



# NEWS

**COMMUNITY DEVELOPMENT COMMISSION • County of Los Angeles  
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For Immediate Release

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## **LOS ANGELES COUNTY TECH WEEK ANNOUNCES KEYNOTE SPEAKER AND HONOREES**

**Tom Sarnoff, Former NBC Executive to Accept Award**

ALTADENA, October 6, 2011—The 10<sup>th</sup> Annual Los Angeles County Technology Week (Technology Week) symposium will be held on October 20, 2011, at the Altadena-based Business Technology Center (BTC). This year's theme, "Where Innovation Meets Implementation," features seven panel discussions with nationally-recognized business entrepreneurs addressing topics ranging from marketing, legal and funding issues facing start-ups, to the numerous opportunities technology provides in the fields of entertainment, medical devices, and green energy

"We are pleased to announce that Tom Sarnoff, former Executive Vice President, West Coast, NBC, from 1965-77, and President of Sarnoff Entertainment Corporation and Chairman Emeritus of the Television Academy Foundation, is the keynote speaker." stated Dr. Mark Lieberman, co-founder of Technology Week and Manager of the BTC.



“In addition to the keynote speech, Tom Sarnoff along with his two sons, Daniel and Tim, will receive a Lifetime Achievement Award in Technology and Innovation in recognition of the Sarnoff Family's contributions in the fields of entertainment, technology and economic development.” Daniel Sarnoff is President of DSKR Productions and Chairman Emeritus of SPPN Images, owner of the largest newsreel footage library in the Americas. Tim Sarnoff is President of Technicolor Digital Productions. Before joining Technicolor, Tim was president of Sony Pictures Imageworks. Previous Technology Week keynote speakers include John Chambers, Sally Ride, and Tommy Thompson.

Technology Week, a celebration of technology and innovation in Los Angeles County, also honors a local entrepreneur with the Technology Leader of the Year Award. The announcement of the award recipient will be released shortly.

Sean Rogan, Executive Director of the CDC added, “The goal of Technology Week is to foster and strengthen the strategic alliances between Los Angeles County and the vital technology sector to create jobs and add economic vitality to the region.”

Tickets to the October 20<sup>th</sup> symposium cost \$85, and \$40 for students. Event details are located at [www.latechweek.com](http://www.latechweek.com) and registration is available at <http://techweek.ticketleap.com/october-2011/>.

The BTC is a project of the Community Development Commission of the County of Los Angeles, and one of the largest technology business incubators in the nation. The BTC assists start-up and early-stage technology firms to grow and prosper. The BTC currently services more than 20 high-technology companies with specialties ranging from software development to medical devices. Firms within the incubator program have raised more than \$170 million from angel and venture capital investors. For more information, call (626) 296-6300, or visit [www.labtc.org](http://www.labtc.org).

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