



VALLEY INDUSTRY ASSOCIATION
ADVOCATE.EDUCATE.INNOVATE.

7 REASONS TO JOIN VIA

WHY VIA?

VIA knows working professionals have many choices when selecting between the various business organizations in the Santa Clarita Valley. Each serves a distinct purpose and vital role in the overall health and vitality of the community. But when someone asks, "Why VIA?" The simple answer is "Why not VIA?"

With membership at the heart of the organization, creating value is an ongoing focus. Members receive special member rates for programs, training and events, and discounts on sponsorships at VIA-branded signature events. Perhaps more importantly, members can realize a competitive advantage in developing business within the area's industrial centers.

Since 1981, VIA has collaborated with regional organizations to form strategic partnerships that expand its focus and networking capabilities. By strengthening areas of influence, VIA, at times, has reached beyond the valley's borders to create greater value for members.

It makes good business sense to allocate limited marketing dollars where you get the most "bang for your buck." Depending on the size of your business or organization, VIA membership can be about \$1 per day.

To learn more about membership, contact Kathy Norris at (661) 294-8088 or visit www.VIA.org.

1. **VISIBILITY** VIA members who attend events and participate in business-related activities maintain visibility with business professionals in the community. The more others know about your business, the better informed they are on ways to support your company.
2. **ACCESS TO COMMUNITY LEADERS AND ELECTED OFFICIALS** Whether volunteering to serve on a committee or attending specific events where business and elected leaders are likely to be, you'll find yourself in situations where you can identify and meet decision makers face-to-face.
3. **ONGOING TRAINING, EDUCATION & PROFESSIONAL DEVELOPMENT** VIA offers leadership training for members through its Leadership Academy and sales training through the Marketing and Sales Academy. VIA offers additional training and education periodically throughout the year on a variety of topics.
4. **NETWORKING** From seminars, monthly luncheons, the annual VIA BASH gala, membership referrals and various business committees, there are ample ways to meet new contacts, referrals and people who can help you with ideas and additional ways to increase the visibility and goals of your company.
5. **LOW COST ADVERTISING OPPORTUNITIES** Whether you have a large or small marketing budget, VIA offers a wide range of affordable advertising options and sponsorship packages to fit almost every budget.
6. **ADVOCACY** VIA researches, lobbies and routinely discusses with local and regional government units, politicians and the media issues that are relevant to the needs, goals, and challenges of the business community.
7. **CREDIBILITY** As a member of VIA, your business will be viewed as a reputable and professional organization that is connected to its business community.



MEMBERSHIP APPLICATION

Company Name _____
Street Address _____
City _____ State _____ Zip Code _____
Your Company's Representative _____
(This name will appear on badge)
Phone _____ Cell _____ Email _____
CEO/President _____ Email _____
Website _____
Type of Business/Principal Product _____
Human Resources Director _____ Email _____
Number of Employees: _____ Referred to VIA by: _____

DUES STRUCTURE: I am joining the Valley Industry Association or renewing my membership as a regular Santa Clarita Valley based member or Associate Member under the following category:

(NOTE: Businesses located outside the Santa Clarita Valley may join the Valley Industry Association under the fee structure shown below as "Associate Members" and without voting privileges.)

PLEASE CHECK ONE CATEGORY:	NUMBER OF EMPLOYEES	ANNUAL DUES
<input type="checkbox"/> Non Profit 501 (c)3 status	N/A	\$275
<input type="checkbox"/> Individual Membership	1	\$385
<input type="checkbox"/> Category 1	1-10 Employees	\$385
<input type="checkbox"/> Category 2	11-50 Employees	\$495
<input type="checkbox"/> Category 3	51-100 Employees	\$660
<input type="checkbox"/> Category 4	101-250 Employees	\$880
<input type="checkbox"/> Category 5	251-500 Employees	\$990
<input type="checkbox"/> Category 6	501-750 Employees	\$1,100
<input type="checkbox"/> Category 7	750 - 1000 Employees	\$1,320

One complimentary badge comes with your new membership. For additional badges, see below.
Please add the following to my membership above:

- ☐ Name Badges (\$15.00 ea) Name(s): _____
☐ Prepaid luncheons - 12 months (\$550.00 - Must be paid in advance)
☐ Connecting to Success Program (\$25/Student) Number of students x \$25 = \$ _____

TOTAL AMOUNT ENCLOSED: _____



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MEMBER OPPORTUNITIES

NEW
SPONSORSHIPS
AVAILABLE

EXPLORE THE MARKETING OPPORTUNITIES OF A **VIA MEMBERSHIP**

SILVER SPONSORSHIP — \$ 800

- Prepaid lunches for one year (12). One seat.
- 12 months participation in the VIA Pop Banner Program

GOLD SPONSORSHIP — \$1,500

Includes all SILVER Level perks PLUS:

- Recognition as a luncheon sponsor at each luncheon from stage and logo loop
- Luncheon Presentation Package Inserts opportunity for 12 months.

PREMIER SPONSORSHIP — \$3,000

Includes all GOLD Level perks PLUS:

- Your logo on eblasts, agendas, inside presentation packets, etc.
- 12 months of ad space on www.VIA.org website
- 3-5-minute presentation at one luncheon during sponsorship year (Member chooses month - upon availability)
- Table recognition at sponsored luncheon choice
- 2 additional seats at your sponsored luncheon
- May bring small promotional items for each attendee at sponsored luncheon

PREMIUM ELITE SPONSORSHIP — \$5,000

Includes all PREMIER Level perks PLUS:

- 2 additional seats at your sponsored luncheon
- Leadership Program Sponsorship + two program seats
- CEO Forum Sponsorship + 2 Forum seats
- 1-year sponsorship Cocktails & Conversation + 2 seats each event (4 per year)
- May do a follow up informational piece to be circulated through VIA network with links to your site

ANNUAL PREPAID LUNCHEONS — \$550

Members who pre-pay their luncheon fees for 1 year receive a savings in annual luncheon costs...and gain speedier access to the luncheon through our Express Check-In!

LUNCHEON PRESENTATION PACKAGE — \$150 per luncheon

Supply VIA with 150 flyers to market your organization in our monthly luncheon presentation folders.

POP UP BANNERS — \$50 per luncheon (3-month minimum, reservations required)

Bring your retractable banner to display at VIA's monthly luncheon.

VIA WEBSITE ADVERTISING — \$900-\$1,800

Banner advertising on VIA's website

DIRECT MAIL SPONSOR — \$325 PER MAILING

Sponsor the VIA Luncheon mailings. Your company name will be printed on all postcards mailed out as the official sponsor of that month's postcard mailing.

BASH SPONSOR — \$1,750-\$5,000

Sponsor a table for the VIA BASH. VIA's signature awards event held each year to celebrate our members.

LEADERSHIP ACADEMY SPONSOR — \$250-\$1,000

The VIA Leadership Program is a 6-week immersive, hands-on training designed to teach effective leadership skills.

VIA COMMITTEES — Join one of VIA's committees. FREE

VIA BLOG POSTS — Submit an industry specific blog. FREE

Call the VIA office to make arrangements. (661) 294-8088 or by email: Kathy@via.org

661.294.8088 | admin@via.org | www.VIA.org

Advocate Educate Innovate

LET VIA BE
YOUR CATALYST
FOR CHANGE

CREATED IN
1981



VALLEY INDUSTRY ASSOCIATION

VIA is almost 40, but we look a lot younger than that.

VIA's communication conduit reaches to members and beyond, keeping the business community up to date on important subjects.



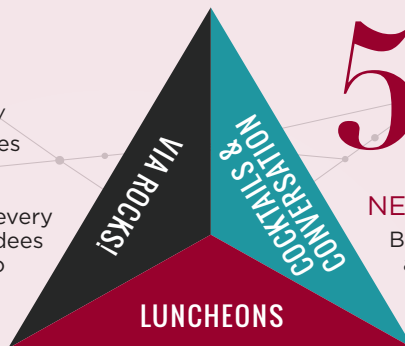
150%

GROWTH

VIA gained 150% more new members in 2019 than we did in 2018. That's some growth!

VIA hosted Legislators/Elected officials 115 times in 2019.

That's almost 10 times every month members/attendees have the opportunity to meet and/or talk with elected officials.



50%

VIA grew its board by more than 50% in 2019.

NETWORKING OPPORTUNITIES

Best luncheon events in the SCV - Always a relevant topic, great speaker and an excellent networking opportunity. Every single month. And Don't forget VIA Rocks and Cocktails & Conversation.

ADVOCACY

We advocate on behalf of our members and the business community, working actively with legislators for a positive business climate.



CEO FORUM HOSTED 100 guests to discuss important topics affecting business and industry.

EDUCATION

HART DISTRICT | COC

VIA has strong connections to the education community.

8 SCHOOLS • CHARTER

All eight area high schools and several charter schools partner with us for Connecting to Success.

Valencia
West Ranch
Hart
Saugus

Golden Valley
Canyon
AOC
Bowman

SCHOOLS AND BUSINESS

VIA has the support of the Hart District for our endeavors to build a bridge between schools and business.



The best event in the SCV honoring our members for their successes throughout the year. Plus a little Led Zeppelin or Rat Pack to break in those dancing shoes.

You'll never meet nicer people than VIA members and you never know who you'll meet there. New opportunities & relationships are always available.
Who do you want to meet? Let VIA help.





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BREAKFAST CLUB

WELCOME TO VIA'S **BREAKFAST CLUB**

Breakfast Club is a member-exclusive program designed to provide a business coaching experience to working professionals delivered by industry experts and professional speakers on a wide range of topics.

Designed as an interactive series, participants will gain valuable insight, acquire new ways of thinking, and leave with actionable takeaways ready to implement in their business and work life. Who should attend? Business owners, decision makers, consultants, staff, and anyone who wants to utilize time well spent.

Please Join us on
Friday, September 11, 2020
7:45 a.m. for Networking
8:00 a.m. for Program

VIA Member Exclusive: \$10 per person

**Speaker: Brad Chase, Chase Global
Media Group**

Register at:
<https://www.via.org/calendar>



INFODEMIC: Media Literacy in an Age of Disinformation

The professionalized use of misinformation/disinformation has reached the point where it's accurate to say a war has commenced. But like the internet that enabled it, there are no clear parties, borders or rules. It's increasingly difficult for even the most skilled researchers to lose track or follow the wrong trail. Let's talk about moving beyond the typical red/blue divide, and get into the real implications for daily life. And more importantly, what role we each can play in fixing this mess.

GOLD SPONSORS



SILVER SPONSOR

POINT OF VIEW
COMMUNICATIONS





MISSION VALLEY BANK

YOUR SUCCESS IS OUR MISSION



WHEN IT MATTERS MOST, WHERE DO YOU PLACE YOUR TRUST?

Never has the importance of community relationship banking been more evident than during the COVID-19 pandemic.

As a locally-owned, relationship driven, community-based business bank, Mission Valley is committed to supporting clients through the ever-changing economic challenges of this extraordinary situation.

As of June 15, 2020, Mission Valley Bank successfully processed more than 338 PPP loans, securing approximately \$69.3 million in funding for clients. The story does not end there. As Trusted Advisors, they continue to secure much-needed funding to meet client needs.

The *San Fernando Valley Business Journal* has recognized Mission Valley Business Bankers with the honor of “Most Trusted Advisor” for the past nine years. Client relationships with shared vision, purpose, and understanding makes this possible.

“One of the points I’ve made is that you have to have a great bank to get through tough times, and Mission Valley Bank was wonderful.”

— Gary Horton, CEO
Landscape Development, Inc.

MISSIONVALLEYBANK.COM

Branches located in:
SAN FERNANDO VALLEY
CORPORATE HEADQUARTERS
9116 Sunland Blvd., Sun Valley
818.394.2300

SANTA CLARITA VALLEY
CENTRE POINTE BUSINESS BANKING CENTER
26415 Carl Boyer Drive, Santa Clarita
661.753.5693

SOUTH BAY
LOAN PRODUCTION OFFICE
By Appointment Only
877.394.2306



IT'S TIME TO

SHOP

LOCAL
IN SANTA CLARITA



City of
SANTA CLARITA

SANTA CLARITA SAFER BUSINESSES COMMITMENT

AS A SANTA CLARITA BUSINESS ESTABLISHMENT, WE PLEDGE TO:

- 1. USE FACE COVERINGS*
- 2. PRACTICE PHYSICAL DISTANCING GUIDELINES*
- 3. CONDUCT TEMPERATURE CHECKS*
- 4. PROVIDE HAND SANITIZER*
- 5. FOLLOW CDC SANITATION PROTOCOLS*
- 6. IMPLEMENT CONTACTLESS PAYMENT WHEN POSSIBLE*
- 7. PROVIDE GENERAL COVID-19 AWARENESS TRAINING FOR EMPLOYEES*
- 8. HAVE EMPLOYEES AND VENDORS STAY HOME WHEN FEELING ILL*

Take the Pledge at

[VisitSantaClarita.com/SaferBusinessCommitment](https://www.VisitSantaClarita.com/SaferBusinessCommitment)

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Caring for seniors in their home for over 18 years

**Sometimes a helping hand
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Services Include

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 - Incontinence Care
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so much more!

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consultation.



Your choice
for the **Best**
in-home care
for 9 years
in a row!



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HIRING!**

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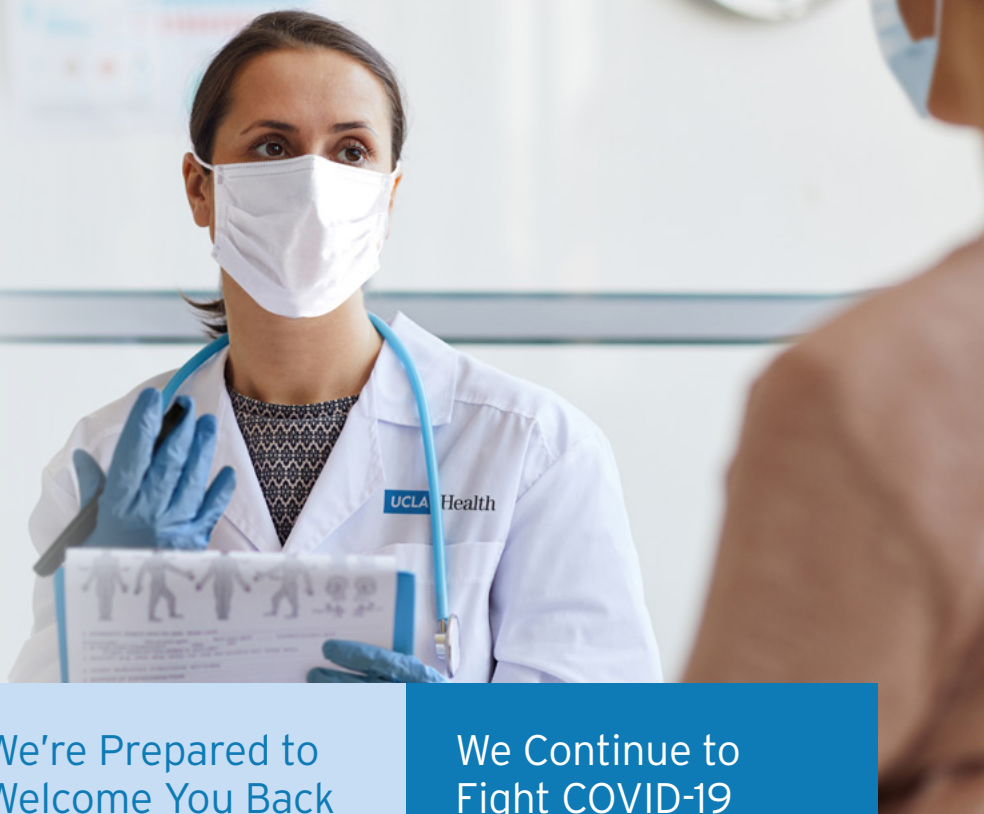
Santa Clarita:
23900 Lyons Ave
661-287-4200

Encino:
17915 Ventura Blvd #216
818-776-5060

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UCLA Health is Here for You

Taking care of your health is important. If you recently delayed a medical procedure, imaging study, preventive care screening or follow-up appointment, we are here for you and ready to get you back on track.



Our 180 Medical Clinics are Open



**PHYSICIANS
ARE AVAILABLE
TO SEE YOU**

Call your primary care or specialty practice to schedule an appointment. If you are a new patient, call 310-825-2631.
uclahealth.org/locations



**TELEHEALTH
OPTIONS ARE
AVAILABLE**

Many appointments can be successfully conducted remotely as a video visit. Call your practice to schedule this appointment.

uclahealth.org/video-visits



**IMMEDIATE CARE
CENTERS ACCEPT
WALK-INS**

If your primary care clinic isn't open, our six immediate care centers offer extended hours, including on weekends and most holidays.

uclahealth.org/immediate-care

We're Prepared to Welcome You Back



**EVERYONE IS
PRE-SCREENED**

Patients, visitors and staff must have their temperature checked and answer basic screening questions before they enter a UCLA Health medical clinic or hospital.



**INFECTION
PREVENTION
PROTOCOLS ARE
IN PLACE**

We have strict infection prevention protocols in all UCLA Health medical clinics, including:

- Universal masking
- Physical distancing
- Thorough and regular disinfection and sterilization of all exam rooms



**VISITOR
RESTRICTIONS
ARE MAINTAINED**

To help keep patients, visitors and staff safe, all UCLA Health medical clinics and hospitals have visitor restriction policies, available online.

uclahealth.org/covid-19-visitor-restrictions

We Continue to Fight COVID-19



**CONVENIENT
COVID-19
TESTING**

Call your doctor if you're experiencing COVID-19 symptoms to schedule a diagnostic test at one of 30 testing sites. We also offer antibody testing.

uclahealth.org/antibody-serology-testing



**ACTIVE
CLINICAL
TRIALS**

We are at the forefront of COVID-19 research, with clinical trials for hospitalized COVID-positive patients, treatments for non-hospitalized patients, vaccine trials and studies for healthcare workers.

uclahealth.org/clinical-trials



**ONLINE
EDUCATIONAL
RESOURCES**

We regularly update our COVID-19 online resources, as follows:

FAQs: uclahealth.org/covid-19-faqs

Chat bot: uclahealth.org/chatbot

Blog posts: connect.uclahealth.org

E-community: teamla.uclahealth.org



SCV Community is hosting a UCLA Blood Drive

Real Life Church
July 7th & August 6th
11:30 am to 5:30 pm

Common Grounds Room, next to Undergrounds Coffeehouse
23889 Newhall Ranch Road, Valencia CA 91355
Appointments are highly encouraged

For your lifesaving appt go to uclahealth.org/gotblood
or call **310-825-0888 ext 2**
Please use code "SCV Comm" when searching for drive.

Remember to sleep and eat well, and increase your fluid intake
in the days before your donation. Please bring photo ID.



it begins with U





Meyer Klein Group

FOCUSED ON YOUR FINANCIAL GOALS

Today, it's not enough to simply manage your finances. You need to make wise choices about your money — every time. Our team has the experience to guide you to your financial goals. We're committed to ongoing education and we stay current with changes in the economy and financial industry. We'll create a solid strategy to help you build confidence in your finances.

OUR FOCUS

- Comprehensive Financial Planning
- Investment Management
- Wealth Protection
- Retirement Income Strategies
- Divorce Planning
- College Funding Guidance
- Charitable Planning
- Estate Planning
- Long-Term Care

Melanie Meyer, CFP®, CLU
Wealth Advisor

Jeff Meyer, ChFC, CLU
Financial Associate

Casey Klein, FIC
Financial Associate

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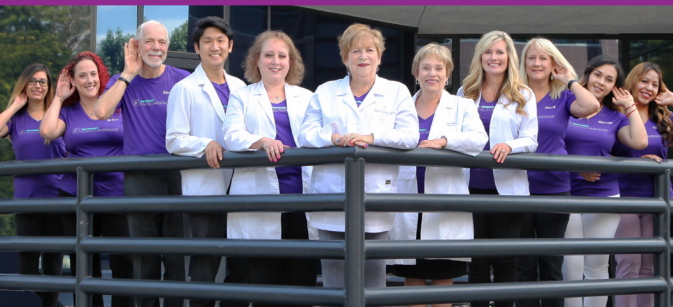
ARE YOU PROTECTING YOUR **EMPLOYEES' HEARING?**



EMPLOYEE BENEFITS PROGRAM

**CALL 661.877.4555
TODAY TO LEARN MORE**

**Partner with us to offer FREE
baseline hearing screenings
to all of your employees'.**



- Twenty-two million workers are exposed to potentially damaging noise at work each year. **Last year, U.S. business paid more than \$1.5 million in penalties for not protecting workers from noise.**
- An estimated **\$242 million** is spent annually on **workers' compensation** for hearing loss disability.
- **Make Sure Your Employees' Hearing is Protected!**



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ADVANCED AUDIOLOGY

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