



February 2010 E-Update

In This Issue

[Business Assistance](#)

[VITA Global Networking Breakfast](#)

[The Valley Business Expo](#)

[The Valley Economic Summit](#)

[LA County Adopts Economic
Development Plan](#)

Quick Links

[The Valley Economic Alliance](#)

[Valley of the Stars](#)

[Visit Valley of the Stars](#)

[VITA International](#)

[The Valley Library](#)

[List of Investors](#)

What Have We Done For You Lately?

Business Assistance

LA County has launched a program aimed at creating 10,000 temporary jobs for individuals with barriers to employment. The Transitional Subsidized Employment (TSE) program will provide employers with pre-screened, entry level workers with up to 100% of wage costs covered for the work assignment of up to 6 months (up to 12 months for government or non-profits).

The Economic Alliance Business Assistance team has been promoting this program and can provide hands-on assistance completing the applications. For more information please call the Elan Shore at (818) 379-7000 or visit www.employmentstimulus.org.

The Valley Economic Summit Thursday - May 13, 2010

Co-presented by The Valley Economic Alliance and California State University, Northridge, the Economic Summit will provide valuable and applicable information beneficial to everyone conducting business in the San Fernando Valley and beyond.

This premier happening will be held at the Sheraton Universal Hotel in Universal City. Co-presented by The Valley Economic Alliance and California State University, Northridge, the Economic Summit has been growing in its attendance and popularity every year and we expect another large audience to learn of coming trends that can directly affect their bottom line.

The Valley Economic Alliance and Cal State University Northridge are strategic allies that have a history and shared vision of stimulating the economic base of the region and both institutions strongly believe that realizing a resolute and prosperous community is a shared responsibility and a common endeavor.

The Economic Summit will showcase an inspiring lineup of speakers and knowledgeable panelists highlighted by the Valley Economic & Real Estate Report by the University's College of Business & Economics and The Center for Real Estate.

Keynote Speakers

Mark R. Goldston - Chairman, President and CEO of United Online, Inc., (Nasdaq: UNTD) since its inception in September 2001 with the merger of NetZero and Juno Online Services. United Online is the #2 Internet Service Provider (ISP) overall and the largest value-priced ISP in the USA. Mr. Goldston had been the Chairman, President and CEO of Net Zero, Inc. from its early days as a startup in 1999 through its successful IPO and the eventual merger with Juno.

United Online is a leading provider of consumer products and services over the Internet. The floral business utilizes the highly recognized FTD and Interflora brands. The company's Classmates Media services include online social networking and online loyalty marketing in North America. Classmates Media also operates online social networking Web sites in a number of European countries. The company's Communications services include value-priced Internet access and email provided by NetZero and Juno. Headquartered in Woodland Hills, CA, United Online operates through a global network

The Valley International Trade Association

VITA Global Networking Breakfast

Doing Business Within the Gulf Corporation Council

Wednesday, March 17, 2010
7:30 A.M. - Networking Breakfast
8:00 A.M. - Program

Location: 5121 Van Nuys Blvd.,
BFG Boardroom, 2nd Floor,
Sherman Oaks, CA 91403

Register by calling 818-379-7000
or dwinters@economicalliance.org.

The Valley Business Expo Provides Opportunities for Businesses

The 2nd annual Valley Business Expo was held on Thursday - January 28, 2010 from 9:30 a.m. to 5 p.m. at the Pickwick Gardens Conference Center in Burbank.

The Valley Business Expo provided business owners and entrepreneurs the opportunity to network with more than 75 local business and government agencies getting the answers they needed to make their businesses successful.

Thank you to **US Bank** - Title Sponsor, **City of Burbank**, **Metropolitan Water District of Southern California**, **Waddell & Reed and Port of Los Angeles** - Pavilion Sponsors and Exhibitors for making the Expo a success and helping The Valley Economic Alliance continue to make a positive impact throughout the business communities.

of locations in the U.S., the United Kingdom, Germany, and India.

Peter Lowy - Managing Director, Westfield Group has over 20 years experience in the shopping center and Real Estate Investment Trust (REIT) industry, having worked for Westfield since 1983.

The Westfield Group is an internally managed vertically integrated shopping center group undertaking ownership, development design, construction, funds/asset management, property management, leasing and marketing activities and employing over 4,400 staff worldwide. Lowy is also Chief Executive Officer of Westfield America, the Group's U.S. unit-- one of the leading owners of regional shopping centers in America with interests in 68 major shopping centers that are home to more than 9,000 specialty stores, comprising approximately 70 million square feet of leasable space in 14 states.

Sponsorship opportunities and registration are available at www.economicalliance.org or by calling 818-379-7000.

LA County Adopts Economic Development Plan

On December 22, the County Board of Supervisors made a historical vote adopting the first ever Strategic Plan for Economic Development. This plan was developed by the Los Angeles County Economic Development Corporation (LAEDC) based on the input of thousands of businesses including many of you here in the San Fernando Valley.

The Plan sets five goals:

- 1) Prepare and Educated Workforce
- 2) Create a Business Friendly Environment
- 3) Enhance our Quality of Life
- 4) Implement Smart Land Use
- 5) Build 21st Century Infrastructure

Each goal has specific objectives. Now the LAEDC is looking for Lead Implementers and Supporting Partners to guide the implementation. If you are interested in getting involved, contact Bruce Ackerman, Economic Alliance President & CEO or Elan Shore, Regional Manager of Business Assistance for the Economic Alliance, at (818) 379-7000. [View the Economic Development Plan for more details.](#)



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