

2023
Spring Business Summit
Friday
February 24th, 2023



Program

7:45 A.M.	Call to Order Invocation Presentation of Colors Pledge of Allegiance National Anthem	Jeff Michael , Master of Ceremonies Pastor Chris Johnson , Grace Chapel Lancaster High School AFJROTC Color Guard Ralph Velador , American Legion Freedom Riders Highland High School Choral Music Travel Ensemble
8:00 A.M.	President's Welcome Presenting Sponsor Welcome Roundtable Report/Labor Market Study Navigating Change Award Film Office Presentation Local Government Panel Los Angeles County Report Kern County Report Break	Kathy MacLaren , AV EDGE President Antelope Valley Transit Authority Drew Mercy , Executive Director Marvin Crist , Lancaster Vice Mayor David Halver , Palmdale Film Office Cities of Lancaster, and Palmdale, The Honorable Kathryn Barger , 5th Supervisorial District The Honorable Zack Scrivner 2nd Supervisorial District
9:00 A.M.	City of Lancaster City of Palmdale	City of Lancaster Andrea Alarcón , Mayor Pro Tem
10:00 A.M.	Air Force Flight Test Museum Foundation Residential Real Estate Report Commercial Real Estate Report Break	Art Thompson , President, AFFTMF Cheyenne Terracciano , RE/MAX ALL PRO Seffi Toneman , Coldwell Banker Commercial Valley Real Estate
11:00 A.M.	Economic Forecast Break	Dr. Robert Eyler , President, Economic Forensics and Analytics
12:00 P.M.	Keynote Address Adjournment	Steve Forbes , Chairman and Editor-in-Chief of Forbes Media Jeff Michael , Master of Ceremonies

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President's Message

Kathy Mac Laren **AV Edge President**

Welcome all to our second annual Spring Business Summit hosted by the Antelope Valley Economic Development & Growth Enterprise (AV EDGE). We are so excited to be able to bring you our keynote speaker, business entrepreneur, award winning author/journalist, and chairman and Editor-in-Chief of Forbes Media – Steve Forbes.



I know that I love to learn from keynote speakers at various events and I am confident that there will be something for everyone in today's presentation. We all are on different paths but there is always something that we can learn from other successful people.

This year the Business Summit will provide valuable insights, practical resources, and data on the current and future regional economic climate. I am very thankful for all our valued sponsors who help make this essential event happen. We find that our new partnerships with the cities of Lancaster and Palmdale is a game changer for economic development growth in our region.

I want to thank our Executive Director, Drew Mercy, and the AV Edge staff for their hard work and thank all of you for coming today. I hope you walk away with new insights that make you a better leader, business professional and/or individual. "The successful have proven that in order to reach greatness you need to keep on improving yourself. Skill up, investing in yourself is the greatest investment you can ever make." - Author Unknown

Executive Director's Message

Drew Mercy **Executive Director**

All of us at AV EDGE are excited to welcome everyone back for our 2023 Spring Business Summit. Our staff, Board of Directors, and members have diligently worked to bring the same level of quality information, while also creating new presentations and formats to ensure fresh and engaging content.



In the spirit of cooperation that is defining stronger relationships between our local governments, we are eagerly anticipating today's regional panel with representatives from the City of Lancaster, the City of Palmdale, Los Angeles County and Kern County to discuss collaborative efforts to increase prosperity.

Other exciting things to expect today, a report on the film industry in the Antelope Valley and its impacts and opportunities for future growth, a new economic analysis presented again by Dr. Robert Eyler and in-depth reports on upcoming projects in our cities and counties.

Of course, we couldn't provide any of this incredible summit without the support of our sponsors. We'd like to again thank the Antelope Valley Transit Authority for their Presenting Sponsorship along with each of our generous sponsors. You can find their names and logos at the back of this program and see their videos throughout the day.

Today also marks the release of our Economic Roundtable Report and Labor Market Study. The information contained demonstrates the opportunities that exist for employers and investors. AV EDGE staff is here to assist your efforts to grow and market the community. Please don't hesitate to call on us if we can partner or assist you and your organization.

Drew Mercy
Executive Director

Master of Ceremonies

Jeff Michael Master of Ceremonies

Jeff Michael is an award winning, veteran television journalist who has been reporting in Los Angeles for three decades.

Most recently Jeff co-anchored the CBS2 News at 5pm, 6pm & 11pm while also appearing on KCAL9 evening newscasts. Prior to that, for eighteen years, Jeff anchored and reported for KTTV, Fox11 News. He co-created and launched Fox11's 5pm news-interview show and was the Co-Anchor of the Fox11 10 O'clock News.



Now, after an accomplished career in journalism, Jeff has embarked on a new professional journey. From the time when 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.

Over his journalism career, Jeff has covered every major Southern California news event in the past thirty years including the arrest of Rodney King, the LA Riots, the arrest and trial of O.J. Simpson, the funerals of presidents Richard Nixon and Ronald Reagan and more wildfires than he cares to count.

Jeff has also reported on many national and international news events including both space shuttle Challenger and Columbia disasters, the Oklahoma City bombing, the Aurora Colorado theater mass shooting, the US arrest of Manuel Noriega in Panama, national political conventions, presidential elections and three of the country's last four major hurricanes. He is the recipient of a number of Emmy, Golden Mic and Associated Press awards.

Antelope Valley Regional Panel Moderator

Dennis Anderson

Antelope Valley Regional Panel Moderator

Dennis L. Anderson is a Licensed Clinical Social Worker at High Desert Medical Group in Lancaster, with emphasis on working with veterans and military families. He serves as Supervisor Kathryn Barger's appointee on the Los Angeles County Veterans Advisory Commission. Army service included Airborne parachutist qualification in U.S. Army Europe.

His military experience extended to covering the Iraq War as an embedded journalist. As chief Editor of the Antelope Valley Press, Mr. Anderson deployed with the first California National Guard unit sent to the Iraq War.

Mr. Anderson entered the mental health field after witnessing the psychological toll on troops he reported about. As Post 9/11 wars extended, he observed rising rates of military and veteran suicide and Post-Traumatic Stress Disorder.

As a clinical social worker, he assists veterans with mental health issues, obtaining earned VA benefits, housing and education. To honor the legacy of World War II Airborne troops at Normandy, France, in June 2022 Mr. Anderson made two military parachute jumps for the 78th Anniversary of D-Day. Mr. Anderson's father was a WWII veteran, Army Europe.



Kathryn Barger **5th Supervisorial District**

Supervisor Kathryn Barger proudly serves the residents of the 5th District — Los Angeles County's largest — spanning 2,785 square miles, including 20 cities and 83 unincorporated communities, in the Antelope, San Gabriel, San Fernando, Crescenta, and Santa Clarita Valleys.

Kathryn was born and raised in the 5th District and comes from a family with deep roots in public service. She is married to a retired sheriff's deputy and lives in the San Gabriel Valley.



Dedicated to providing effective, responsive representation to the residents of Los Angeles County, Kathryn began her career in public service as a college intern in the office of former Supervisor Antonovich and rose to become his chief deputy in 2001, where she served until her election to the Board of Supervisors in 2016. She both served as Chair of the Board and was reelected for her second term in 2020.

Building upon her work from her time as chief policy advisor on health, mental health, social services, and children's issues, Kathryn continues to advocate for services and programs to improve the quality of life for foster children, seniors, veterans, those with disabilities, and those with mental illness.

Kathryn is committed to keeping our neighborhoods and communities safe, working with federal leaders, law enforcement officials, and judicial officers to implement vital public safety initiatives.

She is an advocate for the environment and has spearheaded efforts to preserve open space and enhance parks, trails, and recreational programs and facilities, as well as libraries and after-school programs to serve local communities. She has hosted several trail rides and hikes to connect with the community throughout her district.

With a strong sense of fiscal responsibility, Kathryn is dedicated to providing vital county services while protecting financial resources as a responsible steward of taxpayer dollars.

Zack Scrivner **2nd Supervisorial District**

Zack Scrivner is Kern County's Second District Supervisor, proudly serving the communities of Bakersfield, Boron, Caliente, California City, Frazier Park, Maricopa, Mojave, Rosamond, Taft and Tehachapi.

Zack's priorities are private-sector job growth in the areas of energy, aerospace, manufacturing and logistics, as well as tough fiscal management of taxpayer dollars in county government.

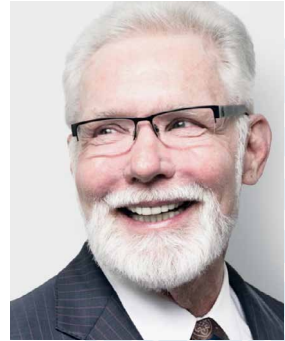
Zack and his wife, Christina, live in Tehachapi with their four children, Zachary, Robert, Jane and Jacqueline.



R. Rex Parris **Mayor,** **City of Lancaster**

R. Rex Parris | Mayor - City of Lancaster

R. Rex Parris was first elected as Mayor in 2008. Being a Lancaster native, he was determined to work hard to improve the lives of the members of this great community. He rolled up his sleeves and worked to transform the City of Lancaster into a premier destination for people to live meaningful and fulfilling lives.



Parris has also led the City into forward-thinking unique partnerships with innovative organizations from all over the world, including BYD who established the first North American electric bus manufacturing plant and battery storage facility. Parris' philosophy when it comes to international partnerships revolves around sharing goals to focus on the welfare of the world. Between the development of green energy projects and Parris' tenacity for serving his community with a "can do" attitude, he has garnered many municipal "firsts," including Lancaster becoming one of the world's first Zero-Net Energy Cities. In 2015, Parris established Lancaster Choice Energy, becoming the first city to allow residents and local businesses to choose renewable energy.

With his efforts to embrace hydrogen, he has earned the City of Lancaster the title of the "First Hydrogen City." His vision for hydrogen as a way to further decarbonize the city has led to Lancaster attracting innovative hydrogen projects from around the world including the launch of a Sister Cities Program focused on furthering hydrogen development with Namie, Japan.

Parris is also an accomplished lawyer and the chairman for CarthroniX, a biotech firm working to develop several drugs that treat degenerative diseases.

City of Lancaster Councilmembers



Marvin Crist
Vice Mayor



Ken Mann
Councilmember



Raj Malhi
Councilmember



Darrell Dorris
Councilmember

Laura Bettencourt **Mayor,** **City of Palmdale**

Laura Bettencourt was elected to her first term for City Council on May 19, 2009 and re-elected on November 3, 2009, November 8, 2016 and again on November 6, 2018. She was named Mayor Pro Tem on December 22, 2020. On December 21, 2022, Bettencourt was designated to serve as Palmdale's Mayor.



Bettencourt works as a crime and intelligence analyst for the Los Angeles County Sheriff's Department and has done so for over 20 years. She previously worked for Northrop Grumman at Site 4 on the B2 Bomber project. Bettencourt has also worked as an adjunct instructor for over 20 years at Antelope Valley College teaching courses in criminal justice.

Bettencourt holds an associate degree from Antelope Valley College, a bachelor's degree in social ecology, specializing in criminology, law and society, from the University of California, Irvine, and a master's degree in criminal justice from California State University, San Bernardino. While attending UC Irvine, she worked at the Irvine Police Department.

City of Palmdale Councilmembers



Andrea Alarcón
Mayor Pro Tem



Austin Bishop
Councilmember



Eric Ohlsen
Councilmember



Richard J. Loa
Councilmember

Marvin Crist **Vice Mayor**

Marvin “Marv” Crist is a lifelong resident of the Antelope Valley. His extraordinary leadership and passion for the Antelope Valley Region has been instrumental in the growth, development and safety of the local community. Marv’s passion and dedication to this community is unparalleled. Under his leadership as an elected official, community non-profit leader, neighbor and family man, Marvin is an individual who has always challenged the status quo. For nearly five decades, he has been responsible for developing positive growth of this community. His passion and commitment to building collaborative and diverse workforce teams throughout the region, coupled with his creative and strategic ability to build innovative partnerships, sponsorships and new revenue streams for nonprofits, the City of Lancaster and countless local organizations has enriched the lives of residents and businesses throughout the Antelope Valley.



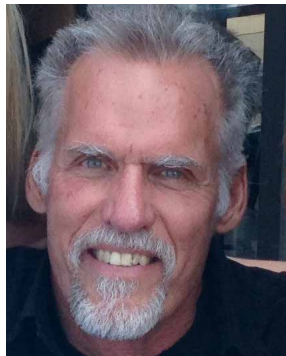
Marvin’s artful ability to build genuine, sustainable and authentic relationships within and outside the community continues to create countless opportunities for local business, residents, and non-profit organizations. Over the course of the last 5 decades, Marvin’s unbridled commitment to the community, the various team members he works with, and the Antelope Valley residents at large, continues to make a significant positive impact. In addition to daily responsibilities as a local businessman Marvin serves as Vice Mayor of the City of Lancaster. Marvin was first elected to the Lancaster City Council in April 2010, and appointed Vice Mayor on December 11, 2012. Crist was born and raised in the Antelope Valley and studied Business at Antelope Valley College. A former firefighter, who now owns his own insurance brokerage and participates in a wide variety of local organizations. Crist serves as the President of the Antelope Valley Sheriff Boosters; Director of Kids’ Charities of the Antelope Valley; Co-Chairman of the Fallen Heroes Ride; Co-Chairman of the Animal House Kiwanis Junior Livestock Auction; Co-Chairman of the Hank Hunter “After the Fair” Barbeque; and Co-Chairman of 21st Century for Kids. He is also a member of the Antelope Valley College Golf Tournament Committee and Lancaster West Rotary. In 2005, he was named Volunteer of the Year for Desert Christian Schools. In 2007, he was named Lancaster Sheriff’s Booster of the Year. In addition to his many philanthropic endeavors, Marv leads many local governing boards; as Chairman of the Antelope Valley Transit Authority; Chairman of the Antelope Valley Air Quality Management District; and Vice Chairman of the Antelope Valley Fair’s Joint Powers Authority Board of Directors. Marv resides in Lancaster with his wife Cindy and has one adult son, Ryan.

Art Thompson

Executive Board Chairman

CEO Sage Cheshire, Inc.

Red Bull Stratos Technical Project Director Art Thompson has over 44 years of experience in aerospace conceptual design and fabrication, managing engineers and fabricators to produce major milestones in aerospace history including projects such as the B2 Stealth Bomber. Art as technical project director for Red Bull Stratos conceptualized the process for assembling the mission's extraordinary team and drove all aspects of technical development of the project such as the capsule design and fabrication, flight test and life support systems, space suit modification, safety systems, altitude chamber tests, mission profiles and flight operations. Red Bull Stratos was a flight-test program designed to develop high altitude egress and safety systems in the event of a flat spin, DCS, embolism or conditions from a rapid decompression in a near space environment. The program set a record for free fall from 128K feet at MACH 1.25 (843.6 mph). The technical outcome provided benefits in life support, egress and survival from high altitude and near space environments.



Art co-founded Sage Cheshire Aerospace, Inc., and is also president of A2ZFX Inc., providing concept, design, fabrication and solutions to just about any project for clients from housing, energy, water, automotive concept design, aerospace manufacturing and product development, prototype medical devices, movie vehicles and props. His company, Sage Cheshire Aerospace, and A2ZFX are located in Lancaster, CA.

Art is a member of the Aerospace Medical Association (AsMA), American Institute of Aeronautics and Astronautics (AIAA), National Aeronautical Association (NAA), Society of Experimental Test Pilots (SETP, corporate member), and the Chairman of the Board of the Air Force Flight Test Historical Foundation and Flight Test Museum Foundation at Edwards AFB. He is International Association for the Advancement of Space Safety (IAASS) Space Safety 2013 Jerome Lederer Pioneer Award recipient; 2012 Collier Trophy nominee; 2012 Laurette Award nominee; 2013 Excellence in Aviation Award recipient from the Flight Test Historical Foundation; Hall of Fame 2013 Inductee, San Diego Air and Space Museum; Honorary U.S. Army Golden Knight; recognized by the New Mexico and California Senates for contributions in aerospace and human physiology egress from high altitude; Royal Aeronautical Society 2018 Specialist award recipient for advancements in the aerospace industry.

Commercial Real Estate Report

Seffi Toneman

Coldwell Banker Commercial Valley Real Estate

Born and raised in the Antelope Valley, Seffi Toneman has a deep love for this community where she and her husband are now raising a family of their own. After completing her MBA, Seffi worked in commercial loan underwriting and real estate finance. With that foundation, Seffi went on to join Coldwell Banker Commercial Valley Realty 10 years ago with the sole focus of guiding businesses and investors in their commercial real estate goals. By combining her local knowledge of the Antelope Valley with the unmatched market expertise harnessed by Coldwell Banker Commercial, Seffi has dedicated herself to creating impactful, lasting commercial real estate opportunities in our community.



Cheyenne Terracciano **RE/MAX ALL Pro**

Cheyenne Terracciano became Broker/Owner, along with her husband Keny Terracciano, by acquiring their first RE/MAX office in 2009 in Lancaster, California. Over the last decade, they expanded to own 9 RE/MAX office locations with over 400 agents in Southern California. Leading the companies to have total closed sales of 5,000,000,000 in Volume and 14,000 in Transaction sides.



Their incredible growth as a brokerage earned them the coveted title of a "Catalyst Broker" and was recognized by RE/MAX International as a "Power Broker." They are consistently ranked by RealTrends as a TOP Brokerage in the United States every year, and in 2019 they placed 91st out of over 8500 RE/MAX brokerages nationwide.

Cheyenne is the Owner and Vice President of EscrowOne, Inc. a DFPI escrow Company in Southern California, she is the former President and Co-owner of RentSource a property management firm.

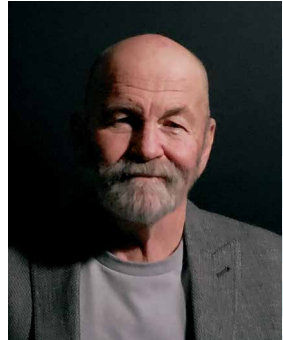
After all the growth and success in the real estate brokerage business, they restructured - selling 6 of their offices, allowing Cheyanne to spend her time focused on real estate coaching, consulting for brokerages, and public speaking.

Palmdale Film Office

David Halver **City of Palmdale Film Liaison**

After several years of working for the Atlantic Richfield Company's Public Relations Department as a staff photographer, in 1980 David made a life-changing career transition by diving into the Film Industry and began working as an Art Director.

Over the following 40 plus years, he has worked for 20th Century Fox, Warner Bros., Paramount, Universal, Sony, Netflix, HBO, Amazon Prime and numerous Indie production companies on dozens of feature films and TV shows as well as several hundred TV commercials, wearing a wide variety of hats: ranging from Art Director and Location Scout to Stage Manager and Production Consultant.



Though still active in live action film and TV productions, he is also a consultant to the City of Palmdale, working as their Liaison to the Film Industry by providing a concierge service to film productions that come up to the Antelope Valley area.

Dr. Robert Eyler
Professor of Economics,
Sonoma State University

Dr. Robert Eyler is President of Economic Forensics and Analytics, specializing in public policy analysis for firms and governments.

He is also Professor of Economics at Sonoma State University. He earned a Ph.D. from the University of California, Davis and a B.A. in Economics at CSU, Chico.

He is the author of two books, including one on international economic sanctions. He is often called up by the media for his expertise, provides economic impact analyses for both private firms and public entities to help guide public policy, and acts as an expert witness and forensic economist.

Robert has been a visiting scholar at both the University of Bologna and Stanford University. Robert's family have been sheep and cattle ranchers in Marin and Sonoma counties since 1910.



Keynote Speaker

Steve Forbes **Chairman and Editor-in-Chief** **of Forbes Media**

Steve Forbes is Chairman and Editor-in-Chief of Forbes Media. Steve's newest project 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 featuring Steve's signature views on the intersection of society, economics and policy.



Steve helped create the recently released and highly acclaimed public television documentary, *In Money We Trust?*, which was produced under the auspices of Maryland Public television. The film was inspired by the book he co-authored, *Money: How the Destruction of the Dollar Threatens the Global Economy - and What We Can Do About It*. **Steve's latest book is *Reviving America: How Repealing Obamacare, Replacing the Tax Code and Reforming The Fed will Restore Hope and Prosperity* co-authored by Elizabeth Ames (McGraw-Hill Professional).**

Steve writes editorials for each issue of Forbes under the heading of "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.

In both 1996 and 2000, Steve campaigned vigorously for the Republican nomination for the Presidency. Key to his platform were a flat tax, medical savings accounts, a new Social Security system for working Americans, parental choice of schools for their children, term limits and a strong national defense. Steve continues to energetically promote this agenda.

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