



Los Angeles Area
Chamber of Commerce



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BUSINESS AND CIVIC LEADERS HEAD TO THE PRINCIPAL'S OFFICE TO BECOME 'PRINCIPALS FOR A DAY'

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

LOS ANGELES – It's back to school for more than 150 Los Angeles area business executives today, as they are matched with LAUSD principals to become "Principal for a Day." The program is coordinated by the Los Angeles Area Chamber of Commerce through its affiliate UNITE-LA, along with the Los Angeles Unified School District. Sponsored by Merrill Lynch for the third year, the Principal for a Day program joins business executives with school principals to foster a new spirit of civic involvement and commitment to L.A. public schools. Locally, Principal for a Day was launched in 1996 in conjunction with the City of L.A. as an effort to keep the business community in touch with educational needs.

"The Principal for a Day program is a great example of the public and private sectors coming together to strengthen educational opportunities for our students and our workforce," said L.A. Mayor Antonio Villaraigosa. "I commend all of the participants for working together towards the goal of a world-class public school system for the future of Los Angeles."

The program allows business executives and civic leaders to spend a half day working on campus with school principals and later gathering together with all participants to hear from LAUSD Superintendent David L. Brewer III about how the local business community can form lasting partnerships with schools in order to enrich the quality of education in L.A.

"Transforming our schools so that every child succeeds is our job as a community – and one that goes well beyond the classroom," Brewer said. "If you are from L.A., you have a stake in the education of the children in this District. The Principal for a Day program is helping us enlist the business community to continue to help transform this District."

"The L.A. Area Chamber is committed to improving education and strengthening L.A.'s workforce," said L.A. Area Chamber of Commerce President & CEO Gary Toeppen. "Executives serving as principals for a day get a glimpse of the everyday

issues facing public education and the opportunity to open a working dialogue between business community and educators.”

The Principal for a Day program is a way for the business community to increase involvement with local schools. As an example, schools such as Santee Education Complex in south central L.A. offer small learning communities with business-related themes such as technology, finance, fashion design and culinary studies. Companies in fields that align with the themes, such as Merrill Lynch’s focus on finance, may be able to offer enhanced resources or student internships.

“Principal for a Day provides us with an opportunity to experience first-hand the challenges and rewards that many of our principals and educational leaders face daily,” said Gregory J. Mech, Merrill Lynch First Vice President & Managing Director–Western Division for Global Private Client. “Merrill Lynch looks forward to translating this one day experience into long-term relationships that will serve to enhance the environment at local schools.”

Students have the opportunity to interact with business leaders in their capacity as principal for a day and learn about executives’ professional responsibilities and how to best prepare for the workplace setting. Teachers will also share their experiences, challenges and ideas with executives. The program helps educators reshape classroom instruction to meet the needs of today’s demanding workforce.

“Merrill Lynch is pleased to participate in the Principal for a Day program, both in Los Angeles and nationally, because it provides our employees with a unique opportunity to interact and connect with children and professionals of the community, said Eddy Bayardelle, president of the Merrill Lynch Foundation. “Our involvement has continued to grow in L.A. and across the country and we are excited to continue our participation in this event for years to come.”

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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.