



## March 2010 E-Update

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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 on Thursday, May 13, 2010 at the Sheraton Universal Hotel in Universal City.

### Quick Links

[The Valley Economic Alliance](#)

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[VITA International](#)

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### 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](mailto:dwinters@economicalliance.org).

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 of locations in the

## What Have We Done For You Lately

### Business Assistance

Supporting local innovative companies in growth sectors is a key focus of the Economic Alliance and our BAP partner, the LAEDC. One company that fits this description is Quallion, a lithium-ion battery producer headquartered in Sylmar with 130 employees and growing. Quallion is the kind of company that represents The Valley's potential future as a green technology leader.

However, Quallion's innovative nature does not spare them from facing a challenge familiar to industrial companies across The Valley. Because many of our industrial zones, including Quallion's, are located next to residential housing units, businesses occasionally find themselves the subject of community complaints regarding their operations. This is especially so when residents see a company installing a significant amount of new equipment, as Quallion is currently doing.

Unfortunately, the company was not fully prepared for how aggressively the community would advocate for their interests, resulting in misunderstandings that if left unresolved, could have disrupted the entire project. To get things back on track, they called on the Economic Alliance's Business Assistance Program. Working in partnership with the Office of LA City Councilman Richard Alarcon, the Alliance was able to resolve the roadblocks and get the process back on track. Since then, relations with the community have improved dramatically and an improved noise abatement system is in the works.

**Save The Date**  
**Thursday, May 6, 2010**

**The Valley Economic Alliance Quarterly Open House**

**4 p.m. - 5:30 p.m. at the Economic Alliance office.**

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](http://www.economicalliance.org) or by calling 818-379-7000.



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