



TUESDAY | March 20, 2007

THE BUSINESS PERSPECTIVE:



# Bring the Rings Back to L.A.



## Coming up at the Chamber

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

### WED | March 21

Doing Business with Beihai, China  
[more info](#)

### WED | March 21

Business After Hours Mixer  
At the House of Blues  
[more info](#)

### THU | March 22

U.S.-Korea Roundtable Summit  
[more info](#)

### MON-WED | March 26-28

Access Washington, D.C.  
[more info](#)

### THU | March 29

Export Seminar Series:  
Getting Paid For Export Sales  
[more info](#)

[more info](#)

### WED | April 4

Small Business Owners Roundtable  
[more info](#)

### THU | April 12

Export Seminar Series: Legal Do's and Don'ts For Exporters  
[more info](#)

### FRI | April 13

Health Care Committee Meeting  
[more info](#)

The Los Angeles Area Chamber of Commerce 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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In 1932 and 1984, Los Angeles hosted athletes from all corners of the world in the Olympic Games. Our own performance set new standards for venue quality, organization, hospitality and financial return on investment. And now, [our region is ready to do it again in 2016](#). The Los Angeles Area Chamber of Commerce and the business community of Southern California are excited about this opportunity and steadfast in our support.

In less than a month the U.S. Olympic Committee will select the U.S. city—L.A. or Chicago—to be our country's candidate to the International Olympic Committee.

L.A. is the right choice in this run-off and the best candidate against international competition.

We offer:

- The best climate
- A world-class destination
- Venues for year-round training
- Outstanding facilities that are already in place
- A reputation of success based on spectacular results in 1984

The 1984 Olympic Games generated an operating surplus of \$235 million (in 1984 dollars). These and other advantages should give us a leg-up when competing against other cities.

Earlier this year, the Amateur Athletic Foundation, a legacy of the 1984 Olympic Games, [awarded grants totaling \\$2.3 million to organizations](#) providing sports opportunities for youngsters in Southern California. Since its inception, the AAF has invested more than \$164 million to improve and expand youth sports. Kids In Sports, LA's BEST and the Los Angeles Unified School District are three of the 25 organizations receiving grants this year. More than 50,000 boys and girls will enjoy these youth sports programs and the entire region will benefit from money raised by the Olympics.

As the U.S. Olympic Committee nears its decision, it must make the best decision for the country. What city will best represent the United States when stacked against cities from the rest of the world?

That city and region is L.A. We will produce the finest Olympic Games in modern history. Our world-class creative talent in staging the events will dazzle the world. Sports commentators, visitors cheering from the grandstands and fans from around the world will be mesmerized by the energy, creativity, organization and hospitality that L.A. will bring to the 2016 Olympic Games.

The citizens of the United States and the taxpayers of L.A. will be winners as well. Americans will win medals in their homeland in front of family and friends – and the taxpayers of this region will sleep soundly with the assurance that our local Olympic committee knows how to minimize public costs and earn a profit.

L.A. is Ready, Set, Gold to host the United States and the rest of the world. No one can do it better.

And that's *The Business Perspective*.

Gary L. Toebben  
President & CEO  
Los Angeles Area Chamber of Commerce

*The Business Perspective is a weekly opinion piece by Gary Toebben, President & CEO of the Los Angeles Area Chamber of Commerce, produced with the input of Senior Policy Advisor Rusty Hammer.*

by Gary Toebben, President & CEO, Los Angeles Area Chamber of Commerce

## L.A. Business THIS WEEK

View the latest issue of the Chamber's [weekly email newsletter](#). [Contact us](#) to subscribe.

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