

Press release for immediate release to announce program content and participants in the 9th annual Los Angeles County Technology Week

ALTADENA, CA—(January 11, 2010) Los Angeles County Technology Week, an unparalleled opportunity for Angelinos to celebrate technological enterprise and leadership, will span two days and explore innovation for success. Five dynamic panel discussions will revolve around: social media marketing, tablets and smart phone apps, technology transfer and licensing, trends in funding technology companies, and the secrets of success for startup companies.

"Diverse technology businesses are being pioneered right here in Los Angeles County," said Dr. Mark Lieberman, co-founder of Tech Week. "The Los Angeles technology sector is unarguably one of the strongest technology economies in the world and our 9th annual Tech Week reflects that vitality."

The 9th Annual Los Angeles County Technology Week will be held in Altadena at the Business Technology Center, a project of the Community Development Commission, and will take place from **January 19-20, 2011**. The week serves to connect leaders and innovators in technology and business to showcase Los Angeles' cutting-edge approaches to enterprise.

As participants in LA Tech Week, Chris Hewish of DreamWorks Animation and a veteran of the gaming industry, will moderate a panel on how to use tablets and apps in business today. Jim McCarthy, CEO of the rapidly expanding discount ticket site, Goldstar, will provide his insights on how to succeed as a technology startup.

More in-depth panel information includes:

Panel Discussion: "University Tech Transfer and Licensing"

Many new technologies come from our top tier universities and federal research labs. Learn what is involved in negotiating a license and why the process is iterative and sometimes complex. The Pasadena Bar Association will also offer continuing education credits for attendance of this exciting panel and a must attend event for technology entrepreneurs.

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Panel Discussion: “The Impact of Portable Tablets and Apps on Business”

The portable tablet and apps business is exploding, with massive growth expected over the next few years. We have gathered a panel of individuals to discuss the pros and cons of how this massively popular technology is affecting a variety of businesses.

Panel Discussion: “Social Media Marketing: How to Take Advantage of New Media to Promote your Business”

Ralph Waldo Emerson was attributed with the statement that if you invent a better mousetrap, the world will beat a path to your door. That only holds true if they have a mouse problem and the market can locate your door.

Panel Discussion: “Success in Tech Trade: BTC Graduates Discuss”

Los Angeles County Business Technology Center graduates discuss success, growth and survival (or not). Here three of the BTC’s most illustrious graduates discuss their tips for high growth in both good and difficult economic times. Find out the real secrets to success from the entrepreneurs that created value in turbulent times.

This event is presented by the Los Angeles County Board of Supervisors [Michael D. Antonovich, 5th District](#), Community Development Commission of Los Angeles County, and MSA Management Group.

For registration information visit <http://lacountytechweek.eventbrite.com> or call the Los Angeles County Business Technology Center at (626) 296-6300.

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Questions?

Call Alex Guerrero 626-791-7954 x 10

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About Los Angeles County Tech Week

L.A. County Technology Week showcases the innovations of high-tech companies, connects technology leaders and entrepreneurs with strategic resources, awards Technology Leadership Prizes, offers outstanding networking and business development opportunities, and conducts expert programs for all participants in technology ventures, from scrappy entrepreneurs to savvy CEOs. Los Angeles County Technology Week is designed to inform the public about the state of the technology landscape in Los Angeles County.

About Los Angeles County Business Technology Center

The Business Technology Center of Los Angeles County is the largest technology incubator in California. It is a project of the Community Development Commission of Los Angeles County (www.lacdc.org).

The Business Technology Center is an innovative organization with a mission of assisting start-up and early stage technology firms to grow and prosper. Opened in October 1998, the BTC is a 40,000 square foot secure facility with a state-of-the-art communication infrastructure, offering key business support services to emerging technology organizations, including access to capital, business consulting, and mentoring from an Advisory Committee and Mentoring Committee with a wide range of skills, experience and contacts in Southern California.

Located two miles from Jet Propulsion Laboratory in Pasadena and four miles from the California Institute of Technology, the BTC currently houses over 20 high technology companies with specialties ranging from software development to commercializing Federal laboratory technology. BTC firms have raised over \$160 million from angel and venture capital investors.