



Los Angeles Area  
Chamber of Commerce

TUESDAY | Sept. 20, 2005

THE BUSINESS PERSPECTIVE:

# The Campaign Begins



## Coming up at the Chamber

[View all upcoming events on our web calendar.](#)

### WED | Sept. 21

Business After Hours:  
Radisson Wilshire Plaza  
Hotel  
[more info](#)

### THU | Sept. 22

Technology Industry Council  
[more info](#)

### THU | Sept. 22

Economic Development &  
Land Use Committee Meeting  
[more info](#)

### FRI | Sept. 23

Executive Briefing with  
Chinese Entrepreneurs and  
Investors  
[more info](#)

### TUE | Sept. 27

Referral Network  
a Growing Companies program  
sponsored by Wells Fargo  
[more info](#)

### THU | Sept. 29

Access L.A. City Hall  
[more info](#)

### WED | Oct. 5

Health Care Committee  
Meeting  
[more info](#)

### FRI | Oct. 7

Education & Workforce  
Committee Meeting  
[more info](#)

### FRI | Oct. 7

Mastering Media I  
[more info](#)

### FRI | Oct. 7

Mobility 21 Coalition  
Meeting  
[more info](#)

### TUE | Oct. 11

Referral Network  
a Growing Companies program  
sponsored by Wells Fargo  
[more info](#)

### WED | Oct. 12

70th Annual Construction  
Industry Awards  
[more info](#)

### FRI | Oct. 14

Mastering Media II:  
Advanced Communications  
[more info](#)

### TUE | Oct. 18

Transportation & Goods  
Movement Committee  
Meeting  
[more info](#)

The Los Angeles Area Chamber of Commerce, with more than 1,400 members, is the voice of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For more information, visit [www.lachamber.org](http://www.lachamber.org)

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Now that Gov. Schwarzenegger has formally announced his candidacy for re-election, the campaign for his reform agenda on Nov. 8 begins in earnest. This special election could end up being a rehearsal of next year's election. But that would be unfortunate, because there are some important issues on the ballot that need to be taken seriously in their own right and reviewed on their own merits—not in 15-second sound bites or 30-second ads that misrepresent the truth.

Public employee unions – mainly teachers – have been spending millions of dollars on advertising campaigns to misinform voters and discredit Gov. Schwarzenegger and his proposals on the ballot this November. Those millions have come from dollars taken directly from union members' dues, a limitless pot of money that, ironically, would be limited if Prop. 75 passes. But for now, those are the rules. The money is there, so why not spend it? I might if I were in their position.

Labor has succeeded in getting their message across – polls on nearly all of the measures now show that they are likely to be defeated. But that is unsurprising; it has been a one-sided campaign so far.

In the weeks ahead we can expect to see the proponents of the initiatives begin to make their case to the voters. And Gov. Schwarzenegger will air his views, too. Then, and only then, will voters begin to understand the importance of these measures and the impact they will have on the future of our state.

The campaign begins now.

Voters will be asked to cast ballots on a variety of critical issues:

- Prop. 74 - Redefines ways of granting teacher tenure
- Prop. 75 - Requires public union members to "opt-in" payment of union dues for political purposes
- Prop. 76 - State budget spending limits and budget cuts
- Prop. 77 - Reapportionment
- Prop. 78 - Voluntary discount prescription drug program
- Prop. 79 - Mandatory discount prescription drug program
- Prop. 80 - Re-regulation of the electricity industry
- Measure Y - LAUSD's \$3.95 billion school facilities bond

These are serious proposals that require serious debate. And I will address each of those initiatives in the coming weeks in this column.

But don't let the early polling confuse you. This election is not over. The time for unanswered personal attacks on the governor and unbalanced advertising *is* over.

These proposals will have an important impact on the future of the state. In many ways, some of them, such as Propositions 76 and 77, are vital structural solutions that will get our state back on the right track – despite the fact that many powerful political people and special interests will suffer. But nothing important is ever easy or uncontroversial.

Understandably, some voters are opposed to Gov. Schwarzenegger's proposals. We don't criticize them for what they believe, just as we do not believe that he or his supporters should be criticized for what they believe. Perhaps he has not yet communicated it well, but Gov. Schwarzenegger's primary goal is to establish long-term reform so California never again enters the situation from which we're now recovering, one in which the state spends more than it takes in.

As voters, our responsibility is to cut through the political rhetoric (from all sides) and cast ballots with careful consideration of all the information made available to us.

So keep an open mind. And keep the endgame in mind: reforming our state.

And that's the *Business Perspective*.

Russell J. Hammer  
President & CEO  
Los Angeles Area Chamber of Commerce

*The Business Perspective* is an award-winning weekly opinion column by Rusty Hammer, President & CEO, LA Area Chamber

## L.A. Business THIS WEEK

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### TALK BACK TO THE CHAMBER

Please tell us your thoughts on this issue. Include your name, company and email address and your response may appear in next week's *Business Perspective*.

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