

# Fact Sheet:

## Los Angeles County Technology Week 2011

**WHAT:** Los Angeles County Technology Week (Tech Week) is the premier celebration of and showcase for technology innovation and leadership in LA County. Tech Week was initiated to acknowledge the county's private-sector partners--successful technology companies, ventures and start-ups, as well as area colleges and universities--for their significant contributions to the technology sector. Through improved productivity and economic development, technology is building a new economy in Los Angeles county.

This is the ninth annual Tech Week and this year's theme is "Innovation for Success."

**WHO:** Directors for Tech Week 2011 are:

**Dr. Mark Lieberman, Co-Chair**, Community Development Commission and Manager, Regional Economic Development for the Community Development Commission of Los Angeles County. Dr. Lieberman is also a founder of Tech Week. (626-296-6300; [Mark.Lieberman@lacdc.org](mailto:Mark.Lieberman@lacdc.org))

**Jim Schaefer, Co-Chair**, Managing Partner, Mark Schaefer Associates, LLP.

**WHEN:** Wednesday, January 19, 2011 from 11:00 am to 1:00 pm.  
Thursday, January 20, 2011 from 7:30 am to 5:30 pm.

**WHERE:** The Business Technology Center ("BTC") of Los Angeles County, 2400 North Lincoln Avenue, Altadena, CA 91001; Telephone: 626- 296-6300.

**About the BTC:** The Business Technology Center, a project of the Community Development Commission of Los Angeles County ([www.lacdc.org](http://www.lacdc.org)), was founded in 1998 and remains the largest technology incubator in California. The BTC helps to develop high technology firms by providing office space, business management assistance, technical assistance, and the coordination of available financial resources. The BTC focuses on companies transferring and commercializing technologies from Federal Laboratories and Universities. More info at <http://www3.lacdc.org/CDCWebsite/LABTC/home.aspx>

**TICKETS:** Both events are open to the public, but tickets are required. **For Wednesday's luncheon and panel**, tickets may be obtained at the door, beginning at 11:00 am. at a cost of \$25, payable in cash or checks; credit cards will not be accepted.

**For Thursday's panels and luncheon**, tickets may be purchased in advance at <http://lacountytechweek.eventbrite.com> or at the door. Prices are \$85 for general admission and \$30 for students.

**MEDIA CONTACTS:**

Rebecca Mikkelsen, 626-660-5231 or [rebeccam@usa.net](mailto:rebeccam@usa.net) or Dr. Mark Lieberman, 626-296-6300, [Mark.Lieberman@iacdc.org](mailto:Mark.Lieberman@iacdc.org))