



Register at:
[Southbaycities.org/
2026-general-assembly](https://southbaycities.org/2026-general-assembly)

FREE EVENT

The 26th General Assembly

LET **THE GAMES** BEGIN

HOW SPORTS AND ENTERTAINMENT ARE SHAPING THE SOUTH BAY

Thursday March 26, 2026

Exhibit hall, speaker sessions, expert panels and more!

Continental breakfast and lunch are provided with **required** registration.

9 to 3 p.m.
Check in at 8:30 a.m.

west drift
AUTOGRAPH COLLECTION[®]
HOTELS

1400 Parkview Ave
Manhattan Beach

Free covered parking - first 250 cars that arrive • After that, self parking option - \$20 per car
Valet parking option - \$30 per car • Free street parking - first come, first served

SPEAKERS WILL INCLUDE:



Mark Rogondino
Emmy Winning Sport Broadcaster, Fox 11, Apple TV, Moderator



Bernadette Suarez
Council Member, City of Lawndale and Chair, South Bay Cities Council of Governments



Swietlana Cahill
General Manager, westdrift Hotel



George Chen
Mayor, City of Torrance



Evan Eleff
COO, The Sports Facilities Companies



Joe Forgiarini
Senior Executive Officers Service Development, LA Metro



Elizabeth Hause
Community Services Director, City of Redondo Beach



Eric Johnson
CEO, Jerico Development and Vice President, West Harbor



Larry Kosmont
Chairman and CEO of Kosmont Companies



Chris Pimentel
Mayor, City of El Segundo



Dan Rodman
Deputy Executive Director, City of Los Angeles Office of Major Events



Allen Sanford
Entrepreneur, Restaurateur and Founder of BeachLife Festival



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