Regional business forecast set for January reveal

Information about emerging trends in Sacramento’s economy will be presented during Sacramento State’s 2015 economic forecast, the Sacramento Business Review, at 3 p.m., Wednesday, Jan. 21, in the University Union Ballroom.

An overarching question posed during last July’s midyear economic review was: “Are we there yet?” This question, says Professor of Finance Sanjay Varshney, who is chief economist/director of the Center for Small Business, “referred to the slow pace of the labor market recovery in the Sacramento region, which resembles a long, tired car ride. Although 2014 started off slowly on the national level, the local economy continues to gain momentum, and we are steadily making our way toward our final destination of a full recovery.

“In general,” Varshney says, “the Sacramento region’s economic and labor market recovery may be best described as uneven. Some geographic areas and labor categories have demonstrated significant improvement in the past several years while others have lagged. However, the overall upward trend remains intact.”

Varshney, who has directed this project for more than six years, leads a team that has accurately and thoughtfully forecasted the region’s economic and business climate. With 14 of Sacramento’s very best financial analysts and researchers combining their skills and talent, he considers the Sacramento Business Review to be the most credible source of independent thinking, insights and research in the region.

Varshney will offer a dozen presentations to different groups in the community scheduled between now and the new year. “We are committed to delivering the very best economic and financial research to the region,” he says. To download the 2014 report, go to the Sacramento Business Review home page: http://bit.ly/10l1BoK.

For media assistance, contact Sacramento State’s Public Affairs office at (916) 278-6156. – Alan Miller