



**The Valley
Economic Alliance**

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**Cyber Security, Homelessness, Energy and Marketing Solutions Presentations
at TechX and Expo on March 16th**

Sherman Oaks, CA — The Valley Economic Alliance is hosting its second TechX and Expo on March 16th to promote technology advances and business solutions. The event will consist of educational presentations on current technology industry practices followed by an exposition of tech industry leaders and networking opportunities.

“Our goal is to reach out beyond the Valley with this expo to the tech industry that is rapidly expanding all throughout Southern California,” said Erica Gass, Vice President of Operations of The Valley Economic Alliance.

The event will involve a variety of TED talk style presentations and demonstrations of the latest and most innovative technology products and solutions. TechX presenters include Erik Rasmussen, Managing Director and Cyber Practice Leader of Kroll Cyber Security, who will share simple cyber security tips for businesses and Kjell Nesen, Chief Operating Officer of Alltemp Solutions, who will demonstrate ways for businesses to save money and energy.

Also presenting are the DIY Girls InvenTeam, a group of 12 girls from San Fernando High School, who will demonstrate their solar-powered homeless shelter; and Heath Patton, Vice President of Marketing at FanCONNECT, who will demonstrate ways to build, manage and market customer and sales.

The Tech Expo will take place at the Sportsmen’s Lodge Empire Regency Room from 9:00am-2:00pm and TechX will take place at the Sportsmen’s Lodge Starlight Ballroom from 9:30am-11:30am. Tickets are \$10 for attendees. Entrance is free for media.

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About: TVEA is a 501(c)(3) non-profit strategic private-public collaborative founded in 1994 to rebuild the valley and ensure its continuing economic success after the Northridge earthquake. The Alliance is made up of businesses, government, education and community organizations whose mission is to elevate the economic vitality and stability of the 160,000 businesses that serve 1.8 million residents in the five city region of Burbank, Calabasas, Glendale, Los Angeles and San Fernando.