

MTA Co-Hosting 2002 Greater Los Angeles Vendor Fair, April 24

By GARY WOSK

(April 2, 2002) "The Spirit of Optimism" is the theme of the ninth annual Greater Los Angeles Vendor Fair scheduled Wednesday, April 24, from 7:30 a.m. to 4 p.m. at the Westin Bonaventure Hotel.

This year's fair will be hosted by the MTA, the County and City of Los Angeles, Los Angeles Unified School District and the Metropolitan Water District.

More than 100 exhibitors will offer a variety of products and services. The sponsors are encouraging owners and employees of women- and minority-owned businesses and other small businesses to attend this year's Vendor Fair.

"The fair is a great opportunity to learn firsthand from procurement officers the ins-and-outs of the bid requirements for the various (sponsoring) organizations and who's who," said MTA Board Chairman John Fasana.

Informative and interactive workshops are scheduled. They will cover such topics as building a website for maximum exposure, tax tips for small businesses, marketing on a shoestring budget, using the Internet for finding more business, and raising a company's financial IQ. There also will be all-day seminars hosted by the event's sponsors.

Fair highlights include:

- Victoria Lowe, CEO of Alert Staffing, named Number One woman-owned business by the Los Angeles Business Journal, will be keynote speaker at a luncheon emceed by KFWB anchor Tracie Savage.
- Opportunity to meet with procurement officers from host agencies with annual budgets exceeding a total of \$8 billion.
- Opportunity to build lasting business relationships and network.

The \$45 registration fee includes admission to the fair, continental breakfast, lunch, vendor fair program and buyers guide.

The MTA has posted the Vendor Fair brochure on www.mta.net website.

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