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The Valley Economic Alliance

Newsletter July-August 2017 Highlights

TVEA Board of Directors Meeting Recap

The Valley Economic Alliance (TVEA) held their Board of Directors meeting on **July 27th** with guest speakers including Jennifer McLain, Principal Economic Development Officer from the City of Glendale and David Tedesco, President of IMT Capital.



David Tedesco presented information and updates on the new IMT Sherman Oaks Project at the infamous Sunkist building site. David shared that the IMT Sherman Oaks Project will be the most walkable and bikeable campus in Sherman Oaks, making it enjoyable for residents and neighbors. The new site will serve as a creative workplace for media, technology, and professional entrepreneurs and will also feature new restaurants, retail and a specialty grocer.

Jennifer McLain shared information about the City of Glendale's technology initiative which includes their upcoming Glendale Tech Week. The week-long technology events are set for October 9-12, and will conclude with TVEA's third Valley Hackathon on October 13th.

TVEA's **summer interns**, Leeah Vosskerchian, Alexandria Garcia, Sean Smith and Joshua Shongwe, shared their progress on www.thevalley.net website and ideas about the curriculum for Valley Hackathon III. They lastly shared ways for the board to support and get involved with the upcoming technology competition.

Photo from left: Kenn Phillips, President & CEO of TVEA; Angela Amirkhanian, Senior Workforce & Economic Development Coordinator of TVEA; Sean Smith, TVEA Intern; Randy Witt, TVEA Secretary; Scott M. Schmerelson, LAUSD Boardmember, Jennifer McLain with City of Glendale; David Tedesco of IMT Residential, Leeah Voskerchian, TVEA Intern; Sean Smith, TVEA Intern and Alexandria Garcia, TVEA Intern.

Valley Hackathon III Friday, October 13, 2017

The Valley Economic Alliance is hosting its third **Valley Hackathon** on Friday, **October 13th** from 9am-5pm at the Glendale Public Library's Auditorium. The Alliance is proud to be part of [Glendale Tech Week](#) this year!



Photo from Valley Hackathon II in 2015.

High school and college students are invited to come together to develop concepts and usable solutions to a challenge that is revealed at the technology focused competition. Teams will present their final solutions to a panel of industry experts for a chance to win first, second and third place sponsored prizes. Students will also have the opportunity to network with apprenticeship sponsors at the event, who are offering internship opportunities to applicable candidates. [Student registration.](#)

There are many ways to get involved and support Valley Hackathon III. Sponsorship opportunities include: being a judge and partaking in the evaluation process of the final presentations, and the internship sponsor where the sponsor provides a shadow day or internship opportunity for applicable Hackathon contestants. To date, the judges panel includes City of Glendale Mayor Vartan Gharpetian and former U.S. Secret Service Agent Erik Rasmussen. [Sponsor registration.](#)

For more information please e-mail aamirkhanian@economicalliance.org.

 The Valley Economic Alliance



Valley Hackathon III

Friday, October 13, 2017 | 9:00am-5:00pm
Downtown Central Library | Auditorium
222 E. Harvard St. Glendale 91205

SPONSORSHIP PACKAGES

Title Sponsor – \$5,000

- Sponsorship includes 3-5 minute welcoming address.
- Present Hackathon challenge, requirements and agenda to participants.
- Mentor students during Hackathon.
- Chief judge.

Lunch Sponsor – \$2,500

- Sponsorship will be used towards purchasing lunch for Hackathon participants.

Breakfast Sponsor – \$1,500

- Sponsorship will be used towards purchasing breakfast for Hackathon participants.

Awards & Recognition Sponsor – \$1,000

- Sponsorship will be used towards purchasing prizes for 1st, 2nd and 3rd place winning teams. Each team member will receive prize.
- Sponsors can also purchase prizes of their choice.

Judge – \$500

- Judge final presentations by Hackathon teams.
- Student mentor during event.

Apprenticeship Sponsor

- Sponsor will provide an internship or shadow day opportunity to eligible Hackathon participants.
- Exhibit table during employer networking portion of event.

All sponsors will receive the following benefits:

- Recognition on all promotional material with company logo.
- Sponsor level-tagged name badge and ribbon.
- Opportunity to include promotional items or educational material in gift bags.
- Listed as sponsor on Hackathon participant packets.

SPONSORS



2017



Bert Boeckmann enters Ford Hall of Fame

Bert Boeckmann, TVEA Boardmember and CEO of Galpin Motors, has become the first inductee to enter Ford Motor Co.'s Top Volume Dealer Hall of Fame. Bert is also one of the founders of TVEA.

"When I talk to employees, I say we are here to serve our customers," Boeckmann said. He was recognized by the car maker with a visit to Galpin Ford by Mark LaNeve, Vice President of U.S. marketing and a luncheon for employees.

The hall of fame recognizes a select group of Ford dealers who have been the principal manager at a high-performing dealership for 25 or more years and are known as outstanding retailers and community leaders.

Galpin Ford has been the best-selling Ford dealership by volume in the world for 27 years running, as well as having top-selling Honda, Mazda and Volkswagen dealerships.

The 86-year old's career began when he worked for Frank Galpin at his Ford Dealership in the San Fernando Valley. Since then, his motivation has been that he enjoys people. "The relationships you develop with people and those that I work with have made for a wonderful life," explained Boeckmann, who still puts in 40 hours a week at the dealership.

Source: San Fernando Valley Business Journal, July 25, 2017. By Mark Madler.

Out and About

Jacqui Matsumoto and Kenny Broderick representing The Valley Economic Alliance at **L.A's Largest Mixer** on July 18th at the Pasadena Convention Center.



At the **Women do Business Differently** workshop with special guest speaker Nadine Lajoie, champion motorcycle racer.

The workshop series is hosted by former TVEA Accelerator Program member Abbi Yeboah of Pink Shoe Marketing, in collaboration with TVEA's Women's Collaborative Mentorship Program.

Bank of America was recognized by the City of Los Angeles for their donation to HIRE LA's Youth Program.

Garrett Gin, Senior Vice President of Global Marketing and Corporate Affairs of Bank Of America, accepted the proclamation.



Free Credit and Money Management Workshops

Free Credit & Money Management Workshop



Join us to learn about establishing or increasing your credit score, creating a budget, how to read a credit report and what can be done to correct errors that may negatively affect your credit rating.

September 6, October 4, November 1, 2017
10:00 am - 12:00 pm

The Valley Economic Alliance
5121 Van Nuys Blvd BFG Boardroom on 2nd Floor
Sherman Oaks, CA 91403

Collaboration with:
The Women's Collaborative Mentoring Program
At The Valley Economic Alliance

FOR MORE INFORMATION
DEMETRIS LONG

Demetris.long@operationhope.org or call 818-718-0687

Parking is available at lot across the street or street.

Home Buyers Conference
Saturday, September 9, 2017

Los Angeles



HOME BUYERS CONFERENCE

SATURDAY, SEPTEMBER 9TH, 2017
(8AM-3PM)

EDUCATIONAL WORKSHOPS
ON-SITE LOAN PAVILION FOR PRE APPROVAL
CREDIT COUNSELORS LOUNGE
EXHIBITORS ROW

MEET WITH VARIOUS AGENCIES THAT CAN HELP YOU ON YOUR WAY TO
HOME OWNERSHIP. LENDERS, REALTORS, INSURANCE, CREDIT
AGENCIES & ESCROW COMPANIES.

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The Valley Economic Alliance | 818-379-7000 | information@economicalliance.org |
www.thevalley.net

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.

STAY CONNECTED:



