



LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION



CONTACT: George McQuade  
(818) 340.5300 or Aida Mayo  
(818) 618.9229  
[www.mayocommunications.com](http://www.mayocommunications.com)

---

## News Release

FOR IMMEDIATE RELEASE  
Thursday, July 1, 2010

### LAEDC Adds New Economic Development Executive

*Long Beach's manager of economic development, Robert Swayze,  
joins LAEDC as Sr. Vice President of Economic Development on September 1<sup>st</sup>*

\*\*\*

**Los Angeles** —The Los Angeles County Economic Development Corporation (LAEDC) announced today that Robert Swayze will join the LAEDC as Senior Vice President of Economic Development on September 1, 2010.

“We are thrilled that Robert will be joining the LAEDC team,” said Bill Allen, LAEDC President and CEO. “He is recognized as one of the premier economic development practitioners in the region and state, and will provide significant experience and insight to our efforts to lead the implementation of L.A. County’s first-ever Strategic Plan for Economic Development.”

Swayze is currently Manager of Economic Development and Cultural Affairs for the City of Long Beach, a position he has held since 2005. Previously, he was Manager of Regional Economic Development for the Community Development Commission of Los Angeles County.

“Robert brings three great qualities to the LAEDC: significant experience with cities and the County, in-depth familiarity with business financing and technology issues, and a sophisticated policy perspective that is complemented by years of successful hands-on experience attracting, retaining and growing jobs for L.A. County,” said Allen.

Among Swayze’s credits are conceiving and developing the Business Technology Center (BTC), one of California’s largest high tech innovation centers; establishing four business loan programs, including the first equity program for high tech start-ups administered by a county; leading Long Beach’s C-17 Red Team that helped Boeing secure more orders for the C-17 and pushed production out to 2014; and securing a 15-year re-designation for the Long Beach Enterprise Zone.

-More-

## **LAEDC Announces New Economic Development Executive (continued)**

“I am delighted to be joining the LAEDC team,” said Swayze. “I have worked closely with the LAEDC for almost 20 years, and I have the highest respect for their achievements and efforts to ensure Los Angeles County continues as a center of prosperity, innovation and business leadership.”

“Robert did a superb job at the CDC developing the successful BTC and will be a positive addition to the LAEDC,” said Los Angeles County Supervisor Michael D. Antonovich.

“He’s a big part of the reason that Long Beach was named the County’s Most Business-Friendly city in 2009,” said Los Angeles County Supervisor Don Knabe. “I know Long Beach will miss him, but the LAEDC is gaining someone who can help businesses throughout the region. And in this time of economic uncertainty, helping business is what we want to do.”

Swayze and his wife Joan, a visual artist, live in South Pasadena, where their two sons, Sam and Jake, attend South Pasadena high school and middle school. Swayze earned a B.S. in Business from San Francisco State University and an MPA from the University of Southern California.

### **About LAEDC** ([www.LAEDC.org](http://www.LAEDC.org))

The Los Angeles County Economic Development Corporation (LAEDC), the region’s premier business leadership organization, is a private, non-profit organization established in 1981. Its mission is to attract, retain, and grow businesses and jobs for the regions of Los Angeles County. Since 1996, the LAEDC has helped retain or create more than 162,000 jobs, providing \$8 billion dollars in annual economic impact and more than \$136 million dollars in annual tax revenue to support local government and schools.

**[Editor’s Note:** For advanced interviews and images, please contact Aida Mayo or George Mc Quade at 818-340-5300 or 818-618-9229. Email [Publicity@mayocommunications.com](mailto:Publicity@mayocommunications.com).]

###