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CVEP Appoints Thomas Flavin New President and CEO Effective Dec. 6

Extensive Economic Development, Community Leadership Highlight Experience

Palm Desert, CA (December 6, 2010) – Following an exhaustive and careful six-month search, the Coachella Valley Economic Partnership (CVEP) has announced the appointment of Thomas Flavin to the position of President and Chief Executive Officer. Most recently the President and CEO of enterpriseSeattle in Washington State, where he directed a business development program to strengthen industry cluster opportunities in clean technology, interactive media and life sciences for the Puget Sound region, Flavin began his new CVEP role on December 6.

“Tom’s breadth of experience in business and economic development, emerging technologies and public/private partnerships will further define CVEP and keep it focused on its goals,” said Clifford Daniels, CVEP Board Chair. “He has the entrepreneurial spirit, drive and know-how the organization needs to continue fulfilling the economic potential of the desert region, as we have outlined and are actively pursuing with the Coachella Valley Economic Blueprint.”

At enterpriseSeattle, Flavin, a Vietnam veteran, led the rejuvenation and recapitalization of the regional economic development organization for King County and its 39 cities, encompassing a population of 1.9 million. Previously, as President and CEO of the Denver-based public/private partnership organization Southeast Business Partnership, he directed the development and implementation of programs addressing key community issues in the south Denver metro region – including economic development, transportation, workforce growth and policy formulation, as well as administrative, financial and personnel management.

“With nearly 40 years of progressive work in civic management, public/private business initiatives and marketing, Tom’s executive qualifications are rare,” said Lee Morcus, CVEP Board Member and CEO Search Team Chair, as well as Chair of the Palm Springs Desert Resorts Convention and Visitors Authority (CVA) Hospitality Business Council. “His background covers all of CVEP’s key development areas, and his leadership should help strengthen the working relationship between CVEP and CVA as the organizations foster sustainable and diversified year-round economic expansion – as measured by capital attraction/investment and job growth.”

Thomas Flavin additionally served eight years as Mayor, Councilman and Planning Commissioner for the City of Burbank, California. As President and CEO of Burbank-based Business Government Partnership, he spearheaded public and private community development projects for cities including Ventura, Camarillo and Alhambra.

For more information on CVEP and the Coachella Valley Economic Blueprint, call 760.340.1575 or visit www.cvep.org.

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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.*

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