



July 30, 2009

***The Center for Strategic Economic Research (the Center) has formed a Strategic Alliance with Valley Vision for fact-based collaborative decision-making in the six-county Sacramento Region.***

The two organizations will combine their unique expertise in economic and demographic research and collaborative planning and problem-solving to add value to important projects within the six-county Sacramento Region. The Strategic Alliance will build upon the close working relationship that the Center and Valley Vision have developed over the past few years, particularly as a result of the Partnership for Prosperity effort.

Through this Strategic Alliance, the Center can assemble a research team that builds on its core skills of economic and demographic analysis and forecasting; regional economics and economic development practices; and market area and feasibility analysis to also offer core competencies in convening and facilitation; collaboration and consensus building; and field research and focus groups. Clients can come to one trusted organization (the Center or Valley Vision) and benefit from access to a broad range of valuable services without having to look elsewhere or deal with separate consultants.

#### About the Center for Strategic Economic Research

The Center for Strategic Economic Research (the Center), formerly known as the Sacramento Regional Research Institute (SRRI), is an economic research and consulting group affiliated with the Sacramento Area Commerce and Trade Organization (SACTO). The Center provides a full range of objective economic and demographic research services to businesses, government entities, educational institutions, and non-profit organizations. Private and public sector clients throughout the country look to the Center's unique research expertise to help them make informed decisions through the strategic application of objective economic analysis.

To learn more about the Center, please visit [www.strategiceconomicresearch.org](http://www.strategiceconomicresearch.org), or contact the Center Director Ryan Sharp at (916) 491-0444 or [ryan@strategiceconomicresearch.org](mailto:ryan@strategiceconomicresearch.org).

#### About Valley Vision

Valley Vision is a non-profit association of people and organizations working to secure the economic, social, and environmental health of the Sacramento Region. The organization serves as a neutral intermediary and community problem-solver in the Capital Region, providing professional facilitation, project design and management, and independent research for sound decision-making.

To learn more about Valley Vision, please visit [www.valleyvision.org](http://www.valleyvision.org) or contact the organization's CEO & Managing Partner, Bill Mueller, at (916) 325-1630 or [bill.mueller@valleyvision.org](mailto:bill.mueller@valleyvision.org).



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