

Rose named LAEDC regional manager

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By TINA FORDE
Valley Press Business Editor

LOS ANGELES -The Board of Directors of the Los Angeles County Economic Development Corporation, or LAEDC, on Wednesday announced the appointment of Palmdale resident Cheryl Rose to the new position of regional manager for the Antelope Valley.

Rose, who retired in October from 17 years in public works and economic development/redevelopment with Lancaster, received a call from her friend Carrie Rogers, who worked in the same capacity for Palmdale and is now vice president of business assistance and development at the development corporation.

Funding had just come through to create the Antelope Valley regional manager job.

"You've been retired long enough," Rogers said, and Rose, 56, went back to work.

Rose started two weeks ago, working at the office of the Greater Antelope Valley Economic Alliance, 42060 10th St. West, Lancaster. The organizations share the same goals and will work hand in hand, she said.

Rose said her job "is to focus on jobs, jobs and jobs, and to assist businesses, new and existing."

The development corporation, she said, provides resources which facilitate working with local developers and site selectors. In her capacity as regional manager for the development corporation, "I will work with the cities and GAVEA as an extension of their economic development teams."

She already has met with representatives of the cities, the Antelope Valley Board of Trade and area Realtors "to get the word out that services are available."

Part of her mission, because the development corporation reports to the Los Angeles County Supervisors, is to "tout the area to the supervisor's office" and make sure they know what is going on out here.

It adds up to a big task, and Rose is not wasting any time.

"I hit the ground running," Rose said.

A 30-year resident of the Antelope Valley, Rose is married to Dan Rose, a systems programmer for Northrop Grumman. They have two sons - Jason, 33, of Pasadena, and Aaron, 27, of Lancaster.

She holds a master's degree in public administration and a bachelor's in organizational systems management from California State University, Northridge, and has been employed in the private and public sectors. Rose worked in the aerospace field prior to joining the city.

She brings to the development corporation a vast briefcase of tools: knowledge of business attraction, retention and expansion, state tax incentives, federal grant programs, business assistance, contract management, legislative analysis, fiscal management, staff development and marketing.

Rose also designed work force development programs for the WorkSource California Antelope Valley One-Stop Career Center. She has taught business classes at Antelope Valley College for 10 years as an adjunct professor.

Rose can be contacted at GAVEA, at (661) 945-2741.

The development corporation also has named transportation and logistics consultant Al Shepetuk as the first staff member and given him the new position of president of the California Transportation and Logistics Institute.

The development corporation's CEO Bill Allen said, "With our local ports handling more than 40% of all the waterborne cargo coming into this country, our transportation and logistics systems must be ready to meet the rapidly rising demands of America's international trade activity. Al's entrepreneurial background and expertise in meeting the economic challenges we face today in this sector will help create growth solutions and the skilled work force we will need to remain globally competitive."

tforde@avpress.com