



*WHAT'S AHEAD FOR ORANGE
COUNTY'S BUSINESS COMMUNITY?*

Dr. Wallace Walrod

No one has a better perspective on the road ahead for Orange County's business community as we approach 2012 than Dr. Wallace Walrod, VP of Economic Development and Research for the Orange County Business Council. What are the big issues? What are the solutions? What's on the mind of business executives? Will 2012 be a transitional year or more of the same? Dr. Walrod is in charge of research at Orange County Business Council and has led strategic projects with many blue chip organizations including Toshiba America Information Systems, Merrill Lynch, The Irvine Company, First American Corporation, Bank of America, Pacificare Health Systems, the California Emerging Technology Fund, and several other major Orange County and Southern California corporations. Dr. Walrod is also the Founding President of the Center for a New Orange County, which plays a key role in shaping Orange County's economic future by leading a targeted countywide effort to design, plan, and fund an integrated, cost effective state-of-the-art infrastructure system. Dr. Walrod graduated with a Ph.D. from UC Irvine and is quoted frequently in the Los Angeles Times, Orange County Register, Wall Street Journal, The Economist, Entrepreneur, and other publications on economic matters.