



Los Angeles Area
Chamber of Commerce

FOR IMMEDIATE RELEASE
March 29, 2005

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LA AREA CHAMBER SENDS BUSINESS LEADERS TO PRINCIPAL'S OFFICE

***Increasingly popular annual program, "Principal for a Day"
encourages dialogue between business and education***

LOS ANGELES -- More than 60 Southern California business executives are going back to school today to participate in Principal For a Day 2005, a program which promotes civic involvement in education and helps educators reshape classroom instruction to meet the needs of tomorrow's workforce.

A program established in 1996 by the Los Angeles Area Chamber of Commerce, Los Angeles Unified School District, UNITE-LA, Urban Education Partnership and the City of Los Angeles, Principal For a Day fosters a spirit of involvement and local commitment to the public schools of Los Angeles through interaction between business leaders and school principals. Business executives "shadow" elementary and high school principals as they go about their daily duties to observe the business of running a school. Participants also discuss methods to improve classroom education to better prepare students for future careers.

"Every business leader should take advantage of this eye-opening experience and observe the business of running a school firsthand," said Los Angeles Area Chamber of Commerce President & CEO Rusty Hammer. "Principal for a Day is an excellent opportunity for business to engage with school principals, so that we may better understand the challenges they face and provide insight into how we can work together to prepare our future employees."

Principal for a Day locations include:

Webster Middle School, 113300 W. Graham Place (West L.A.)

Trinity Elementary School, 3736 Trinity Street (East L.A.)

Manual Arts High School, 4131 S. Vermont (South L.A.)

Grant High School, 1300 Oxnard Street (San Fernando Valley)

153rd Street Elementary School, 1605 W. 153rd Street (South Bay)

A companion event, Executive for a Day, was added to the initiative in 2001 to give school principals a firsthand experience of today's corporate workplace. Executive For a Day exposes more than 40 educators each year to new leadership and management styles, technology innovations and personnel training techniques, giving them a deeper understanding of today's workplace. Executive for a Day 2005 will be held on April 13, 2005.

Businesses participating in this year's program include City National Bank; Bank of the West; Creative Artists Agency; Deloitte & Touche USA LLP; Fields Devereaux Architects & Engineers; JDBA Architecture Planning; Mirzo International, Inc.; Valero Refinery; and Watson

Land Company. For more information or to get involved, contact Alma Salazar at the LA Area Chamber, 213.580.7566 or Vivian Hao at LAUSD, 213.241.6987.

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The Los Angeles Area Chamber of Commerce, with 1,400 members, represents the interests of business in LA. 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.