Transportation & Goods Movement Council

September 9, 2014
10-11:30 a.m.

1. Welcome and Self-Introductions

2. Presentation: Benjamin De Alba, Secretary for Rail and Ports
   California State Transportation Agency (CalSTA)

3. Legislative Briefing: Michael Turner, Director of State Affairs and Government Relations
   Noelia Rodriguez, Chief Communications Officer
   Los Angeles County Metropolitan Transportation Authority

4. Announcements

Upcoming Chamber Events:
- ACCESS City Hall: Tuesday, September 30th
- Principal for a Day - October 6-10, 2014

Next Meeting:
Tuesday, November 4th, 10-11:30 a.m.*
*last meeting of the year
Benjamin De Alba
Assistant Secretary
California State Transportation Agency (CalSTA)

Ben De Alba is Assistant Secretary for Rail and Ports at the California State Transportation Agency (CalSTA). He was appointed to this position by Governor Brown in July 2013 after spending over a year as Special Assistant at the California Business, Transportation and Housing Agency.

In his current role at CalSTA, Mr. De Alba serves as an advisor to the Secretary on key freight-related issues. Mr. De Alba also serves as the Secretary’s representative on a number boards and commissions, including the Board of Pilot Commissioners for the Bays of San Francisco, San Pablo, and Suisun and the California-Mexico Border Relations Council. Mr. De Alba, in collaboration with the California Department of Transportation (Caltrans), guides and directs the California Freight Advisory Committee, a diverse body of freight-industry stakeholders charged with advising the State as it develops California’s Freight Mobility Plan.

A native to Sacramento, CA, Ben earned a Bachelor of Arts degree in Political Science from San Diego State University.
Noelia Rodriguez is Chief Communications Officer for Metro where she oversees the agency’s community relations, customer programs & services, customer relations, government relations, marketing and public relations. Rodriguez is an accomplished communications consultant with 20 years' experience in strategic and crisis communications, media/public relations, public affairs, and management in the private and public sectors, including measurable success in the world's most visible arena, The White House.

Prior to her current role at Metro, Rodriguez was the Director of the John F. Kennedy Jr. Forum at Harvard University’s Institute of Politics in the Kennedy School of Government. The Forum is Harvard's premier venue for political speech and debate and regularly features major addresses by world leaders, heads of state and elected officials. Immediately prior to Harvard, Rodriguez was Director of Communications for the City of Irvine, and Vice President of Corporate Communications for Univision Communications, Inc.

In January 2001, Noelia was recruited by Laura Bush to be her Press Secretary and Director of Communications at The White House, a post she held for the first 1,000 days of President George W. Bush’s Administration. Ultimately, Noelia was Mrs. Bush’s longest serving White House press secretary. As the first lady’s senior communications advisor, Noelia traveled around the world with the President and Mrs. Bush, spanning 30 countries and 5 continents.

In February of 2000, Noelia was named President and CEO of LA Convention 2000, the host committee for the first Democratic National Convention of the 21st Century.

Noelia served as Deputy Mayor in the administration of Los Angeles Mayor Richard J. Riordan. Her first mayoral appointment was as his Press Secretary in March of 1994. As Riordan’s communications executive, she oversaw media events on such topics as Los Angeles’ recovery from the 1994 Northridge earthquake; Federal Crime Bill and public safety initiatives; the 1999 Charter Reform Campaign; Riordan’s annual State of the City addresses; six of the Mayor’s fiscal year budget proposals and the reopening of the landmark restaurant, The Pantry.

Prior to public service, Rodriguez worked at Southern California Edison. Noelia was responsible for the utility’s corporate advertising campaigns and managed a multi-million-dollar general market and Spanish ad budget. She initiated, developed and managed the utility’s first-ever Spanish advertising campaign. For her accomplishments and community service, Noelia was named one of Edison’s top ten women leaders.

Noelia earned a Bachelor of Science degree in Business Administration from California State University, Los Angeles in 1986; and completed studies towards a Master of Arts degree in Communications at the University of La Verne.
ACCESS L.A. City Hall
Be the voice of reform in City Hall

Tuesday, Sept. 30 | 7 a.m. Registration

Join the L.A. Area Chamber for an action-oriented morning at City Hall. Meet with elected officials about the issues that matter most to the business community of the Southern California region.

$15 admission includes:
- Breakfast
- Meet and greet with elected officials

RSVP at lachamber.com/accesslacityhall

Tuesday, Sept. 30 | Noon - 5 p.m.

Have you always dreamed of running for public office or actively supporting a candidate? Whether it's for your local school board or the State Assembly, join us to learn the strategy from the experts who can teach you how to get there. This event will follow the Chamber's ACCESS L.A. City Hall.

THANK YOU TO OUR SPONSORS

SILVER
AC Martin Partners/Martin Project Management, LLC
AT&T
Automobile Club of Southern California

BRONZE
Ampac, LLC
California State University, Dominguez Hills
First 5 LA
Griffis Inc.
JMB Realty Corporation
JPMorgan Chase Bank, N.A.

GOLD
Southern California Gas Company
BNSF
Chevron
Clear Channel Outdoor
DoubleLine
Occidental Petroleum Corporation
TESORO
Time Warner Cable

Kilroy Realty Corporation
Mercury Air Group, Inc.
Metra
State Farm Insurance Companies
Verizon - Southern California
Yellow Cab Co.

For more information or to register, visit lachamber.com/accesslacityhall.
Principal for a Day, Partnership for the Future

Take the first step to developing partnerships that strengthen both the education system and tomorrow's workforce. Join hundreds of business and community leaders in an exchange to share ideas, resources and a sense of responsibility for our schools.

Business Leaders »
Principal for a Day provides Los Angeles business leaders firsthand experience in today's educational setting. Shadow a principal, administrator or lead teacher to learn more about the successes achieved and the challenges faced, along with interacting with students who aspire to enter your industry or profession.

Educators »
Develop relationships with business and community leaders who are interested in investing time, energy and resources into local schools. Participation in Principal for a Day can be the first step to lay the foundation for future partnership opportunities.

Principal for a Day Shadowing »
Week of Oct. 6-10

Culmination Luncheon »
Friday, Oct. 10
Noon - 2 p.m.

Location »
The L.A. Hotel Downtown - A Hyatt Affiliate Hotel
333 S. Figueroa St.
Los Angeles, CA 90071

Please mark your calendar to attend. For registration information, please visit lachamber.com/pfad.

For information about the program or sponsorship opportunities, contact Geraldine Contreras-Jaimerena, 213.580.7553 or gcontreras@lachamber.com.

Thank you to our sponsors:

[Company Logos]