

January 12, 2023
For Immediate Release
Contact: Drew Mercy
drew@avedgeca.org



**The Antelope Valley Economic Development and Growth Enterprise
2023 Spring Business Summit Set for February 24, 2023
*Acclaimed Businessman Steve Forbes to Headline Event***

The Antelope Valley Economic Development & Growth Enterprise (AV EDGE) will host their annual **2023 Spring Business Summit** presented by Antelope Valley Transit Authority (AVTA) on Friday, February 24th at the AV Fair & Event Center from 7:00 AM to 12:00 PM. This year's keynote speaker is business entrepreneur, award-winning author/journalist, and Chairman and Editor-In-Chief of Forbes Media - Steve Forbes.

One of Mr. Forbes's newest projects is the podcast *What's Ahead*, where he engages the world's top newsmakers, politicians, and pioneers in business and economics in honest conversations meant to challenge traditional conventions as well as feature Steve's signature views on the intersection of society, economics, and policy. Steve Forbes continues to lead the most successful business news magazine in America. Throughout his tenure, his keen ability to provide economic insights on the big issues of the day has been trusted by business leaders around the world.

Among Mr. Forbes's long list of accomplishments is his role in creating the highly acclaimed public television documentary, *In Money We Trust?*. Steve also writes editorials for each issue of Forbes under the heading "Fact and Comment." A widely respected economic prognosticator, he is the only writer to have won the highly prestigious Crystal Owl Award four times. The prize was formerly given by U.S. Steel Corporation to the financial journalist whose economic forecasts for the coming year proved most accurate.

During the **2023 Spring Business Summit**, Mr. Forbes will address the current economic situation and provide insights and strategic advice for business growth and success in today's challenging times. In addition to sharing his professional insights on the current economic outlook, Mr. Forbes will also discuss "Leadership Lessons from Ancient Leaders." Times and circumstances change, but principles and human nature do not. Based on his book, *Power Ambition Glory*, Steve Forbes provides six intriguing lessons from comparisons between great leaders of the ancient world and contemporary business leaders. What do Cyrus the Great, and Jack Welch have in common? What do great leaders know that allowed Serge Brin and Larry Page of Google to challenge and best two formidable competitors, Microsoft, and Yahoo? Julius Caesar was blinded to the dangers that eventually did him in, as surely as greed blinded Wall Street. In this illuminating and entertaining talk, Steve Forbes provides the lessons that will make or break businesses right now by exploring the remarkable similarities between those who directed the empires of the ancient world and many of today's corporate and political leadership.

- MORE -



Returning to the **2023 Spring Business Summit** with an encore presentation will be acclaimed economist and author Dr. Robert Eyer. Dr. Eyer is President of Economic Forensics and Analytics, specializing in public policy analysis for private business firms and governments. He is also Professor of Economics at Sonoma State University and has been a visiting scholar at both the University of Bologna and Stanford University.

Having earned a Ph. D. from the University of California, Davis and a B.A. in Economics at CSU, Chico, Dr. Eyer is a respected expert witness and forensic economist, who is often called upon by national media for his insights, financial forecasting expertise, and to provide economic impact analyses for both private firms and public entities to help guide public policy. Adding to an impressive list of accomplishments, Dr. Eyer has authored two books, including one on international economic sanctions. Dr. Eyer is a California native, whose family have been sheep and cattle ranchers in Marin and Sonoma counties since 1910, which distinctively qualifies him to address the unique financial challenges at state, regional and local levels.

This year's emcee will once again, be award-winning veteran television journalist and businessman Jeff Michael. After an accomplished career in broadcast journalism spanning three decades, Jeff recently has embarked on a new professional journey. From the time he became a pilot as a teenager, Jeff has loved aviation and aerospace. Now he is combining his communication skills with that love as a Communications Specialist with Virgin Galactic, the pioneering space company dedicated to opening space to as many people as possible.

"This year's **Spring Business Summit** will provide valuable insights, practical resources, and data on the current and future regional economic climate, and an in-depth analysis of current economic challenges and opportunities," explained AV EDGE Executive Director Drew Mercy; "Attendees will leave with real tools to help navigate current economic conditions and have a leg up towards success."

Additional topics will include a regional economic forecast specific to Kern and LA County, the City of Lancaster, the City of Palmdale, and a comprehensive real estate market overview.

Individual tickets start at \$100.00 for AV EDGE members and \$120.00 for non- members. Interested attendees of the **2023 Spring Business Summit** are encouraged to purchase tickets early as seating is limited. For event details including sponsorship opportunities, and detailed ticket information visit avedgeca.org.

Link to media kit – [click here](#).

- END -