

Message for Chair



One of the signature strengths of the San Fernando Valley is our incredible diversity of people, history, communities, and businesses. Our Valley Economic Alliance Board of Directors has made clear that fostering a vibrant sustainable Valley community includes achieving an inclusive economy that offers prosperity for all participants.

In our efforts toward that end, The Alliance has established a number of special interest groups to provide focused assistance to members of traditionally disadvantaged demographic groups. These include our thriving Onyx African American Business Hub, Adelante Latinx Business Hub, and Ellevate Women's Business Hub.

What we have found is that the benefit of these groups, and of our monthly Diverse Business Huddle, may be even greater to The Alliance than it is to the participants. The Alliance has been able to expand its reach into more Valley communities, gain new insights, and bring literally hundreds of new people and businesses in contact with our programs and services.

Next month, The Alliance will be partnering with Black in the Valley, the Zawadi Cultural Collective, and our own long time Board Member Rev. Zedar Broadous of Chronicle Business Group on a number of Valley Juneteenth Celebrations, including a business roundtable set for Cal State Northridge on June 18th.

And expanding our reach includes recognition of the next generation. We are excited to present our annual Steve Allen Excellence in Education Awards on May 26th. It is an absolute honor to recognize and celebrate our schools, students, and educators who have achieved national recognition from the past year for their hard work and dedication.

Look for details on these events and more in our social media and on our amazing website www.thevalley.net.

A handwritten signature in dark ink, appearing to read "Fred Gaines", with a stylized flourish extending to the right.

Fred Gaines
Chair