

FOR IMMEDIATE RELEASE

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THE VALLEY ECONOMIC ALLIANCE PRESENTS
VIRTUAL NEXT LEVEL SMALL BUSINESS GROWTH & CAPITAL SUMMIT
Signature event in complimentary Next Level Growth Series offers strategies for increasing profit margins through sales and capital infusion

Sherman Oaks, California – Strategies for small business growth will be uncovered at The Valley Economic Alliance’s Next Level Small Business Growth and Capital Summit, which will be held virtually on Tuesday, June 14, 2022 from 10:00 am to 11:30 am (PST). Nearly a dozen distinguished speakers– including experts representing the financial, exporting, and marketing sectors– will assemble to disclose constructive insight conducive to seeking new funding options, researching product offerings, accessing capital gains, exporting goods overseas, and creating integrated marketing campaigns. This **free** virtual Summit offers San Fernando Valley entrepreneurs the rare opportunity to ask the region’s economic development leaders pertinent questions about the benefits and drawbacks of current growth strategies and operational recommendations.

“Profitability growth remains a strong imperative for the Valley’s local businesses,” said Sonya Kay Blake, President and CEO of The Alliance. “With this Growth & Capital Summit, we are offering critical information and resources that help businesses grow and create jobs for Valley residents.”

A schedule of the Summit’s presenting panelists includes the following:

Sponsor Welcome:

- *Steven Contreras, Wells Fargo*

Sales Tools for Growth:

- *Bill Jaros, The Zoo 360*

Procurement & Exporting for Growth: “7 Steps to Going Global”

- *Julie Anne Hennessey, U.S. Commercial Services*

Traditional Financing for Growth:

- *Nairy Sajonian, Comerica Bank*
- *Jeffrey S. Boyer, Citizens Business Bank*
- *Ruben Aldana, Wells Fargo Bank Chatsworth*

Alternative Financing For Growth:

- *Silva Agasyan, Mission Valley Bank*
- *Colette Moore, Small Business Development Center at Pacific Coast Regional Corporation*
- *Andrew Krone, Marble Bridge Funding Group*
- *Lucas Pols, Tech Coast Angels*



In addition to the panelist dialogue, the Summit also offers participants a unique chance to receive a free Loop Player for business enhancement, which features free streaming entertainment, fully licensed music videos and digital signage. Guests are invited to register for the opportunity to obtain this item at no charge, which can enhance the technological imprint of a small business, [here](#).

The Next Level Small Business Growth & Capital Summit is generously sponsored by Wells Fargo, Los Angeles Department of Water and Power (LADWP), Bank of America, Comerica Bank, Citizens Business Bank, Mission Valley Bank, Marble Bridge, and the *San Fernando Valley Business Journal*. Valley residents seeking information on The Alliance's robust schedule of special events should check the calendar listed [here](#). For details on how you can support The Alliance in the future, 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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