



FOR IMMEDIATE RELEASE

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**THE VALLEY ECONOMIC ALLIANCE DRIVES THOUGHT LEADERSHIP IN THREE CONVENINGS
Resourceful Virtual Discussions Set Productive Tone for Valley Economic Alliance's February Agenda**

Sherman Oaks, California – [The Valley Economic Alliance](https://www.thevalley.net) invites the entire San Fernando Valley community to join its leadership team in attending three planned convenings in the month of February. While business owners are still recovering from financial setbacks in 2021 and re-engineering daily operational systems to stabilize their bottom line, The Alliance's meetings are intended to spotlight three of the region's most urgent issues requiring immediate attention— economic development, education, and housing.

“As tempting as it may be to narrow their focus solely on internal operations, business owners need to influence the economic environment in which they're operating and anticipate upcoming opportunities if we are going to drive regional economic growth,” said Sonya Kay Blake, President and CEO of The Alliance. “At The Alliance, we keep our eyes on the vision of the Valley we all want to see and we open doors to dialogue with change-makers who are shaping our economy, workforce, and land use. Valley employers should make sure they're at the table.”

Scheduled convenings include the following:

Economic Development Committee Meeting | “Valley Vision: An Economic Forecast for the San Fernando Valley Past, Present & Future”

Thursday, February 3, 2022 | 10:45 am - 11:30 am (PST) | Videoconference via Zoom

Join The Alliance for a monthly Economic Development Committee Meeting, this month offering a researched outlook on the fiscal climate of our region. Economist Shannon Sedgwick, Director of Los Angeles County Economic Development Corporation's Institute for Applied Economics, will present data-driven insights followed by lively discussion of trends, statistics, and observations on topics such as market-rate and revitalization projects in anticipation of the 2028 Olympics. Though complimentary, confirmation of attendance is mandatory by registering online at [TheValley.net/events](https://www.thevalley.net/events).

Education & Workforce Development Committee | “Government Funding for Building Your Workforce”

Tuesday, February 8, 2022 | 9:00 am - 10:00 am (PST) | Videoconference via Zoom

Engage in a compelling conversation intended to convene educators and industry leaders in creating solutions for empowering a competitive, well-trained workforce. Learn how to reduce employee expenses, leverage taxes, and save money for your business through the Homeless Hiring Tax Credit. Guest speakers include the following:

Arthur Monreal, East San Gabriel Valley America's Job Center

James Marsh, Northeast LA Worksource Center

Nicky Lipset, Partner & CPA, Miller Kaplan

Qiva Dinuri, Partner & Tax Attorney, Miller Kaplan

Christopher Shea, Financial Advisor & Fit-to-Retire Coach, BPS Financial Services

Online registration is free, but required at [TheValley.net/events](https://www.thevalley.net/events).

Livable & Sustainable Communities Committee | “The Big Impact of San Fernando Valley Tiny Homes”
Thursday, February 17, 2022 | 10:00 am - 11:00 am (PST) | Videoconference via Zoom

During this insightful conversation delving into the homelessness crisis, The Alliance will feature Ken Craft, CEO of Hope of the Valley Rescue Mission and pioneer of the metropolitan Tiny Homes model. Guests in attendance will learn about steps that are required in creating change and overcoming challenges facing housing development in the Valley. As he provides his perspective on creating change and overcoming challenges facing homeless housing development, participants will enter into a vision of a more livable, sustainable region. **To receive the Zoom login credentials, RSVP by Wednesday, February 16 by emailing egass@economicalliance.org.**

By convening community stakeholders around these pertinent topics, The Alliance is driving collaborative dialogue, advancing thought leadership, and galvanizing leaders toward a compelling shared vision of a great quality of life in the San Fernando Valley region. The Alliance welcomes first-time attendees, along with long-standing supporters of the organization, to attend the February committee meetings. For more information, please call (818) 379-7000 or visit www.thevalley.net.

The Valley Economic Alliance is a 501(c)(3) non-profit organization comprised of business, government, education, and community leaders. Our mission is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley, a five-city region encompassing Burbank, Calabasas, Glendale, Los Angeles, and San Fernando. This region consists of more than 1.9 million residents, over 160,000 businesses and covering more than 350 square miles. To learn more about The Valley Economic Alliance, visit www.TheValley.net.

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