



Los Angeles Area
Chamber of Commerce



MEDIA ADVISORY:

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BUSINESS AND CIVIC LEADERS HEAD TO THE PRINCIPAL'S OFFICE FOR FEBRUARY 23 'PRINCIPAL FOR A DAY' EVENT

***More than 150 executives to shadow principals at Los Angeles Unified School District
to discuss strengths, challenges, reform – and how business can support our schools***

WHAT: Business and community leaders are on their way back to school for the annual Principal for a Day program, sponsored by Merrill Lynch and coordinated by the Los Angeles Area Chamber of Commerce and the Los Angeles Unified School District. More than 150 local corporate executives will work alongside school principals. The event is designed to foster a new spirit of civic involvement in local public education.

Principal for a Day offers a unique learning experience for all involved. The state of L.A.'s public education system is at the top of everyone's minds, and spending a day on campus is an ideal way to see the strengths and challenges firsthand. Principal for a Day connects principals and business leaders for a true business-education exchange—an opportunity to share ideas, resources and a sense of responsibility for our public schools.

WHO: *Scheduled list of community leaders and executives participating:*

- Jan Perry - Councilmember, City of Los Angeles
- Mónica García - School Board Member, Los Angeles Unified School District
- David Brewer - Superintendent, Los Angeles Unified School District
- Gary Toebben - President & CEO, Los Angeles Area Chamber of Commerce
- Greg Mech - Managing Director Western Division, Merrill Lynch
- Vince Carbino – Principal, Santee Education Complex

WHEN: *Friday, February 23, 2007 (7:30 a.m. to 1:00 p.m.)*

WHERE: *PRESS EVENT KICKOFF – 7:30 a.m.*
Santee Education Complex – Library (parking on Maple)
1921 S. Maple Ave.
Los Angeles, CA 90011

PROGRAM – 8 a.m. to 12 p.m. (Select LAUSD schools open to media as listed)

Central L.A.

Santee Education Complex

1921 S. Maple Ave.

Los Angeles, CA 90011

• Business Executives:

Greg Mech - Managing Director, Western Division, Merrill Lynch

Luis Gonzalez - Senior Financial Advisor, Merrill Lynch

Robert Long - Vice President & News Director, KNBC 4

Arleen Chikami - Grants Manager & Government Relations,
Film Independent

Elizabeth Scheller - Catering Manager, Maria's Italian Kitchen

Vivian Branchick - Chief Nursing Officer/Director Nursing Affairs,
Department of Health Services

San Fernando Valley

Monroe High School

9229 Haskell Ave.

North Hills, CA 91343

• Business Executive:

Nadia Allaudin - Resident Director, Merrill Lynch

South L.A.

112th Street Elementary School

1265 112th St.

Los Angeles, CA 90059

• Business Executive

Robert Eckert - Chairman & CEO, Mattel, Inc.

WHY:

To keep the business community in touch with the needs of the education community. Students will have the opportunity to interact with their “principal for a day,” learning about his or her profession and how to best prepare for the workplace. Teachers will also share their experiences, challenges and insights with the executives. At the end of the day, principals and their executive counterparts will discuss how local businesses and schools can form lasting partnerships to enrich the quality of education in Los Angeles.

The L.A. Area Chamber of Commerce, affiliate UNITE-LA, LAUSD and the City of Los Angeles have organized the Principal for a Day program since 1996.

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The Los Angeles Area Chamber of Commerce represents the interests 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.