

STAY CONNECTED!

LIKE & FOLLOW



# The Valley Economic Alliance

## Newsletter February 2019 Highlights

---

### Recap Non-profit Organizations meet at "Heart of Giving"



The Valley Economic Alliance hosted its **3rd Heart of Giving**; a learning luncheon for non-profit organizations to learn about resources to decrease costs, increase revenue and impact on **February 14th** at Tierra Del Sol Foundation.

The Foundation's mission is to empower people with disabilities to fulfill their potential and desire to become productive citizens who are accepted, included and valued for the contributions they make to the economic, civic, and cultural vitality of the community.

Presentations included business assistance programs by Kenny Broderick of The Valley Economic Alliance, best practices for volunteers by Jeannie De Laura, Senior Vice President and event sponsor, Bolton and Company. Omar Rahmat,



Managing Partner of Office Technology Partners and Jon Rashap, CEO of Revolution Office shared effective steps in cost reduction for non-profit organizations. Jessica Joy Reveles, Owner of J Squared Communications presented social media strategies to grow your reach online. Raul Claros, Executive Director Northern Valleys Chapter of American Red Cross shared information on their Prepare LA program that engages and educates individuals, families and communities about disaster

preparedness.

Angela Amirkhanian, Senior Economic and Workforce Development Coordinator moderated the question and answer session with questions from attendees.

Organizations in attendance included New Horizons, Boy Scouts of America, Community Foundation of the Valleys, AIA San Fernando Valley, Wildlife Learning Center, Penny Lane Centers, and more.

View more photos on [Facebook](#).

---

## TVEA Board of Governors Meeting in Burbank

The Valley Economic Alliance hosted a Board of Governors Meeting on February 28th at the YMCA of Burbank, sponsored by Datastream IT and Stratiscope. Mary Cuton, President and CEO of Burbank Community YMCA, welcomed boardmembers to the center and Vice Mayor of City of Burbank, Sharon Springer, shared city updates.



Louie Sadd, Owner of Datastream IT and TVEA Boardmember, discussed devastating cyber threats and how to keep your organization safe.

John Bwaire, President and CEO of Stratiscope presented community intelligence. He shared that understanding the need of the community requires outreach, engagement and activation.

View more photos on [Facebook](#).

---

**2019 Health Expo & Career Fair**  
**Tuesday, April 23, 2019**



The banner features a blue horizontal bar at the top left. Below it, the text '2019' is in black, and 'Health Expo & Career Fair' is in large green and blue letters. To the right, there are three small images: a woman drinking water, a group of people in a meeting, and a doctor examining a patient. Further right, the event details are listed: 'Tuesday, April 23, 2019', '8:30 am - 12:30 pm', 'Los Angeles Valley College Student Union Plaza'. Below this is the registration website 'www.lavc.edu/healthexpoandcareerfair2019'. The event is presented by 'The Valley Economic Alliance' and 'Los Angeles Valley College', with their respective logos.

**2019**  
**Health Expo &**  
**Career Fair**

**Tuesday,  
April 23, 2019**  
8:30 am - 12:30 pm  
Los Angeles Valley College  
Student Union Plaza

Registration:  
[www.lavc.edu/healthexpoandcareerfair2019](http://www.lavc.edu/healthexpoandcareerfair2019)

PRESENTED BY

The Valley  
Economic Alliance

Los Angeles  
Valley College

The Valley Economic Alliance and Los Angeles Valley College are hosting the **2019 Health Expo and Career Fair** at Valley College's Student Union Plaza on **Tuesday, April 23rd** from 8:30am-12:30pm.

The Health Expo promotes good nutrition, healthy eating and adopting an active lifestyle. The expo offers free onsite health screenings such as blood pressure, BMI and HIV. Premier health providers and wellness based businesses will be onsite and offering resources, services, products and giveaways.

The Career Fair offers attendees and Valley College students the opportunity to meet and network with employers and explore a variety of career paths and industries.

**Sponsors and exhibitors to date:**  
**Maximus**  
**City of Hope**  
**Continuity Care**  
**California Council on Problem Gambling**

Visit [www.eventbrite.com/HealthExpoCareerFair2019](http://www.eventbrite.com/HealthExpoCareerFair2019) for general admission tickets and registration.

Visit [www.tinyurl.com/HealthFairCareerExpo2019](http://www.tinyurl.com/HealthFairCareerExpo2019) to register as a sponsor or exhibitor.



# Sponsorship Packages:

## > Presenting Sponsor \$10,000

- Official Host of Health Expo & Career Fair
- Receive the highest level of visibility at this premier event
- 5 minute "welcoming address" by your representative
- Company description/profile on Expo website
- Complimentary "Premium" 8' x 6' exhibit space to showcase your products and services
- List of sponsors & exhibitors

## > Gold Sponsor \$5,000

- Your company sign/logo displayed prominently throughout the Expo area
- Banner ad on Expo website
- Complimentary 8' x 6' exhibit space to showcase your products and services
- List of sponsors & exhibitors

## > Silver Sponsor \$2,500

- Your company sign/logo displayed prominently throughout the Expo area
- Banner ad on Expo website
- Complimentary 8' x 6' exhibit space to showcase your products and services
- List of sponsors & exhibitors

## > Bronze Sponsor \$1,000

- Your company sign/logo displayed prominently throughout the Expo area
- Complimentary 8' x 6' exhibit space to showcase your products and services
- List of sponsors & exhibitors

## > Expo Exhibitor \$300

- 6' x 6' exhibit space to showcase your products and services

All sponsors receive the following benefits:



Advance recognition with sponsor level on website with direct link to your company website



Recognition with sponsor level on all promotional materials and program



Prominent recognition in press releases



Sponsor level-tagged name badges & ribbons



Tickets to HealthX on April 26, 7:30am-10:30am, Adventist Health Glendale Main Auditorium

## HealthX Friday, April 26, 2019



 The Valley Economic Alliance

# HEALTH X

Friday, April 26, 2019

Registration, Networking & Breakfast 7:30 am - 8:30 am

Presentations & Demonstrations 8:30 am - 10:30 am

Adventist Health Glendale - Main Auditorium

To register, visit [www.tinyurl.com/HealthX2019](http://www.tinyurl.com/HealthX2019) or call (818) 379-7000

The Valley Economic Alliance is hosting its fourth **HealthX** on **Friday, April 26th**; a TedX style event that features presentations and demonstrations by top doctors and health industry leaders sharing advances in health and wellness from 7:30am-10:30am at Adventist Health Glendale's Main Auditorium.

**PRESENTATIONS BY:**  
Adventist Health Glendale  
Memorial Care  
Cedars-Sinai  
Zenyth Group

Topics and speakers to be announced. Visit [www.tinyurl.com/HealthX2019](http://www.tinyurl.com/HealthX2019) for tickets and sponsorship opportunities.

## SPONSORSHIP PACKAGES

### TITLE SPONSOR - \$10,000

- Acknowledgment as Title Sponsor at opening and closing of event
- Event Master of Ceremonies; introduce speakers, presentations and demonstrations
- 15 minute HealthX talk
- Sponsor logo on all event signage
- Sponsor logo on direct e-mail, marketing and promotional materials
- Sponsor recognition on media releases
- Acknowledgement of sponsorship on TVEA's social media platforms and website
- Featured e-mail blast and social media announcement of presentation and speaker with headshot
- 20 tickets with reserved and premier seating

### PLATINUM SPONSOR - \$7,500

- Acknowledgment as Platinum Sponsor during the event
- 15 minute HealthX talk
- Sponsor logo on all event signage
- Sponsor logo on direct e-mail, marketing, promotional materials
- Acknowledgement of sponsorship on media releases and TVEA's social media platforms
- 15 tickets with reserved and premier seating
- Featured e-mail blast and social media announcement of presentation and speaker with headshot

### GOLD SPONSOR - \$5,000

- Acknowledgment as Gold Sponsor during the event
- Remarks and introduce a HealthX talk presenter
- Sponsor logo on direct e-mail, marketing, promotional materials and event signage
- Acknowledgement of sponsorship on media releases and TVEA's social media platforms
- 10 tickets with reserved and premier seating
- Featured e-mail blast announcement of speaker and demo

### SILVER SPONSOR - \$3,750

- Acknowledgment as Silver Sponsor during the event
- 5 minute HealthX demonstration
- Sponsor logo on direct e-mail, marketing, promotional materials and event signage
- Acknowledgement of sponsorship on media releases and TVEA's social media platforms
- 8 tickets with reserved and premier seating
- Featured e-mail blast announcement of speaker and demo

### BRONZE SPONSOR - \$2,500

- Acknowledgment as Bronze Sponsor during the event
- Sponsor logo on all event signage
- Sponsor logo on direct e-mail, marketing and promotional materials
- Acknowledgement of sponsorship on media releases and TVEA's social media platforms
- 5 tickets with reserved and premier seating

### TABLE SPONSOR - \$1,000

- Table of 8 with reserved and premier seating
- Sponsor recognition displayed on reserved table
- Sponsor logo on event signage

### TICKETS

- Individual Ticket - \$50 (ticket to attend event & breakfast)
- Webinar - \$25 (link to view event remotely)

#HealthX

[www.thevalley.net](http://www.thevalley.net)

Sponsors:



## Recap Los Angeles Home Buyer Conference

The 2nd Semi-Annual **Los Angeles Home Buyer Conference** was held on **February 16th** at the Hilton Woodlands Hills, sponsored by HSBC, Reali, Bank of America, City National Bank and Wells Fargo. The conference was produced by Witt Events and powered by The Valley Economic Alliance.



### Los Angeles Home Buyers Conference Video Recap 2019

Over 250 guests attended and took advantage of a series of educational workshops on lending options for first time home buyers, purchasing investment property, re-financing, line of credit investment options, and your team when buying a home.

Attendees also visited with exhibitors including mortgage bankers, specialists and organizations who solely focus on getting first time home buyers into their first home. An on-site loan pavilion was made available to potential homeowners seeking financing options for either same day soft pre-qual home loans or for those seeking private one on one consultations. Community event partners were Ventura County Community Development Corporation and Valley Economic Development Center.



Special guest speaker Karissa Kouchas from Tony Robbins discussed how to channel a peak performance strategy within yourself and how to unleash your power within. She focused on what holds us back individually from reaching our goals and shared how to create good habits and action items to be more productive.



# COMMUNITY OF BUSINESS™

Greater Valley business events



Credit: Matt Sherman of Tierra Tierra by Matt

1. West Valley Women's Center  
Chairman of Community  
Leadership and Economic  
Development, Angela  
Amirkhanian, moderated a  
panel discussion on "The  
Future of Business: Impact of  
Global Technology on the  
Workforce" on Feb. 14.

2. Valley Economic Alliance  
hosted the annual Heart of  
Giving event, a luncheon  
where nonprofit organizations  
learned to increase revenue  
and impact while reducing  
expenses. The event, held  
Feb. 14 at the Tierra Del  
Sol Foundation in Sunland-  
Tujunga, featured a panel  
moderated by Angela  
Amirkhanian, the Senior  
Economic and Workforce  
Development Coordinator for  
The Valley Economic Alliance  
at the podium. Panelists  
from left: Jon Rashap, Chief  
Executive of Revolution  
Office; Jeannie De Laura,  
Senior Vice President at  
Bolton and Co.; Raul Claros,  
Executive Director at the  
Northern Valleys Chapter of  
American Red Cross; Omar  
Rahmat, Managing  
Partner of Omar Rahmat &  
Associates, a local  
construction firm.



3. Wendy Meyer and Marlene  
Blomquist, both of Westland  
Technology, and the others gave  
a presentation on Feb. 21 in  
the West Valley Economic  
Alliance at Tierra Del  
Sol Foundation for the 10th  
anniversary.



Credit: Matt Sherman of Tierra Tierra by Matt



Credit: Matt Sherman of Tierra Tierra by Matt

4. Members of the Orange  
County West Valley and West  
Valley Women's Center  
Chairman of Community  
Leadership and Economic  
Development, Angela  
Amirkhanian, moderated a  
panel discussion on "The  
Future of Business: Impact  
of Global Technology on the  
Workforce" on Feb. 14.

5. The West Valley Women's  
Center Board of Directors  
hosted the 10th Anniversary  
Luncheon on Feb. 21.  
Panelists from left: Angela  
Amirkhanian, Chairman of  
West Valley Economic Alliance,  
Moderator of the West Valley  
Women's Center  
Chairman of Community  
Leadership and Economic  
Development, Angela  
Amirkhanian, co-Chairman of  
the West Valley Women's  
Center Board of Directors,  
and Paul Garcia, President of  
the West Valley Women's  
Center Board of Directors  
Community Benefit  
Foundation.

Photo credit: Matt Sherman of Tierra Tierra by Matt. Photo credit: Matt Sherman of Tierra Tierra by Matt. Photo credit: Matt Sherman of Tierra Tierra by Matt. Photo credit: Matt Sherman of Tierra Tierra by Matt.

Compiled by Amy Nicks

Photo 2 Caption: The Valley Economic Alliance hosted the annual Heart of Giving event, a luncheon where nonprofit organizations learned to increase revenue and impact while reducing expenses. The event, held February 14th at Tierra Del Sol Foundation in Sunland-Tujunga, featured a panel moderated by Angela Amirkhanian, the Senior Economic and Workforce Development Coordinator for The Valley Economic Alliance at the podium. Panelists from left: Jon Rashap, Chief Executive of Revolution Office; Jeannie De Laura, Senior Vice President at Bolton and Co.; Raul Claros, Executive Director at the Northern Valleys Chapter of American Red Cross; Omar Rahmat, Managing

Partner at Office Technology Partners; and Jessica Joy Reveles, Owner of J Squared Communications.

[Source - San Fernando Valley Business Journal.](#)

---

## Valley Still an "Economic Hot Spot"

The Valley Economic Alliance was proud to sponsor the **Valley Economic Forecast**, hosted by The San Fernando Valley Business Journal and California Lutheran University's (CLU) Center for Economic Research and Forecasting on **February 27th** at Larsen's Steakhouse.

### Valley Still an 'Economic Hot Spot'

By **Charles Crumpley, Publisher, San Fernando Valley Business Journal**

The San Fernando Valley's economy is expected to grow 4.1 percent this year - once again outpacing the rest of Los Angeles County, Ventura County and the state.

"The San Fernando Valley is a true economic hot spot," Economist Matthew Fienup said at the Valley Economic Forecast Breakfast held at Larsen's Steakhouse in Woodland Hills. In fact, every sector of the Valley's non-farm economy experienced some growth over the past year, which is unusual, he said.

Fienup is Executive Director of California Lutheran University's Center for Economic Research and Forecasting. He and the center's Director of Economics, Dan Hamilton, produce a Valley-specific economic analysis and forecast in partnership with the San Fernando Valley Business Journal. This was the center's third such Valley forecast.

Fienup pointed out that in each of the two previous forecasts, he predicted the Valley would grow more than its neighbors. Still, he underestimated the

progress. Last year, he predicted 3.1 percent growth for 2019 - a full percentage point lower than he now anticipates. Fienup expects growth next year to be 3.8 percent in the Valley.

All is not rosy. He said the Valley's middle-class is being "hollowed out" as middle-income jobs are shrinking. At the same time, housing costs in already-pricey California are particularly high in the Valley. Job growth - although relatively high at 2.2 percent this year and 2 percent next year - is not growing as fast as the economy.

For the first time, the economists produced a second analysis that includes the Valley cities of Glendale and Burbank. Burbank's economy is particularly volatile as it follows the entertainment industry, and that booming sector turbocharges the outlook. The economists believe the broader Valley's growth will be much higher - 5.7 percent this year and 4.7 percent next year - but cautioned that adding those two cities "raises the chance that we will be wrong."

[Source.](#)

---





# Valley Economic Forecast

## WEEKLY NEWS



### AT THE EVENT

- Kimberly Carter of Kimberly Carter Insurance Agency, left, with Alan Mitchell of Parker Brown.
- Michael Hendry of Valley Industry and Commerce Association (IVA) with Melissa Hwang of California Southern University's Center for Economic Research & Innovation (CERI).
- Barbara Mitchell of Karmal, left, with Matt Newby of Olympic Insurance Agency.
- Economic forecast panelist attendees enjoy drinks and eggs at Carter's Steak House in the Village Shopping Center.
- Julie Hodge of Mission Valley Bank with Richard Rosenberg of the Global Accounting Group & Law Firm.
- Heidi Anderson of Mission Valley Bank, left, with Lisa Capomulo of J&J Rosenberg CPA.
- Nancy, executive director of California Southern University's CERI, left, with Chris Mitchell, president of the university.
- Randy Witt, Valley Economic Alliance Chair, left, with the chairmen of 20/20 Network, center, and Dan Hamilton of CERF.

PHOTOS BY ANDREW SMITH



Photo 6 - From left - TVEA Boardmember, Paula Bahamon of Mission Valley Bank, with Rene Cervantes of J&K Rosenberger CPAs.

Photo 8 - From left - Randy Witt, The Valley Economic Alliance Chair, with Tim Gallagher of 20/20 Network, and Dan Hamilton of CERF.

[Source - San Fernando Valley Business](http://www.sanfernandovalleybusiness.com)

## CSUN President & TVEA Boardmember Named Woman of the Year

## for California's 18th Senate District

California State University, Northridge (CSUN) President and TVEA Boardmember, **Dianne F. Harrison**, has been named **Woman of the Year** for the California's 18th Senate District by Senator Robert Hertzberg.

Dianne will receive the honor during a formal ceremony on the floor of the State Senate on March 4th. She is one of a select group of women who are being honored by State Senators and Assembly members to mark Women's History Month.

"I'm proud to be a part of the largest public university system in the country, one that now has the majority of its 23 campuses led by women," Harrison said. "I deeply appreciate Senator Hertzberg for this honor and for his strong support of CSUN. This annual recognition of women from every corner of California is a powerful acknowledgement of the vital role women play in elevating lives, communities and businesses across the State."



The Woman of the Year celebration started in 1987 when the Legislative Women's Caucus set aside a day in March to honor women who are making a difference in their communities throughout the state. The event has become a meaningful tradition and an anticipated rite of spring in the California State Legislature. The Assembly and Senate pause from their usual business to bestow accolades to encourage women of all ages to pursue a life that benefits others.

"President Harrison is the fiercest advocate CSUN could ask for, and has achieved so much in terms of solidifying the school's place as a cornerstone in our community," Senator Hertzberg said.

Harrison was appointed President of CSUN in June 2012. She is the fifth president in the institution's 60-year history and the third consecutive woman to lead the university. Known for her commitment to students, academic excellence and strategic leadership, Harrison has a reputation for building strong partnerships with public and private organizations, enabling students, faculty and staff to cross institutional boundaries and engage in innovative instruction.

[Source.](#)

## Planning for Business Operations after Earthquake Guide



If you are operating a business in California, you need to take steps to improve the chances that your business operations and systems will still run after an earthquake or other natural disaster by

planning for Business Continuity, Business Resiliency and Disaster Recovery.

Consider the effects an earthquake may have on your business, including infrastructure damage that might prevent employees from getting to work for days or weeks. Included in Los Angeles County Economic Development's (LAEDC) guide are suggested steps to take to help protect your people and keep your business systems running in that scenario. This will improve your chances of maintaining revenue as well as operations during the region's recovery.

Visit [www.LAEDC.org](http://www.LAEDC.org) to download guide.

## Out and About

**Wells Fargo Bank's 67th Neighborhood LIFT Program on February 1st** at the Los Angeles Convention Center.

Neighborhood LIFT is Wells Fargo's premiere philanthropic event providing down payment assistance for home purchases in Los Angeles County.



Meeting with **Derek Fisher**, basketball coach and former player, regarding his new Valley venture.

Pictured are Theresa Ofstad with Los Angeles Tourism Convention Board; Kenn Phillips and Kenny Broderick with The Valley Economic Alliance with Derek.

TVEA Chairman Randy Witt joined Michel R. Moore Los Angeles Police Department Chief of Police, at the grand opening of the **New Directions for Youth's Health and Recreation Center in North Hollywood** on February 23rd.





Investor meeting with **MAXIMUS**. Pictured are TVEA's Kenn Phillips and Jacqui Matsumoto with Boardmember and Vice President of MAXIMUS Kristy Lazur.

A coalition of international industry organizations behind the Sustainable Alternative Jet Fuels Initiative and supplemental Business Aviation Guide launched last May demonstrated this commitment in-action at the "Business Jets Fuel Green: A Step Toward Sustainability" event at **Van Nuys Airport** on **January 17th**.



## Save the Dates - 2019

### [Surviving the Battlefield](#)

Thursday, March 14, 2019

7:30am-9:30am

The Valley Economic Alliance - BFG Boardroom

### [Becoming a Person of Influence Mastermind Series](#)

Wednesday, March 20 - Wednesday, May 8, 2019

9:00am-10:30am

The Valley Economic Alliance - BFG Boardroom

**[Today Matters Mastermind Series](#)**

Wednesday, March 20 - Wednesday, May 8, 2019

11:00am-12:30pm

The Valley Economic Alliance - BFG Boardroom

**[TVEA Board of Directors Meeting](#)**

Tuesday, April 23, 2019

8:00am-9:30am

Skybox Conference Room - Los Angeles Valley College

**[Health Expo and Career Fair](#)**

Tuesday, April 23, 2019

8:30am-12:30pm

Student Union Plaza - Los Angeles Valley College

**[HealthX](#)**

Friday, April 26, 2019

7:30am-10:30am

Main Auditorium - Adventist Health Glendale

**[Aviation Career Day](#)**

Thursday, May 2, 2019

8:00am-3:00pm

The Park, Van Nuys Airport

**[61st Annual Fernando Awards and Gala Dinner](#)**

Friday, September 27, 2019

6:00pm-9:00pm

Skirball Cultural Center

The Valley Economic Alliance | 818-379-7000 | [information@economicalliance.org](mailto:information@economicalliance.org) | [www.thevalley.net](http://www.thevalley.net)

*Your Success Is Our Business!™*

The Mission of The Valley Economic Alliance is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley.

---

The Valley Economic Alliance, 5121 Van Nuys Blvd., Suite 200, Sherman Oaks, CA 91403

[SafeUnsubscribe™](#) {recipient's email}

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [information@economicalliance.org](mailto:information@economicalliance.org) in collaboration with

**Constant Contact** 

Try it free today