

2002 Greater Los Angeles Vendor Fair Breaks Several Records

By DAVE HERSHENSON

(July 2, 2002) The ninth annual Greater Los Angeles Vendor Fair, held for the first time at the Westin Bonaventure Hotel, was the most successful LA Vendor Fair ever.

Themed "The Spirit of Optimism," the event was co-hosted by the MTA, County of Los Angeles, City of Los Angeles, Metropolitan Water District, and the Los Angeles Unified School District.

The Greater LA Vendor Fair provides a unique opportunity for small, medium and large companies to learn how to do business with the MTA and its co-host agencies, as well as with the cities, agencies and firms represented at the event.

EDITOR'S NOTE: The annual Greater Los Angeles Vendor Fair, co-hosted by the MTA on April 25, is one of the largest business outreach events in the United States. This report, by Dave Hershenson, also appears in the July issue of the MTA's Metro Business Outlook.



LA County Supervisor Yvonne Burke, joined by members of the Vendor Fair committee, cuts the ribbon to open the ninth annual event. MTA members of the committee were Dave Hershenson and Pat Lane-Goodson. Below, CEO Roger Snoble welcomes participants to the Vendor Fair on behalf of the MTA, an event co-sponsor.



This year's Vendor Fair featured an exhibit floor with 172 exhibitors and a workshop area that hosted close to 20 different business seminars, a record number of workshops.

Workshop topics included "Building a Website and Using the Internet to Increase Business," "Marketing on a Shoestring Budget," "Raising Your Company's Financial IQ," and various "how to do business with" workshops presented by the host agencies.

Supervisor Yvonne Burke presided over the ribbon-cutting ceremony.

The Vendor Fair Luncheon, attended by a record number of almost 1,200 participants, was highlighted by a keynote address by Victoria Lowe, CEO of Alert Staffing. Other speakers included executives from the host agencies and MTA CEO Roger Snoble. KFWB news anchor Tracie Savage was MC of the luncheon.

Plans are already underway for the 2003 Greater Los Angeles Fair.

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