

Join The Alliance!



INVESTOR SPOTLIGHT



Sal Mendoza
Senior Vice President
City National Bank

Sal Mendoza serves as Senior Vice President and Manager of **City National Bank's** Community Reinvestment Department, which monitors and reports on the bank's Community Reinvestment Act lending, investment and service programs.

City National Bank is proud to invest in the communities where we work, live and conduct business. They foster healthy communities by providing access to important financial services and products, including small business and community development lending, and equity investments in projects that strengthen local neighborhoods and support economic development in underserved communities.

City National Bank believes that communities are the backbone of our future and supporting these

businesses through **The Valley Economic Alliance's** programs is crucial.

Anita Landecker
Executive Director
ExED

Anita Landecker is Executive Director of **ExED**, a nonprofit organization that develops and manages public charter schools in inner city neighborhoods in Southern California.

Today, ExED serves as the "CFO" to over 100 charter schools. Through the New Markets Tax Credit program, ExED also provides affordable financing to charter schools to construct new facilities.

Prior to joining ExED in 1999, Anita was Regional Vice President for the Local Initiatives Support Corporation, where she raised over \$1 billion for investment in



affordable housing. Anita has taught graduate school courses at UCLA and USC and currently serves on the board of Building Excellent Schools.

"I joined **The Valley Economic Alliance**, because our clients, charter schools, need access to professional and community members in the San Fernando Valley area, who are open to serving on the boards of charter schools. I want to connect our schools to people who have a strong interest in great education for students in the Valley community," Anita said.



Tracey L. Adlai
Founder
The Valley Film Festival

Tracey L. Adlai is the Founder of **The Valley Film Festival (VFF)**, the first and longest-running film festival in the San Fernando Valley, supporting both local and international voices that advance storytelling.

She holds a Bachelor of Fine Arts in Film & TV Production from New York University's Tisch School of the Arts and has worked on the agency, production, and distribution side of filmed entertainment. When not working on VFF, Tracey volunteers her time working with marginalized creative professionals and speaks on Marketing and Distribution.

"We joined **The Valley Economic Alliance**, because after 18 years, The Valley Film Festival has jumped from being a local festival to attracting filmmakers & audiences from across North America, Europe, and the Middle East. I'm looking for mentorship and to expand VFF's resources, so that the Festival may continue to extend its reach. Plus, as a Valley native, I'm insanely proud of my hometown and love supporting other local businesses," said Tracey.



Your Success Is Our Business!™

The mission of The Valley Economic Alliance is to elevate the economic vitality of our five-city region by assisting the San Fernando Valley in business, education, & government.

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STAY CONNECTED:



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