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For Immediate Release

Contact: Drew Mercy drew@avedgeca.org

**The Antelope Valley Economic Development and Growth Enterprise (AV EDGE)
Announces 2024 Navigating Change Recipient**

The ***Navigating Change Award*** is a leadership award presented by the **Antelope Valley Economic Development & Growth Enterprise (AV EDGE)**. This year's recipient will be celebrated during the **Spring Business Summit**, which will take place on Friday, April 5, 2024, at the AV Fair & Event Center. This prestigious award honors individuals who have demonstrated exemplary leadership through their community service, significantly improving the quality of life for individuals and/or significantly helping organizations or local governments while meeting the changing circumstances and challenges in the Antelope Valley region.

This year, a record number of qualified nominations were submitted, including;

- Arthur Calloway - Redtails Logistics Company CEO
- Kevin Harbour - BizFed Institute's President
- Brenda Hernandez - Pretty Little Poppies Marketplace Owner
- Charles Hughes - AVHSD Board of Trustees President / Crazy Otto's Owner
- Kathy MacLaren-Gomez - IBEW-NECA / Palmdale Water District Board Director
- Betsy McKinstry - AVHSD Director of CTE, College & Career
- Dave Owens - Farmers Insurance Agent /AV Restaurant Support Page Creator
- Regina Rossall - Westside Union School District Superintendent
- Dr. Khodam Rostomian - Kaiser Permanente Area Medical Director
- Chris Spicher - AV Florist Owner

AV EDGE Board of Director President Marvin Tompkins commented, "This year's record number of impressive and inspiring nominations made the selection process extremely challenging. On behalf of the **AV EDGE** Board of Directors, we congratulate all the nominees. Each and every one of these individuals plays a significant leadership role in our communities, contributing to the quality of life throughout our region."

The **AV EDGE** Board members, committee, and staff are honored to announce that the 2024 ***Navigating Change Award*** recipient is **Regina Rossall**, Westside Union School District Superintendent. Regina Rossall, a lifelong educator for fifty-four years, has held many different leadership roles, including teacher, principal, counselor, and assistant superintendent. Rossall is the President of the Urban Superintendents Association of America, a national organization of superintendents. Among her other achievements, she has been a president of the Westside Union School District and past president and current board member of the Antelope Valley Charter of Association of California School Administrators.

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Her various positions in our community underscore Rossall's exceptional leadership and passion for the Antelope Valley region. She has served as Chairwoman of the Lancaster Chamber of Commerce and is a 19-year member of Lancaster West Rotary, where she has served in many roles, including President; she is also a member of the Alpha Charter Guild to the Antelope Valley Hospital, where she was also twice elected president and also was placed twice in charge of the debutantes. Rossall has also been the chairwoman of the Antelope Valley United Way, a board member of that same organization, and a board member of the United Way of Greater Los Angeles. Currently, Rossall is a board member of the Antelope Valley Chamber of Commerce and a member of AV EDGE.

AV EDGE Executive Director Drew Mercy says, "Navigating Change Honorees are innovative individuals who challenge the status quo with determination and creativity, overcoming obstacles. These exceptional leaders are dedicated to improving our communities through collaboration and effective strategies. Regina exemplifies the type of community leadership that contributes to making the Antelope Valley Region an extraordinary place for business, education, and lifestyle. It is an honor to recognize Regina Rossall. "

Past ***Navigating Change Award*** honorees include Marvin Crist, Vice Mayor of the City of Lancaster, whose passion and commitment to building collaborative and diverse workforce teams, coupled with his creative and strategic ability to build innovative partnerships, sponsorships, and new revenue streams for non-profit organizations, the City of Lancaster and countless local organizations has enriched the lives of residents and businesses throughout the Antelope Valley, Dante Simi, founder and past CEO of Learn 4 Life, for innovation and passion for alternative education; Ed Knudsen, with Antelope Valley College, recognized for overseeing significant campus growth and meeting the needs of students' technical needs and during the pandemic; Diane Walker, for her work with Antelope Valley Joint Union High School District for her innovative strategies in building collaboration to increase Talent to Workforce success to prepare local students for high-quality jobs in the Antelope Valley; Pauline East for her work in increasing and capitalizing on the Antelope Valley's filming potential; and Scott Ehrlich for his success in rejuvenating downtown Lancaster into "The BLVD."

In addition to honoring Ms. Rossall as the 2024 Navigating Change recipient, 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. The event's keynote [speaker](#) is acclaimed NASA Astronaut and bestselling author Mike Massimino.

Acclaimed economist Dr. Mark Schniepp, Director of the California Economic Forecast in Santa Barbara, CA, will present the comprehensive regional economic forecast and commentary. Additional leadership presentations will include speakers from the City of Lancaster, the City of Palmdale, Los Angeles County, and Kern County, as well as critical highlights and comprehensive real estate market overviews.

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Individual event tickets start at \$ 125.00 for AV EDGE members and \$150.00.00 for non-members. Interested 2024 Spring Business Summit attendees are encouraged to purchase tickets early, as seating is limited. For event details, including sponsorship opportunities and detailed ticket information, visit avedgeca.org.

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The AV EDGE exists to ensure thoughtful, diverse economic growth and development of the entire Antelope Valley Region. Through partnerships, legislative advocacy, and education, we work to inspire all businesses and industries to engage, leverage, and cultivate the countless opportunities the Antelope Valley Region offers businesses locally, regionally, and globally.

The AV EDGE attracts, retains, and fosters diverse business growth, cultivates regional and local partnerships, engages in workforce development and education initiatives, and creates sustainable quality infrastructures while championing diversity, inclusion, and a robust legislative voice that significantly contributes to the success and prosperity of the greater Antelope Valley.