

Why I Chose Clovis



Case Lawrence
Lawrence Partners

Case Lawrence grew up here in the fertile Central Valley, among the grape vines, orange trees, cotton plants and almond trees. Today, Lawrence looks out across the valley and sees another kind of harvest.

A leader in the venture capital industry, Lawrence is a driving force behind the effort to develop a New Economy here in the Central Valley for an environmentally conscious future, built upon the region's rich agricultural bedrock.

"We're looking at how we can help the area transition in a complementary, synergist way from agriculture alone to agri-technology," said Lawrence, chief executive officer of Lawrence Partners, a Central Valley venture capital partnership.

Lawrence foresees a vibrant future here in which agriculture is married with a host of new technologies that together give life to a rich heritage for generations to come. "I think the valley is coming of age in this New Economy," said Lawrence.

"This area looks a lot like San Jose did 20 to 30 years ago. This area is the next frontier for California's technology economy. There is a world of opportunity here. You're getting in on a revolution."

Specifically, Lawrence is working to attract technology-based companies and new economy leadership to the Central Valley. In November 2006, he opened CargoBay at the Research and Technology Park, a unique business model providing operational services to small and home based businesses as well as storage, shipping and eBay services.

Lawrence has developed a reputation as a credible force committed to a bright future for emerging growth organizations and tech start-ups. "We're putting people together, forming networks," explained Lawrence.

Lawrence stresses that the New Economy will respect the environmental bounty of the valley.

"One of the special aspects of a technology economy is that it does not negatively impact the environment. We can still have that quality way of life, a very good way of life, and still increase the economic prospects of those of us who want to stay here in the valley."

"The valley is a good fit for these New Economy companies to locate here," said Lawrence, who, in particular, points to reasonably priced real estate and an eager work force.

For Lawrence, the vision is bathed, too, with a personal commitment.

Raised on five acres in the country outside of Clovis, Lawrence graduated from Clovis West High School in 1991. From there, he graduated from Brigham Young University, served as a missionary in Eastern Europe, and then graduated from law school at Duke University. He worked with Venture Law Group, a prestigious technology and venture capital-focused firm in Menlo Park.

His dream has been to return to the valley to raise his family. "It's great to be home. I just love the country and the lifestyle here is one of the things that was a major attraction for me to come back."