon and Keynote Speaker – Earvin “Magic” Johnson**
- 1:40 pm **Airline Ticket Drawing**
- 1:45 pm **Exhibitor Tear Down**