



**Former White House Director of Economic Policy & Best Selling Author  
Todd Buchholz Confirmed Keynote Speaker for  
Coachella Valley Fall 2010 Economic Summit**

***Buchholz' Insight & Wit to Highlight  
"Climate for Success" Economic Summit on October 22nd***

**Palm Desert, CA (September 24, 2010)** – Recently named one of the “21 Top Speakers for the 21<sup>st</sup> Century,” Todd Buchholz will be the keynote speaker at the Coachella Valley Fall 2010 Economic Summit, “Climate for Success,” on Friday, October 22, at the Renaissance Esmeralda Resort & Spa in Indian Wells.

“Having Todd Buchholz on board as our keynote speaker brings a new level of excellence to our Summit,” says Wesley Ahlgren, Chief Operating Officer, Coachella Valley Economic Partnership (CVEP), the hosting agency for the event. “His widely acclaimed books, and his entertaining and informative debates with such luminaries as James Carville, Ben Stein, and Nobel Laureate Joseph Stiglitz, are a sure indicator of a not-to-be-missed presentation at our Summit.”

Buchholz is renowned for his sparkling wit and cutting edge remarks, and he is a frequent commentator on ABC, PBS and CBS. He has authored numerous critically acclaimed books translated into dozens of languages that are used in universities including Harvard, Brigham Young and Princeton. His editorials in The Wall Street Journal and his commentaries on PBS correctly forecast the 2001 economic slump in the U.S.

From 1989 to 1992, Buchholz served at the White House as director for Economic Policy. His stellar and unique achievements also include being a managing director of the \$15 million Tiger hedge fund, an award-winning economics teacher at Harvard, holding several engineering and design patents, and he is a co-producer of the Broadway smash Jersey Boys.

The Economic Summit will also feature noted Southern California Economist John Husing, Ph.D. who will present the release of the official Coachella Valley 2010 Economic Report. The event will additionally present a progress report on the Coachella Valley Economic Blueprint efforts that have been underway during the past year.

The Summit will take place on October 22<sup>nd</sup> at the Renaissance Esmeralda Resort & Spa, 44-400 Indian Wells Lane, Indian Wells. Registration will begin at 7:30 a.m., with presentations from 8:00 a.m. to 11:30 a.m. Tickets for the event are \$75 for CVEP investors, and \$95 for future investors before October 15, and \$105 after October 15. Tables of 10 are also available for purchase at a discounted rate. Tickets and registration can be easily processed online at [www.cvep.com](http://www.cvep.com).

**For additional information, call CVEP at 760.340.1575.**

**About CVEP:**

Coachella Valley Economic Partnership is an action-oriented, non-profit corporation dedicated to expanding the economy of the Coachella Valley desert region while maintaining the quality of life for a resort environment. CVEP has devoted attention to strategies of business attraction, expansion and retention during the past decade. Today, CVEP also is focusing attention on planning and nurturing the growth of new industry clusters which include Healthcare and Life Science, Clean Technology/Energy, Supply Chain Management/Logistics and Creative Arts, Media & Design.

###

CLIMATE FOR SUCCESS