

FOR IMMEDIATE RELEASE

July 7, 2022

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Leveraging Chambers of Commerce, Text Automations, and Yelp Reviews for Business Growth Explored During The Valley Economic Alliance's Summer Pathway to Profit Series
San Fernando Valley's small business advocacy organization introduces discussion of expedient sales strategies and customer conversions for during free virtual event

Sherman Oaks, California– The discussion surrounding automating business sales through technology and leveraging networking platforms to enhance customer engagement continues during [The Valley Economic Alliance's](#) informative Pathway to Profit Series webinar, which will be held on Tuesday, July 12, 2022 at 10:00 am (PDT). Promoting the theme “Sales Strategies for Growth,” representatives from The Alliance will be joined by three of the region's premier authorities on driving sales for effective entrepreneurial success and fiscal development. Presentations scheduled for this month's installment of the Series– which is generously co-sponsored by Wells Fargo Bank and the *San Fernando Valley Business Journal*– include the following:

“United Chambers of Commerce Spotlight”

Armida Colmenares-Stafford

Board of Directors Chair, United Chambers of Commerce- San Fernando Valley Region

“Accelerate Sales and Receivables”

Larry Talley

Founder & CEO, Everyware Inc.

“Earning Great Reviews”

Emily Washcovick

Senior Field Marketing Manager & Small Business Expert, Yelp

“The Valley is advancing the world's preeminent tech innovations, so incorporating such features into modern business plans should become second-nature with the advice communicated from our group of experts this month,” said Sonya Kay Blake, president and CEO of The Alliance.” Speakers will teach how to leverage networking opportunities with your local chamber of commerce, provide more personable customer service through text messaging, and solidify positive brand recognition through positive Yelp reviews.

Past topics spotlighted during the Pathway to Profit Series included gaining profits from authentic storytelling, creating an emotional connection with prospects, making offers more compelling by clarifying sales messages, and utilizing tech tools for sales growth. “Our Pathway to Profit Series is just one of several free informative workshops on our roster specifically designed to share inroads on structuring money-generating strategies. We appreciate the repeat attendance from many of our supporters, and hope that our organizational message permeates throughout our neighborhoods to inspire even more attendance,” said Blake.

San Fernando Valley Residents are urged to register for The Alliance's upcoming Pathway to Profit webinar [here](#) as space is limited. For more information on the Pathway to Profit Series, [Business Assistance Program](#), or additional community ventures sponsored by The Alliance, 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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