



## January 2010 E-Update

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### What Have We Done For You Lately?

Business Assistance

Getting water to freeze in the warm LA winter is not an easy task. So when Whitney Kennedy of Woodland Hills Ice faced the added challenge of understanding what permits and approvals were needed to put up an outdoor ice skating rink at the corner of Topanga and Erwin, she approached the Valley Economic Alliance for assistance. Thanks in part to our assistance and that of our partners in Councilman Dennis Zine's office, Valley families can enjoy this unique attraction until February 21, 2010.

For more info, visit,  
<http://www.woodlandhillsice.com/>

### Register Now - The Valley Business Expo

The Valley Economic Alliance is having their 2nd annual Valley Business Expo on Thursday - January 28, 2010 from 9:30 a.m. to 5 p.m. at the Pickwick Gardens Conference Center in Burbank, 1001 West Riverside Drive, 91506.

The Valley Business Expo is a day-long Business-to-Business Exposition and tradeshow. The focus is bringing businesses who want to expand, grow, network, and market their products and services together with other businesses - an "everything you ever wanted to know about business" seminar and trade show. This event is the largest "Business-To-Business" networking event in North LA County.

Workshop sessions have been designed to provide attendees with valuable information, certain tools and access to professional expertise to help manage businesses through this challenging economic climate.

- Marketing & Advertising
- Financing Opportunities
- Social Media
- Technology Latest Trends
- Employee Morale
- Customer Service

This Expo was attended by over 1,000 businesses last year, so it represents an excellent marketing opportunity for all the sponsors and exhibitors. There are several sponsorship and exhibitor opportunities for businesses and organizations. Registration is now available online at [www.economicalliance.org](http://www.economicalliance.org).

**Sponsors and Exhibitors to date:** US Bank, City of Burbank, Metropolitan Water District, Waddell & Reed, 3 Key Consulting, Inc, Advantage Plus Agency, AmeriTel Inc, AT&T Mobility, Beverly Garland's Holiday Inn, BMC, Inc, California Lutheran University, Ciralight Global, Inc, City of Glendale, City of Los Angeles, Bureau of Sanitation, Commercial Finance, Community Bank, Elavon, Employment Development Department, Global Apparel Group LLC, Habitat for Humanity San Fernando/Santa Clarita Valleys, Hispanic Business Network, Kaiser Permanente, Los Angeles World Airports, Lowe's, Mount St. Mary's College, Office Depot, Pierce College, Pickwick Gardens Conference Center, Providence Health Systems, San Fernando Valley Business Journal, San Fernando Valley Employer Advisory Council, San Fernando Valley Sun, Skyline

## Save The Date

## 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.

### Keynote Speakers

Mark R. Goldston  
Chairman, President & CEO  
United Online

Peter Lowy  
Managing Director  
Westfield Group

Sponsorship opportunities are available at [www.economicalliance.org](http://www.economicalliance.org) or by calling 818-379-7000.

## The Valley Economic Alliance Open House

The Valley Economic Alliance will be hosting an Open House on Thursday, February 4, 2010 from 4 p.m. - 6 p.m. at the Economic Alliance office.

- See what we've been up to and what's coming up
- Bring a Colleague
- Let us know what your business needs

Please RSVP to [information@economicalliance.org](mailto:information@economicalliance.org) or call 818-379-7000.

Exhibits West, SOI, South African Consulate-General, State of California Dept of General Services, The Daily News, The Government Center Gazette, UltraGlas, University of Phoenix, Waste Management, West Coast Environmental and Engineering and Weyant Enterprises.

For more information, contact the Economic Alliance at 818-379-7000 or email [egass@economicalliance.org](mailto:egass@economicalliance.org).

## Nominations for The Valley "Economic Engine" Award

The Valley Economic Alliance is currently accepting nominations for the new Valley "Economic Engine" Award. This inaugural awards program will honor and showcase one outstanding business from the San Fernando Valley every quarter. Nominated businesses must have made a positive impact on the Valley region and demonstrate a commitment to The Valley through their successful business operations.

The "Economic Engine" Award was created to recognize outstanding Valley-based businesses that have contributed significantly to the regional economy, as well as the communities in which they are located. Nominations will be accepted from anyone who lives or works in the Valley, and a panel of judges will determine who will be the recipient of the award.

Nominations are currently being accepted and must be received no later than 5:00 p.m. on Wednesday, January 6, 2010. The award will be presented on February 24, 2010 at our Board of Directors meeting.

Nomination forms are available at [www.economicalliance.org](http://www.economicalliance.org).

## VITA Global Networking Breakfast

"Doing Business in Brazil" - presented by Rogelio Douglas - CEO & Founder, GBD Consulting

- Learn the changes that have taken place in the past 20 years
- Discover what events will unfold in the next 10 years
- Find out the risks and rewards of doing business in Brazil

Wednesday - January 20, 2010 - 7:30 a.m. - 9:00 a.m.  
The Valley Economic Alliance

RSVP to [dwinters@economicalliance.org](mailto:dwinters@economicalliance.org) or call 818-379-7000

VITA Member:\$20, Non-Member:\$25



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