



60 years as the voice of business

VCEDA's Mission Statement: To advocate for policies, legislation and programs that stimulate business and a vital economy as the foundation for a vibrant quality of life in Ventura County.

VCEDA is a 60-year-old organization dedicated to a vital economy and is a recognized regional voice on issues affecting businesses in California and Ventura County. Membership in VCEDA helps leverage the power of a unified regional group focused on stimulating the economy through positive working relationships with key national, state and local public, private and nonprofit leaders.

VCEDA has been the catalyst for a number of organizations addressing some of our most pressing issues: Housing Opportunities Made Easier (HOME), the Ventura County Regional Energy Alliance (VCREA) and the Ventura County Civic Alliance (VCCA). VCEDA has provided leadership in the last two rounds of Base Realignment and Closure (BRAC).

Economic Policy Leadership Committee (EPLC)

This committee reviews policies and legislation impacting VCEDA members and Ventura County businesses and makes recommendations for all VCEDA positions and advocacy plans to the Board of Directors. Upon Board approval, VCEDA communicates its' positions to members and the public. All VCEDA members are encouraged to participate in this monthly committee by attending or bringing issues affecting their business forward for consideration.

Representing VCEDA members on a number of important state and local organizations

- ❖ Governor's Office of Small Business Advocate – Advisory Council and Disaster Preparedness Committee
- ❖ The Governor's Emergency Planning Advisory Workgroup
- ❖ The Emergency Planning Council, Ventura County
- ❖ P-16 Council
- ❖ The Regional Defense Partnership for the 21st Century (RDP-21)
- ❖ First 5 Commission
- ❖ Ventura County Community Commission
- ❖ The Business and Technology Partnership at CSUSI
- ❖ WorkLife Alliance
- ❖ Ventura County Civic Alliance
- ❖ Economic Development Collaborative of Ventura County (EDC-VC)

Working with coalitions that strengthen the voice of business

- ❖ The Regional Legislative Alliance (RLA)
- ❖ The California Industry and Trade Council (CITC)
- ❖ The California Manufacturers and Technology Association (CMTA)
- ❖ The Ventura County Agricultural Water Quality Coalition (VCAWQC)

Taking the lead to stimulate regional business and the economy

- ❖ TRIAD – working with business, the military and local government to stimulate business opportunities and the economic viability of Naval Base Ventura County in the areas of workforce development, technology innovation and transfer and homeland security/disaster preparedness.
- ❖ Clean Energy Coalition – to be the business voice in creating a more sustainable Ventura County and business opportunities in the "green economy".

Positive working relationships on both sides of the aisle that make a difference

- ❖ Senators Feinstein and Boxer
- ❖ Representatives Gallegly and Capps
- ❖ State Senators Tony Strickland and Fran Pavley
- ❖ State Assemblymembers Audra Strickland, Pedro Nava, Julia Brownley and Cameron Smythe
- ❖ County Supervisors Peter Foy, Kathy Long, Steve Bennett, Linda Parks and John Zaragosa
- ❖ Numerous City Council members and city managers from all communities in Ventura County

V E N T U R A C O U N T Y E C O N O M I C D E V E L O P M E N T A S S O C I A T I O N

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