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Accepting the VICA Excellence in Business Advocacy Award are, from left, Deputy CEO John Catoe, Board Chairman Zev Yaroslavsky, San Fernando Valley General Manager David Armijo and CEO Roger Snoble.



PHOTO: MARTA MACK

Valley Business Group Honors Metro with Major Award

(June 25, 2004) An influential business organization in the San Fernando Valley has honored Metro with its 2004 annual Excellence in Business Advocacy Award.

The Valley Industry and Commerce Association (VICA) presented the award earlier this month to Board Chairman Zev Yaroslavsky and CEO Roger Snoble during a ceremony at the Sheraton Universal in Universal City.

"VICA is recognized as one of the most prominent business organizations in the Valley," said Yaroslavsky, "and it is an honor to be recognized by this group and its members."

Other VICA 2004 award winners included Wells Fargo, Precision Dynamics Corp., Win-Win Workplace Solutions and ONEgeneration, a Van Nuys child and senior care center.

Comparing the VICA awards to the Academy Awards, event co-chairman Larry Venema said, "Just being nominated for an Oscar is one of the greatest things for an actor, so this should be for business, as well."

Metro participation honored

The Excellence in Business Advocacy award, which was presented only two years after the opening of the San Fernando Valley Service Sector office, honors Metro's responsiveness to the business community, interaction with VICA members and participation in the organization's activities.

"Metro is proud of the partnership we have formed with VICA and is pleased to be recognized as outstanding 'new VICA company,'" said Snoble. "We look forward to many years of continued collaboration to improve mobility in the San Fernando Valley."



The VICA "Excellence in Business" award is inscribed with "Outstanding New VICA Company: Los Angeles Metropolitan Transportation Agency."

Since being invited to join VICA in February 2003, Metro and Mobility 21 participants have teamed up with VICA for a trip to Washington, D.C., to seek transportation funding for the region.

In May, VICA sponsored a Mobility 21 Coalition meeting attended by more than 110 business and community leaders. VICA also has supported the Metro Orange Line project and has other interests in common with Metro.

"It is with great pride in our achievements as an integral part of the Valley community that I thank VICA and its members for this prestigious award," said San Fernando Valley General Manager David Armijo.

The Walt Disney Company sponsored the VICA award. Metro also has received certificates of recognition from the California Assembly and from the State Senate.