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FOR IMMEDIATE RELEASE

Learn how to do business with MTA, other public agencies
MTA CO-HOSTING PREMIER SOUTHERN CAL BUSINESS OUTREACH EXPO

"The Spirit of Optimism" is the theme of this year's ninth annual Greater Los Angeles Vendor Fair, hosted by MTA, the County and City of Los Angeles, Los Angeles Unified School District and the Metropolitan Water District. The fair will be held Wednesday, April 24, 7:30 a.m. to 4 p.m. at the Westin Bonaventure Hotel.

Women and minority-owned businesses, as well as small businesses, are, especially, encouraged to attend the fair where important contacts can be made.

"Regardless of whether you're a veteran entrepreneur or a neophyte, the fair is a great opportunity to learn firsthand from procurement officers the ins-and-outs of the bid requirements for various organizations and who's who," said MTA Board Chairman John Fasana. "Like it or not, there's a certain amount of red tape involved when dealing with the government. Becoming familiar with these possible hurdles, well in advance of actually bidding for work, is an advantage."

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

- More than 100 exhibitors offering a variety of products and services.
- **Victoria Lowe, CEO of Alert Staffing**, named #1 woman-owned business by the Los Angeles Business Journal, will be keynote speaker at 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.

MORE...

Page 2 of 2 Vendor Fair

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

To view the Vendor Fair brochure online, visit the MTA's website at www.mta.net and click on the scrolling home page Vendor Fair headline. For additional information about the fair, including registration fees, call 1-800-267-0106. The Westin Bonaventure Hotel is located at 404 South Figueroa St., in downtown Los Angeles.

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