

PRESS RELEASE

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VSEDC Announces Appointment of New Executive Director



Joseph "Joe" T. Rouzan, III Named Executive Director of Vermont Slauson Economic Development Corporation (VSEDC)

November 21, 2016 (Los Angeles, CA) – The Board of Directors of the Vermont Slauson Economic Development Corporation (VSEDC) – a leader in local development and provider of Economic, Community and small business development – is pleased to announce the selection of Joseph "Joe" T. Rouzan III as the new Executive Director.

Mr. Rouzan assumes the leadership of VSEDC left vacant by the loss of the founder and Executive Director Marva Smith Battle-Bey in April of this year. *"After a thorough and deliberate selection process, the Board of Directors is delighted that Joe will lead VSEDC as we navigate through the evolving and expanding needs for economic and small business development solutions in South Los Angeles,"* said, Bill Holland, Board Vice President.

Mr. Rouzan most recently held the position of Director for the City of Los Angeles Business Source program overseeing 9 Business Source Centers throughout Los Angeles and operating a 4.5M annual budget. Joe concludes 29 years of City Service which includes 13 with the Economic and Workforce Development Department and 16 with the Los Angeles Police Department.

Prior to his most recent city service, Joe served as the Vice President and Chief of Staff for the Brotherhood Crusade, General Manager of both the Baldwin Hills Crenshaw Plaza and Hawthorne Malls and owned and operated JTA Security Management and Investigations. Joe holds a Bachelor of Science degree in Public Administration, conferred by California State University, Dominguez Hills. He resides in Los Angeles with his wife of 36 years, Karran and has 5 adult children.

"I want to thank the VSEDC Board for allowing me to serve as the organization's Executive Director. This is a bitter sweet point in my life, as well as my professional career. There will never be another Marva Smith Battle-Bey, but I do plan to lead this organization in a fashion that will make her proud by creating economic and career opportunities throughout Los Angeles, particularly South LA," stated Mr. Rouzan.

For additional information please call 213.753.2335 or email Lura Ball @lball@vsedc.org.

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About Vermont Slauson Economic Development Corporation (VSEDC)

Main Office: 1130 W. Slauson Avenue. Los Angeles, CA 90044. - The Vermont Slauson Economic Development Corporation (VSEDC) is a community-based non-profit organization located in South Los Angeles. Established in 1979 as a citizen advisory committee by Mayor Tom Bradley and Marva Smith Battle-Bey in response to the South LA community's concern regarding the closing of a Sears Department Store, the organization began operations in 1981.

Since inception, VSEDC has brought innumerable benefits to the community and has grown from a small grassroots neighborhood organization to a well-known and highly regarded community institution with a proven track record of success. VSEDC has mobilized dollars from the private sector and all levels of government to lead the revitalization of the Vermont Slauson community.

VSEDC is governed by an active Board of Directors. Through an on-going strategic planning process with Board members and staff, VSEDC can respond quickly to socioeconomic changes and the needs of its community members.

VSEDC has produced more than \$60 million in physical development projects and created/retained more than 3,000 jobs in the South Los Angeles community. Projects have included:

- Western Slauson Business Center: 18,000 sq. feet
- Business Enterprise Center: 10,000 sq. feet
- Vermont Slauson Retail Center: 57,000 sq. feet
- Vermont Slauson Shopping Center: 175,000 sq. feet
- Central/Florence Avenue Villas
- Housing Rehabilitation: single family and apartments
- NSP2 HUD Neighborhood Stabilization Program: development of 200 residential units
- Business development programs for the retail industry, furniture industry, small start-ups and existing businesses

About the BusinessSource Center South Region • 6109 S. Western Ave., CA 90047

VSEDC continues to make an impact in the small business community in South Los Angeles. It provides free entrepreneurial training, technical assistance and access to capital through the VSEDC BusinessSource Center, a micro-business incubator serving the South Region of Los Angeles. The suite of no-cost business services help businesses start, operate and expand in Los Angeles with affordable office space and support services for start-up and established businesses which include:

- Business services
- Employee hiring/workforce development
- Access to capital
- Business plan development
- Tax incentives and credits
- Business courses

Services are delivered via the following components

1. Entrepreneurial Training Program
2. Technical Assistance
3. Loan Assistance & Packaging
4. Seminars, Forums & Networking
5. Office Space Rental

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