Chamber builds consensus with City Hall on need for a business friendly L.A.

The Chamber’s five strategies for a more business-friendly L.A.:

- Make job creation the top priority
- Promote international trade
- Smarter growth and development
- Keep L.A. moving
- Prepare L.A.'s future—our children

More than 400 business leaders convened for the L.A. Area Chamber’s annual Access L.A. City Hall event Thursday, Sept. 21, to spread the message that L.A. must cultivate a more business-friendly environment. The Chamber made the connection that strategies that encourage, rather than penalize, business will lead to more of the high-paying jobs that secure a better quality of life for the city’s working families.

In addition to opening speakers Mayor Antonio Villaraigosa, Council President Eric Garcetti, City Attorney Rocky Delgadillo and City Controller Laura Toebben, Chamber members heard from more than 30 civic leaders and lawmakers on important issues affecting the L.A. region, including housing and homelessness, transportation and education. Panelists included eight City Councilmembers, city general managers, and leaders of L.A. business organizations.

Kicking off the day, Chamber President & CEO Gary Toebben stressed the need to work hand in hand with Mayor Villaraigosa and the City Council to send the message that L.A. values business by making job creation a top priority.

The city faces major challenges, Toebben told a standing room only audience in the council chambers. L.A. added nearly 1 million residents but lost more than 50,000 jobs in the last 25 years.

“Business and quality of life are not mutually exclusive—they are inexorably tied to one another,” Toebben said. “We cannot build the L.A. of tomorrow without growing the business community today.”

A partnership with the Chamber is crucial, Mayor Villaraigosa said, emphasizing the Chamber’s support for his Los Angeles Unified School District reform bill AB 1381 and his trash fee tax hike to hire more police officers.

“You thank for your support on AB 1381,” Villaraigosa said. “There were naysayers, but the Chamber was strong and a partner throughout. There is no single entity as supportive of my administration as the L.A. Area Chamber of Commerce has been, on every issue.”

Mayor Villaraigosa also thanked the Chamber for its support of the LAUSD bill, which passed the state legislature.

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Access D.C. 2006 keeps paying off

Congress moves to extend education, workforce funding

Following the success of this year’s annual Access D.C. advocacy trip in May, the Chamber has its sights on March 26 – 29 for next year’s visit to the nation’s capital.

This year a delegation of 70 business leaders, including L.A. Mayor Antonio Villaraigosa, convened in Washington, D.C. to spread the message that L.A. is a national asset.

After a successful trip in May, Mayor Villaraigosa will join the Chamber delegation—estimated to be more than 100 business leaders—again next year.

“Access D.C. continues to be one of the Chamber’s most successful advocacy events,” said Chamber President & CEO Gary Toebben. “We have plans to make next year’s even better.”

During this year’s four-day event, Chamber members met with over 50 elected officials and policymakers to lobby on regional issues affecting our region, including transportation and growth, movement of goods, international trade; health care; education and workforce development; and entertainment.

The Chamber’s efforts in D.C. continue to pay off. After the Education and Workforce Development team urged reauthorization of the Perkins Vocational Education Act, the U.S. Congress voted to reauthorize the act and President George W. Bush signed it into law. The U.S. Senate approved a bill that would reauthorize the 1998 Workforce Investment Act, which the Chamber supported, for another five years.

Join Chamber members next year as they once again share the business community’s vision for a better L.A.

For more information, contact Director of Public Policy Sam Garrison, 213.580.7568 or sgarrison@lachamber.org.

Mayor’s LAUSD bill prevails with Chamber’s support

After months of studying and discussing Mayor Antonio Villaraigosa’s proposal giving him a role in governing the Los Angeles Unified School District, the Chamber provided the support that proved critical to getting the plan, AB 1381, passed in the state legislature.

The Chamber formed a special task force co-chaired by Joe Czyzyk, Mercury Air Group, and Don Jue, BBB, to study the issue.

With close votes in the Senate and Assembly, the Chamber’s support along with other key business and civic groups proved pivotal.

In a comprehensive position paper (available at www.lachamber.org), the Chamber applauded the work of Supt. Roy Romer and expressed its preference for an LAUSD governance structure with clear accountability, in which the mayor would appoint a board of trustees with fixed terms of office. But the Chamber concluded that in the short-term, AB 1381 is a positive first step of reform.

“The most important decision any governing body can make is selecting an outstanding leader,” said Chamber President & CEO Gary Toebben. “We must put aside our differences and make this a team effort among the school board, mayor and the community.”

The passage of AB 1381 should be the initial step in structuring a new compact among all Los Angeles stakeholders that sets common achievement goals and appropriate measurements of success, and commits the mayor and all stakeholders to specific actions necessary to reach those goals.

“AB 1381 should set the stage for a historic compact in Los Angeles that sets clear roles, student achievement goals and measurements of success for all stakeholders in our community,” Toebben said. “Boston’s success in school reforms has been a 15-year process that happened largely because of such a compact.”

For more information on the Chamber’s efforts in LAUSD reform, contact VP of Education & Workforce Development David Ratliff, 213.482.3987 or dratliff@lachamber.org.

IN THIS ISSUE:
- 10 ways the Chamber helped L.A. business this quarter
- Leadership: Making L.A. more business friendly
- Why is King’s Seafood Company a Chamber member?

To subscribe, visit www.lachamber.org.
A better L.A. is our business

You won’t want to miss an event at the Chamber this fall. Go online at www.lachamber.org to view and register for upcoming events. Below are highlights of some of our key upcoming events.

10 ways the Chamber helped your business

In addition to powering our advocacy efforts on your behalf at L.A. City Hall this quarter, your investment in the Chamber supports our mission to build a stronger and more vibrant community in the region. Here are a few ways we helped improve L.A. business this quarter:

1. Championed “Rebuild California” infrastructure bonds on November’s special election ballot

The Chamber pulled out all the stops to make sure Proposition 1C passed on the November ballot. Advocacy efforts through the Rebuild California campaign raised more than $1 billion for transportation projects across the state. Chamber members worked tirelessly to educate voters about the need for new transportation infrastructure.

2. Lobbied successfully to block annual indexing of minimum wage

The Chamber has been a strong advocate for increasing the state’s minimum wage. Through its advocacy efforts, the Chamber helped prevent another round of indexing of the minimum wage.

3. Hosted roundtable to educate small business owners on doing business with public agencies

The Chamber hosted a roundtable to help small business owners understand the process of doing business with public agencies. The event included presentations from various public agencies on how to navigate the procurement process.

4. Championed the Los Angeles Ethics Commission’s adoption of changes to its ethics rules

The Chamber supported the Ethics Commission’s adoption of changes to its ethics rules. The changes will establish stricter ethics rules, including new limits on campaign contributions and gifts.

5. Supported Mayor Villaraigosa’s proposal to reform LAUSD

The Chamber advocated for reforms to the Los Angeles Unified School District (LAUSD). These reforms include term limits for school board members, a vanguard to oversee district governance, and potter’s wheel reforms to improve LAUSD’s governance.

6. Endorsed $5.4 billion Measure B for Water Quality, Parks and Coastal Protection bond

The Chamber endorsed Measure B to fund projects to improve water quality, parks, and coastal protection. The measure will provide money to help improve local beaches and parks.

7. Connected young professionals with West Africa

The Chamber hosted a roundtable with young professionals from West Africa to discuss opportunities for trade and investment.

8. Co-hosted L.A. Chamber’s eighth annual networking event for professionals in the business world

The Chamber co-hosted its eighth annual networking event for professionals in the business world. The event provided opportunities for networking and professional development.

9. Educated business community on trade opportunities in West Africa

The Chamber hosted a roundtable with business professionals to discuss trade opportunities in West Africa. The event featured presentations from experts on the region’s trade and investment climate.

10. Provided job training and placement services for the working poor

The Chamber provided job training and placement services for the working poor through its Workforce Development programs.

Calendar of Events

THU | OCT. 5
Construction Industry Awards

The annual event recognizes the contributions of those who have helped build the environment of L.A. By the end of the year, 10 winners will be chosen. The Chamber will present the awards at the construction industry awards ceremony.

FRI | OCT. 6 – 12
World Trade Week International Business University Competition

Every dollar and every minute invested in the Chamber is an investment for the betterment of our local economy. Chamber members are leaders in building a better L.A. As business leaders and owners, it is important to stay informed on the latest business trends and strategies.

Mon | OCT. 10
One Global California

U.S. Middle East Ambassador Tour

One Global California is a quarterly publication of the Los Angeles Area Chamber of Commerce. It is a publication for business leaders and professionals who are interested in the latest economic trends and strategies.

Cash For College:

College & Career Convention

The College & Career Convention is an event that connects high school students and career professionals from across the state. The convention provides opportunities for students to learn about different careers and explore different paths.

TUE | DEC. 5
Southern California Leadership Network Vallesono Luncheon

The Southern California Leadership Network Vallesono Luncheon is an event for business leaders and professionals to network and learn about the latest economic trends and strategies.

IN THE NEWS

The Chamber media highlights

“Villaraigosa said he was particularly grateful for the Chamber’s support of his school bill, which was fought out in the final days of this summer’s legislative session and which he won with few votes to spare.”

“Chamber talks…Placed a widely recognized and respected position on the record in support of Villaraigosa’s efforts.”

Californian’s fashion industry is the largest in the country, according New York apparel and fashion beta and employing more than 45,000 employees.

Traveling by plane and don’t know where to park your car?

Before taking your flight, make sure your vehicle has a parking spot at the airport. To ensure you have a spot, you can reserve a parking space in advance. This will save you time and hassle when you arrive.

“Chamber talks…Placed a widely recognized and respected position on the record in support of Villaraigosa’s efforts.”

The Chamber is the voice of business in Los Angeles. As a member, you can make a difference. To learn more about how you can get involved, visit www.lachamber.org.

Views

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Summer state at the Chamber with our monthly newsletter covering the latest business news in the L.A. region, including term limits, ethics reform and community events. Public officials, community leaders and policy experts engage Chambe...
Who’s doing it right?

Several organizations track how L.A. areas are faring in attracting and keeping businesses to create quality jobs and increase sales tax. Key strategies include retail development, encouraging small businesses and reinventing property, which translate into additional revenue and improving services for residents.

- Agoura Hills — low business taxes and no utility tax rates
- Burbank — no gross receipts tax
- Centinela — no utility tax rates and incentive programs including fast-track permitting and job training
- El Segundo — lowest utility and transient occupancy tax rates
- Glendale — economic incentives and no business taxes
- Lancaster — aggressive and pro-business City Council
- Long Beach — expedited permit process
- Santa Clarita — no business license fee
- Signal Hill — site location assistance and no zoning for utility use
- Westlake — lowest property tax rate and no business and utility user taxes

KOSMOTRO-ROSE INSTITUTE COST OF DOING BUSINESS RATING

L.A. County Cities (Population > 50,000)

Education and Workforce Development

Chamber connects employers to work-ready youth through new ‘Work Readiness Certificate’ program

After Roxana Rodriguez graduated from Options For Youth Charter School in San Gabriel this year, she was ready to find her first summer job.

But the 18-year-old Los Angeles resident didn’t know anything about filling out a resume or how to apply for a job. So she signed up as a participant in the Work Readiness Certificate program.

“She showed me how to be confident about an interview,” Rodriguez said. “They taught me that not getting a job isn’t the end of the world. You just have to keep trying.”

Now after Rodriguez secured a job as a job trainer for Universal Studios Hollywood,

“Who’s doing it right?”

Village City Council business taxes attracting and keeping businesses to create quality jobs and residents. The top picks:

- Increase sales tax. Key strategies include retail development, Sources: Kosmont-Rose Institute’s Annual Survey & LAEDC’s survey of cities.
- Westlake Burbank Whittier Downey Pico Rivera Long Beach Bellflower Baldwin Park Santa Clarita Lancaster
- site location assistance and no gross receipts tax
- site location assistance and no

“A tough state for business”

Not a few California laws have made doing business in the state so oppressive as cited in the Kosmont-Rose Institute:

- Employee liability burdens (AB 70) totaling an employer’s liabilities for personal injury of a family member or business associate. Employees can sue multiple employers for up to six years after being laid off, making it difficult to obtain an insurance policy.
- Skyrocketing workers compensation (SB 838) compares to injury of a family member or birth injuries. California is the only state in the country that allows for this reimbursement.
- High wage mandates (SB 675) Requires requiring wages to be paid at least $5 an hour on any private project receiving state assistance.
- General restriction (AB 32) Provides contract for after four hours of work for more than 40 hours per week. California is the only state with this restriction.

“Improving employee benefits and labor issues is impruned in L.A.’s DNA,” said Larry Kosmont, president and CEO of Kosmont Companies.

“But when it comes to improving conditions for businesses, that’s far from the top. If L.A. doesn’t find a balance, the region’s economic future is in jeopardy.”

Job creation strategies

What does the city need to do in the short term? Kosmont recommends creating a one-stop shop for businesses that want to counter for businesses, and incentive programs for target industries.

The L.A. Area Chamber, the Los Angeles Economic Development Corporation and premium leader business- organization are offering scholarships including prioritizing job placement, educating on the importance of gross receipts tax. The program mimics the employment hiring process. To qualify for

Public Policy Priority Issues – Fall 2006

 Issue What’s going on now Position
State infrastructure bond
Terrorism and Ethics Reform
Mayoral Control of LA County
Filming permit Tax Credit
Reform L.A. County Health
Minimum Wage
Ports Clear Air Action Plan
Unemployment Benefits
Container Fees

L.A. Chamber of Commerce

The L.A. Chamber of Commerce has been a leading voice in the debate about jobs and the economy, monitoring trends in the state and national economy. The Chamber has been a strong advocate for pro-business policies and has been actively engaged in the debate over jobs and the economy.

Monthly Worker

In our 18th year, the L.A. Area Chamber has advocated and helped create a vibrant, diverse, world-class, modern, creative, entertainment, tourism and film industry. We’re proud of our advocacy efforts for our members and the residents of Los Angeles County. The L.A. Chamber/Chamber Foundation is dedicated to creating a business-friendly environment in Los Angeles County and the nation.

“The work Readiness Certificate program allows L.A. County business the opportunity to hire some of the best and brightest youth in our communities,” said Board Chair, the Chamber’s Board of Education & Workforce Development.

Chamber President Eileen R. Rodriguez.

“The program provides a cost-effective way for businesses to train and hire the future workforce. The Chamber supports the efforts of L.A.’s business community to attract and retain top talent.”

Young adults completing the certificate program have the basic skills necessary to obtain and retain entry-level employment.

While most have never worked before, a L.A.-based machine and tool company, which translates into additional revenue and improving services for residents.

The program connects employers to work-ready youth through new ‘Work Readiness Certificate’ program.

Big dreams for a better L.A.

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“My dream is that someday soon in Los Angeles, transit-oriented development will be synonymous with human development. When a household decides to relocate, it will weigh how much more affordable housing with access to good schools and area more time for families to focus on education and health care, like the Chamber's Work Readiness Certificate program, will be critical to our ability to attract and retain qualified workers and professionals. Our success in this area will be instrumental in helping our community and the state achieve vibrant economic growth.”

—Mary Noreen Boos, Senior Vice President Community Development, L.A. Chamber

“Vision for Los Angeles to foster programs that encourage more people—across industries and businesses — to actively engage in applying their skills, resources and leadership to better the L.A. community.”

—Peter Golin, President, Los Angeles Film, Music & Entertainment Commission

For more information, please call (213) 586-1200 or visit www.lachamber.org.
Why is King’s Seafood Company a member of the L.A. Area Chamber of Commerce?

As the Chamber does it help? Finding a skilled and knowledgeable workforce King’s Seafood employs 1,800 and finding the right employees is a constant challenge. The human resources team has grown from one employee to over 200 in the last ten years to find the right people.

A Chamber member for eight years, King said his company would not have opened in Los Angeles without the Chamber’s help. The Chamber supports job-training, financial aid access, and job-training programs that directly help more than 20,000 youth gain the skills to succeed and contribute to the community.

Affordable employer health care The increasing cost of health care is a concern to employers, which has been building for years, King said. Proposition 19, although passed, would have mandated certain employers to provide health care for employees and extended family. If passed, King said, his company would have gone out of business.

The Chamber strongly opposed the measure and has been at the forefront of advocating the region’s health care options, including: maintaining the number of uninsured and re-establishing the county health care options.

Steadfast real estate and development professionals Finding and securing the best real estate is a challenge King’s Seafood continues to face. The company has had in-house real estate staff, but navigating local and state permitting processes is always challenging.

The Chamber works to streamline permitting for development projects, improve coordination with city agencies and ease numerous mandates on developers.

Spread your good news King’s Seafood Distribution receives tons of seafood every morning. With such volume, it’s important that the transportation of goods goes smoothly.

The Chamber has advocated for advance tax benefits for improving real estate, delivery of goods, and increased efficiency of logistics, while securing the approval of the state’s ability for federal transportation aid.

“L.A. Chamber of Commerce is the primary advocate for the business community,” King said. “If you give it to the community, it always gains back.”

Getting the Word Out

The Chamber's leadership in shaping L.A.'s economy.

The Chamber has worked for decades to improve Los Angeles. Its leadership has led to the development of this thriving segment of L.A.’s economy.

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Getting the Word Out
To receive a $100 gift certificate, you must call to schedule your appointment on or before December 8, 2006. (Appointment must be completed by December 15, 2006.) Offer valid only at the HSBC Premier Investment Center located at 660 S. Figueroa Street, Suite 100. Must be 18 years or older to accept this offer. ©HSBC Bank USA, N.A., 2006 Member FDIC.

Never traded with countries in the Middle East and North Africa but want to? Who will be the Southern California leader of the year? Register now for these events and more at www.lachamber.org

**U.S. Middle East Ambassadors Tour**

October 10
One Global California
Explore trade opportunities with countries in the Middle East and North Africa.

**Mobility 21 Summit**

October 30
Discuss transportation issues and its role in the economy.

**Southern California Visionaries**

December 5
Honor those who are committed to strengthening the L.A. region and civic life.

The apparel industry generates $24.1 billion in wholesale volume.