

THE BUSINESS PERSPECTIVE:

# Giving Relief to Those Affected by the Wildfires



## Coming up at the Chamber

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

### TUE | Oct. 30

Economic Outlook Briefing  
[more info](#)

### TUE | Oct. 30

Rusty Hammer Reception and Book Signing  
[more info](#)

### THU-SAT | Nov. 1-3

International Business University Competition  
[more info](#)

### MON | Nov. 5

Mobility 21 Summit  
[more info](#)

### TUE | Nov. 6

L.A. Export Series #5  
Legal Do's and Don'ts for exporters  
[more info](#)

### WED | Nov. 7

Aviation Committee Meeting  
[more info](#)

### FRI | Nov. 9

Accenture Pancakes & Politics  
Featuring Gail Goldberg, director, L.A. City Planning Department  
[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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This has been an especially difficult week for Southern California. Our hearts go out to the thousands of people who have lost their homes or businesses to the terrible fires. The magnitude of this tragedy continues to unfold and the sheer number of evacuees – the largest in state history – is staggering. Through it all, we still see the best in our neighbors.

To the firefighters who have risked their lives in some of the most daunting conditions imaginable – thank you. In every natural or man-made disaster, the brave men and women of our many fire departments are always on the frontlines saving lives and property. With the Santa Ana winds reaching hurricane-force speeds and temperatures in triple digits, we all witnessed either firsthand or on television true heroism in action.

That gratitude for such selfless bravery also goes to the police officers and volunteers who rushed into communities to make sure residents – sometimes elderly or infirmed – evacuated before the flames reach their location. And the same gratitude goes to the citizens who stood guard with garden hoses to protect their property and their neighbors. We all continue to read the unfolding stories that remind us that despite our region's sheer geographic size, in moments like this we are all one community.

Businesses were some of the first to respond with food and other resources for evacuees and firefighters. Those businesses include AT&T, Bank of America, City National Bank, Comerica Bank, Kaiser Permanente, The Los Angeles Times, Nestle USA, Inc., Ralphs, Union Bank of California, Verizon, Vons and The Walt Disney Company just to name a few.

More help is needed. Gov. Arnold Schwarzenegger established a dedicated telephone line for businesses to make large donations of needed supplies. If your business is interested in helping, call 800.750.2858.

The American Red Cross continues to set the gold standard for disaster relief and is leading the effort in Southern California. Donations can be made at [www.redcross.org](http://www.redcross.org) or by calling 800.HELP.NOW. Donations can also be made to the United Way at [www.unitedway.org](http://www.unitedway.org).

State Assembly Speaker Fabian Núñez is partnering with the Chamber, the Southern California Leadership Network, *La Opinión*, Univision TV and several local radio stations on a clothing drive for those affected by the wildfires today, Monday, Oct. 29, 7 a.m.-6 p.m. To participate, bring clothing donations to [eight drop-off sites in the Los Angeles area](#). For more information, contact State Assembly Speaker Núñez's district office, 213.620.4646.

Finally, if you own a small business that has been affected directly or indirectly by the fires, the Small Business Administration has posted a list of city, state and federal resources for you at [www.sba.ca.gov](http://www.sba.ca.gov).

Living in Southern California presents some very unique and daunting challenges, as we learned once again with these fires. Let's continue to work together in order to rebuild these devastated communities and the many lives affected.

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

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