Chamber members fight for a better L.A.
The Chamber advocated for issues important to business at annual Access L.A. City Hall event

As the national economy continues to falter, it's increasingly important for local business and civic leaders to collaborate to maximize our region's economic assets to create jobs and grow the local economy. That's exactly what the Los Angeles Area Chamber of Commerce achieved at this year’s annual Access L.A. City Hall event.

"Maybe we're not in a recession just yet, but we are in something akin to it and we know it's not good," said Villaraigosa, noting that the city could face a decline in revenue and state funding in the next fiscal year.

Throughout the morning, Chamber members heard from more than 30 civic leaders and lawmakers including State Assemblymembers Mike Feuer and Felipe Fuentes, L.A. City Attorney Rocky Delgadillo, former L.A. Mayor James Hahn and members of the L.A. City Council on key issues in Los Angeles.

Job creation and economic growth in Los Angeles were central themes throughout the day. City officials stressed the importance of having businesses call Los Angeles home.

"We want people to know that Los Angeles is open to business," said L.A. City Council President Pro Tempore Wendy Greuel, pointing out that the city has cut the gross receipts business tax by 15 percent.

At a session on gang violence, panelists discussed various ways that economic growth and more importantly, employment opportunities can help eliminate gang violence.

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L.A. City Councilmember Tony Cardenas said that the mayor's office and council are working together to tackle the issue. "Today's City Council is more prepared than ever before," he said.

Besides advocating at Access L.A. City Hall this fall, the Chamber is also urging business support on several initiatives, including Proposition 11, on the Nov. 4 General Election ballot. Make sure you take the Chamber's official voting guide, inserted in this issue, to the polls when you vote on Nov. 4.

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A better L.A. is our business

Voting for a better L.A.

November 4 will be a milestone day for our nation, state and region. Our nation will make electoral history, no matter which presidential ticket is elected. But more important than the history of who is elected, is the history that the winning candidate will write during the next four years in office. At the state and local level, we face equally important decisions that will impact our economy and quality of life for decades to come.

There are 12 propositions on the Nov. 4, 2008 General Election Ballot and the Los Angeles Area Chamber of Commerce Board of Directors has taken a position on seven of these initiatives. Our recommendations are listed in this issue. As has been noted on the editorial pages of dozens of newspapers across our state, Chamber-sponsored Proposition 11—The Voters FIRST Act—offers the greatest opportunity to change business as usual in California. Today, legislators draw their own districts and choose their own voters. Prop. 11 would give a 14-member bipartisan citizens commission the responsibility for drawing the new districts after the census is reported every 10 years. Prop. 11 is an essential first step in electing representatives who are willing to reach across the aisle and solve the challenges facing California.

In Los Angeles County, voters will consider the largest number of construction projects ever placed on one local ballot. These bond and tax measures come at a tough time, when businesses and voters must make important tradeoffs to weather the economic turmoil. After a thoughtful and deliberative process, the Chamber’s Board of Directors is encouraging you to vote yes on these measures because each of them is essential to the short- and long-term future of our county.

All three construction measures: Measure J for the Los Angeles Community College District, Measure Q for the Los Angeles Unified School District and Measure R for the Metropolitan Transportation Agency do two things. First, they make an essential and absolutely necessary investment in the future human and physical resources of our county. Second, they do so at a time when we need to stimulate the economy with the thousands of jobs that these projects will create.

As you would expect, the Chamber’s Board of Directors looked carefully at the financial impact that these three measures would have on citizens and businesses in the short- and long-term. All three measures will make us more competitive for much needed state and federal funds. Measures J and Q will extend, rather than increase, the financial impact that these three measures would have on citizens and businesses in the short- and long-term future of our county. Second, they do so at a time when we need to stimulate the economy with the thousands of jobs that these projects will create.

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The upcoming election provides unprecedented opportunities to invest in our youth, our transportation system and our economy. We hope you will join us in voting for a better L.A. on Nov. 4.

Gary Toebben
President & CEO
Los Angeles Area Chamber of Commerce

Calendar of Events

Want to know what’s coming up at the Chamber this fall? Visit lachamber.com to view and register for upcoming events. Below are some key signature events you won’t want to miss:

Event Highlights

Join selected officials, transportation, business and community leaders for Mobility 21’s seventh annual Southern California Transportation Summit at the Wilshire Grand Hotel. The summit serves as a catalyst for building consensus and collaboration among area transportation leaders. For more information, contact Mobility 21 Executive Director Marnie O’Brien Primmer, 213.580.7549 or mprimmer@mobility21.com.

The annual luncheon honors exceptional contributions in developing the built environment of Los Angeles to unite the region’s diverse communities. For more information, contact Director of Events Michelle Attebery, 213.580.7585 or mattaberry@lachamber.com.

L.A. students and their families are invited to attend the convention, which will feature representatives from colleges and universities from across the country, along with interactive career demonstrations and a wealth of information on scholarships and financial aid. For more information, contact VP of Leadership Programs Kevin Cottrell, 213.580.7577 or kcottrell@lachamber.com.

Los Angeles Area Chamber of Commerce

Increase your organization’s visibility in Los Angeles and gain new customers by advertising in the L.A. Area Chamber's publications and Web site. Advertising with the Chamber is available exclusively to Chamber members.

Advertise in... Chamber Voice, the Chamber’s award-winning quarterly newsletter L.A. Business This Week, the Chamber’s award-winning weekly email newsletter Chamber, the Chamber’s nationally recognized Web site

For more information, contact Senior Interactive Marketing Manager Monika Medina, 213.580.7556 or mmmedina@lachamber.com.

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A better L.A. is our business

10 ways the Chamber helped your business

Your investment in the Chamber helps us build a stronger economy and quality of life in the region. Here are 10 ways we helped improve L.A. business this quarter:

1. Championed redistricting reform
   The Chamber together with the AARP, California’s Women Voters and other groups supported SB 1677 (Scott) to create a new independent bipartisan commission to draw district boundaries for the State Senate, State Assembly and State Board of Equalization.

2. Formed business/labor coalition on water crisis
   The Chamber formed a coalition of business and labor leaders to advocate for a comprehensive package to restore the Sacramento-San Joaquin Delta and ensure water quality and reliability for Southern California. Also, the Chamber, in partnership with the Metropolitan Water District of Southern California, hosted multiple inspection tours of the Delta and its aging levee system for L.A. City councilmembers, directors and commissioners.

3. Fought for Chamber-sponsored state education bills
   Gov. Arnold Schwarzenegger signed into law AB 2648 (Bass and Steinberg), which authorizes five years of taxpayer safeguards on the state’s cent countywide sales tax initiative on the Nov. 4 ballot. The Chamber joined Mayor Antonio Villaraigosa and city and county officials to support Los Angeles County Metropolitan Transportation Authority’s decision to place a half-cent countywide sales tax initiative on the Nov. 4 ballot.

4. Provided 10,000 youth with summer employment opportunities
   The Chamber, AT&T, Vons and other businesses teamed with L.A. Mayor Antonio Villaraigosa and the City of Los Angeles to support the HIRE LA’s Youth campaign to help thousands of young adults gain access to employment opportunities during the summer. The Chamber set a new goal of providing 15,000 jobs next year.

5. Supported Metro sales tax initiative to fund congestion relief projects along with taxpayer safeguards
   The Chamber supported the decision of the Los Angeles County Metropolitan Transportation Authority (Metro) to place a half-cent countywide sales tax initiative on the Nov. 4, 2008 election ballot to fund vital transportation and transit infrastructure projects throughout the county. With proper planning and oversight, the tax will generate up to $4 billion in new revenue over 30 years for much-needed transportation projects in our region.

6. Facilitated international trade opportunities
   Chamber members discussed business opportunities and challenges in working with South Korea with several congressional leaders including U.S. Rep. Diane Watson and the Korean National Assembly at L.A. City Hall during the summer. Members companies, including AC Martin Partners, shared their experience in doing business with the country and the importance of passing the Free Trade Agreement.

7. Successfully opposed new mandates on business
   Legislation that would have required all California employers to provide paid sick leave to part-time, seasonal and temporary workers was defeated in the State Senate last quarter. The Chamber joined a coalition of businesses to oppose the mandate, which would hurt California’s competitiveness at a particularly difficult time in our economy.

8. Lobbied Washington, D.C. for more federal investment in Los Angeles

9. Encouraged businesses to prepare for a major earthquake
   After the magnitude 5.4 Chino Hills earthquake on July 25, the Chamber called on businesses across the region to participate in the Great Southern California ShakeOut on Nov. 13. The Chamber is an active partner in the event, which is the nation’s largest earthquake preparedness exercise. The Chamber is also planning workshops for businesses in the fall to prepare for the next Big One.

10. Opposed state budget gridlock and health care cuts
    The Chamber strongly opposed the partisan gridlock that resulted in the longest state budget delay in history. During the summer, the Chamber joined doctors, hospitals and civic leaders to voice concern over proposed cuts in Medi-Cal payments that would have contributed to higher employer premiums and hurt our health care safety net.

The Chamber was sizzling this summer as state, civic and business leaders met to discuss issues facing the region. At the Chamber’s Board of Directors meeting in July, California State Controller John Chiang discussed the state’s $15.2 billion budget deficit and his office’s goal to create transparency and accountability. The following month, Assembly Speaker Emeritus Fabian Núñez visited the Chamber to discuss AB 2083, the Student Financial Aid Eligibility Act, and how it would impact business, workforce development and the state’s budget. At special international trade briefings, the Hon. Juan Marcos Gutierrez González, Consul General of Mexico in Los Angeles, spoke with Chamber board members about trade and current relations with Mexico; Neres Yeritsyan, Minister of Economy, Republic of Armenia, discussed trade relations with Armenia; and Stewart Gardner, Consul-General to Los Angeles David Fransen and Hon. Greg Byrne, Minister of Business for New Brunswick, Canada talked about current trends and developments in his region. In August, Union Pacific Railroad Co. Chairman, President & CEO Jim Duff discussed efficient growth, green transportation and the importance of Union Pacific. At the Accenture Pancakes & Politics Breakfast Speaker Series in July, L.A. City Controller Wendy Greuel and L.A. County Supervisor Michael D. Antonovich discussed upcoming projects for a safer neighborhood and various infrastructure projects. In September, former California Gov. Gray Davis discussed the challenges on the state’s horizon, while the state’s Chamber of Commerce public policy committees heard from civic and elected officials including L.A. City Council President Pro Tempore Wendy Greuel, who gave an update to the Business Growth & Tax Policy Committee on the City Council’s efforts to improve L.A. business climate. The Education & Workforce Development Committee heard from the Angeles Unified School District Superintendent David L. Brewer III, Board Vice President Yolanda Flores Gutierrez and Chief Facilities Executive Guy Mehula on the district’s proposal for a $7 billion bond on the November ballot. The Aviation Committee heard from John Heimlich, Air Transport Association of America, who discussed the soaring cost of jet fuel and the effect on U.S. airlines. In September, the committee met with Roger Johnson, deputy executive director of Los Angeles World Airports on terminal renovations and safety improvements. Don’t miss out on any of the action next quarter—visit www.lachamber.com/events for a calendar of upcoming speakers and events.
Focus on education and workforce development:
**Working with Local Schools: Good for Business...Good for Students**

Business-education partnerships help prepare students for the future

As a high school student, Nancy Woods built a friendship with her architectural drafting teacher that would motivate her to pursue an education and career in construction. Thirty years later, as a project manager for Swinerton Builders, a leading general contractor in Southern California, Woods has reconnected with her high school teacher and is giving back to education the best way she knows how.

Woods invited students from Cleveland High School’s art and technology small learning community over the 2007-2008 school year to be a part of Swinerton’s development of the new Neiman Marcus in Topanga. The students gained a new perspective on a real-world construction project through classroom visits from engineering, architectural and construction specialists, building-related project assignments and several site visits to observe the store’s construction process.

The partnership provided students a rare glimpse into the world of contracting. It also gave Swinerton employees a view into the challenges and opportunities facing today’s educators and students.

“It gave us all a different perspective of what actually is happening in the education system,” Woods said. “To know that we’re helping build a potential career, that there’s still validity in what we do—it just kept us more focused.”

Business-education partnerships like the one Swinerton and Cleveland High School had are known to improve student performance and better prepare the workforce of the future. This is particularly true for small learning communities with business partnerships. In August 2008, Public Works evaluated Los Angeles Unified School District (LAUSD) Small Learning Communities and found these schools decreased the drop out rate for 9th graders moving to 10th by two-thirds.

Yet, far too many businesses feel they don’t have time or resources to engage with a local school or classroom.

As the new school year begins, Pillar—the new joint office of the Los Angeles Area Chamber of Commerce and LAUSD—is actively seeking businesses looking to partner with local middle and high schools. Matching businesses with small learning communities that have theme-based programs—ranging from arts, to finance, to health and more—Pillar partnerships are a natural fit for businesses looking to align their cause-related marketing efforts with their core missions.

“Pillar is, in the simplest terms, business’ one-stop shop for education partnerships that achieve real results,” said Chamber VP of Education & Workforce Development David Rattray. “How much and how long—that’s all up to the business.”

As Nancy Woods learned, partnering with a school is also good for businesses. The partnership provided Woods the opportunity to work with co-workers in a different setting instead of in the office or at a project site. It was a great team building experience, Woods said, for everyone who participated in the project.

“Businesses have to support the future and the future lies in education,” said Woods before reciting her favorite Jack Lemmon quote. “If you’re lucky enough to have done well, it’s your responsibility to send the elevator back down.”

For more information on Pillar or to connect with a local school, contact Business-Education Partnership Coordinator Rebecca Maescher, 213.580.7553 or rmaescher@lachamber.com.
A better L.A. is our business

Public policy priority issues fall 2008

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<thead>
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<th>Issue</th>
<th>The latest</th>
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</tr>
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<tbody>
<tr>
<td>Proposition 13 - Vote FIRST</td>
<td>Redistricting initiative</td>
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| Measure R - Half of county sales tax to fund transportation projects | The Chamber is always reluctant to endorse any tax increase. However, the proposed half-cent increase in the county sales tax will provide $444 million a year in funding for much needed transit and road improvement projects over the next 20 years. Construction projects include expanding high-speed rail and subway lines, building dedicated busways and corridors, and expanding the LAX airport.

**SUPPORT**

| Multiple Pathways legislative package to educate a 21st century workforce | The Chamber is the primary sponsor of bills aimed at improving public education and workforce development. AB 476 (Fnorman & Stark), AB 762 (Weber) and AB 450 (Davis and Shulman) require the state to develop a long-range strategy that includes career academies, technical education and other workforce development opportunities. Gov. Arnold Schwarzenegger signed AB-2349 (Bates) into law.

**SUPPORT**

| Local labor union and business community coalition to address state water crisis | More than one third of our region’s water supply comes through the Northern California Delta’s system of levees. An earthquake in the Sacramento-San Joaquin Delta will cut off water to the L.A. region for years and cause a Katrina-like disaster throughout the state. To protect the Delta and ensure long-term water delivery to Southern California, the Chamber formed a local labor union and business community water coalition that is working with labor on a comprehensive solution. The Chamber is working through the legislative process to return free access to the U.S. market.

**SUPPORT**

| CEQA reform | The Chamber supports Congressional ratification of the pending free trade agreement between the United States and Colombia, Panama and South Korea. Trade between the United States and Colombia, Panama and South Korea.

**SUPPORT**

| City of Los Angeles inclusionary zoning mandates | The Chamber is closely monitoring Los Angeles City proposals that would require developers to set aside a percentage of new units for low-income residents. Known as inclusionary zoning, this mandate could drive up costs and force developers to stop building new workforce housing in Los Angeles. Instead of onerous mandates, the Chamber supports incentivizing affordable housing construction to make it win-win for both developers and the city.

**SUPPORT**

| Reopening of King/Drew Hospital under public-private partnership | The closure of King/Drew Hospital in South Los Angeles significantly hurts the local community and threatens the health care safety net of the entire region. The Chamber is working with the community and city officials to develop a plan for reopening King/Drew under a public-private partnership. In addition, the Chamber is working with colleagues in Congress to ensure patient access to community clinics and increase preventive care and avoid emergency room overcrowding.

**SUPPORT**

| Free Trade Agreements with key trading partners | The Chamber supports Congressional ratification of the pending free trade agreement between the United States and Colombia, Panama and South Korea. Trade between the United States and Colombia, Panama and South Korea.

**SUPPORT**

| Broadway downtown revitalization | Reinvigorating Los Angeles’ historic Broadway Theater district will be a crystallizing event to the very much needed revitalization initiatives. The Chamber has a long-standing relationship with the City of Los Angeles and key business groups to plan for economic redevelopment along Broadway that includes an electric shuttle service, revitalizing grand avenues, retail and dining opportunities and public safety improvements.

**SUPPORT**

| New mandates on airlines at LAX | Keeping Los Angeles International Airport’s (LAX) $120 billion regional economic output healthy requires preserving the region’s transportation infrastructure and the air industry. As airlines face their greatest financial crisis due to high fuel prices, the city must do everything possible to keep LAX’s funding capacity. The Chamber opposes L.A. City Council proposals to leave additional wage mandates on airline workers at LAX that will force airlines to shift flights – and jobs – to airports outside of the region.

**OPPOSE**

### Big dreams for a better L.A.

For nearly 120 years, the L.A. Area Chamber has advocated and helped establish L.A.’s port, international airport, water system, entertainment industry hub and freeway system. We asked members of the Chamber Board of Directors, what’s your dream project or policy idea for the L.A. region that the Chamber can help make a reality?

“**My dream is to see our state and local government embrace pro-business reforms that will enable us to strengthen our city and to reclaim our status as the Golden State. Over time, business has accepted an increasing burden in state and local taxes, fees and costly regulations. Business can be a strategic partner to future economic growth and prosperity... but a more thoughtful approach to fostering that partnership is sorely needed.”**

Karen L. Hathaway
President and Managing Partner
Los Angeles Athletic Club, and Co-chair, Chamber’s Business Growth & Tax Policy Committee

At Wachovia, we are big supporters of the thriving downtown L.A. community. It’s that’s why we’re growing our presence there with a new office and flagship financial center. I would love to see the skyline of downtown continue to grow with affordable housing, competitive schools and thriving local businesses.

With the support of the community, local government and organizations like the Los Angeles Area Chamber of Commerce, downtown will truly become the heart of Los Angeles.

Gina Marie Lindsey
Executive Director
Los Angeles World Airports

With 22 million people living and working in Southern California, a major earthquake in the region could cause an unprecedented catastrophe. What do we do now, before a big earthquake, to prepare and determine what our lives will be after. With earthquakes an inevitable part of Southern California’s future, Californians must act quickly to ensure that disasters do not become catastrophes. With this in mind, the Earthquake Country Alliance has organized the Great Southern California ShakeOut, a weeklong series of special events featuring a massive earthquake drill on Nov. 13, 2008.

The ShakeOut drill centers on the ShakeOut Scenario, a realistic portrayal of what could happen in a major earthquake on the southern end of the San Andreas Fault. Created by over more than 300 expert leaders by Dr. Lucy Jones of the U.S. Geological Survey, the scenario outlines a destructive magnitude earthquake originating near the Salton Sea, which would have the potential to devastate the region.

While earthquakes cannot be predicted or prevented, steps can be taken to prepare in order to make a difference in how our lives will be after an earthquake. Secure your space by strapping top-heavy furniture, water heaters, and other items to walls or table tops. Strengthen your buildings walls and foundation if necessary. Of course, it is important to have resources to protect yourself and others should assistance be slow in arriving. Three to 14 days worth of water for each person, fire extinguisher, among other supplies, can be valuable resources to have stored and ready for such a disaster.

With a goal of at least 5 million participants, the ShakeOut drill will be the largest in U.S. history. To participate, sign up at www.shakeout.org/register, and pledge your family, business, or organization’s participation in the drill.

Registered participants will receive information on how to prepare, connect with other participants, and encourage a dialogue within the community about earthquake preparedness. There are many ways to take part, but at the least you and your team should “Drop, Cover, and Hold On” at 10 a.m. on November 13, whatever you may be. Register today and help make Southern California a safer place.

For more information, visit www.shakeout.org; visit the official ShakeOut Blog at greatcaliscalshakesout.blogspot.com or for additional information feel free to contact Margaret Vici, Manager, Office of Earthquake Programs, Caltech at mvici@gps.caltech.edu.

### The Great Southern California ShakeOut

**Are You Ready to ShakeOut?**
Focus on transportation:
On a Mission for Mobility

The stakes are high — Southern California’s public transit continues to fall behind other urban cities; traffic congestion continues to worsen; and public transportation funding is scarcer than ever. With federal transportation funding coming up for authorization for the first time in five years, the Southern California region has much to gain or lose.

"In the upcoming months our coalition will work to bring much needed attention and funding to address our transportation needs.”

Building on success

The brainchild of former L.A. Area Chamber President & CEO Russell J. “Rusty” Hammer and Los Angeles County Metropolitan Transportation Authority (Metro) CEO Roger Sponible, Mobility 21 has a history of bringing together the business community and the public sector to achieve transportation “wins.” In the last federal surface transportation authorization legislation, Mobility 21 brought home $3.8 billion in federal funding for transit and highway projects in Los Angeles County.

Mobility 21 was formed because congestion knows no boundaries in the fight for state and federal transportation funding. Serving as a gateway for goods and visitors entering the United States, Southern California’s transportation system is critical to both the local and national economy. Speaking in a unified voice, the coalition aims to remind legislators that investments in Southern California transportation projects have benefits well beyond the highways and railroad tracks in our own backyards.

"In a region as vast and complex as Southern California, it’s important that all stakeholders join together to speak as one. And that is exactly what Mobility 21 allows our region to do,” said Chamber President & CEO Gary Toebben. “It is only with a unified voice that we will be successful in improving mobility, safety, quality of life and economic potential in our region and beyond.”

What’s ahead for Mobility 21

Each year, Mobility 21 hosts an annual summit bringing together transportation leaders from across the region to discuss cutting-edge topics that will play a major role in Southern California’s ability to improve our transportation system.

The 2008 Mobility 21 Summit will take place on Oct. 20 at the Wilshire Grand Hotel in downtown Los Angeles. Speakers including Rep. Ken Calvert, California State Assemblymember Michael Feuer, L.A. Mayor Antonio Villaraigosa and former Surface Transportation Board Chair Roger Nober, BNSF Railway Company, will address pressing transportation legislation and issues.

Next year Mobility 21 and the Chamber will continue working closely to develop a 2009 transportation advocacy platform, which will be used to advance the region’s mobility agenda throughout the year. Mobility 21 will also provide more opportunities for stakeholder involvement through enhanced communications and action alerts.

For more information, contact Executive Director Marnie O’Brien Primmer, 213.580.7549 or mprimmer@mobility21.com.

Get involved with Mobility 21

Visit mobility21.com to:
- Learn more about Mobility 21
- Sign-up to receive Mobility 21 action alerts
- Opt-in to the Mobility 21 e-newsletter

Mobility 21

Mission Statement:

Mobility 21 is a coalition that brings together public, business and community stakeholders to pursue regional solutions to the transportation challenges facing Los Angeles, Orange, Riverside, San Bernardino and Ventura counties. A non-partisan alliance, Mobility 21 delivers a unified voice for the region’s transportation priorities and seeks to improve mobility in the region.

Goals:

- Support practical solutions to Southern California’s transportation challenges
- Mobilize regional support for transportation funding and legislative priorities at the federal and state levels
- Unite political leaders around common priorities for transportation

Chamber Snapshots

Scenes from some of the Chamber’s key events during Summer 2008

1. L.A. Mayor Antonio Villaraigosa presents Lupita Sanchez Cornejo, AT&T, with a plaque honoring the company for its contribution to HIRE LA’s Youth’s six-week summer employment program. 2. Mayor Villaraigosa with participants from HIRE LA’s Youth’s summer employment program. 3. A representative from The Port of Los Angeles at L.A.’s Largest Mixer X at the Shrine Auditorium in July.
Southern California's economic engines: 

**Los Angeles receives a boost from sports**

The sports industry is pumping billions into L.A.’s economy annually.

Southern California is home to some of the biggest names in professional sports: Kobe Bryant, David Beckham and Manny Ramirez to name a few. And Angelenos love to watch them live.

In 2007, the sporting events industry in Southern California generated more than $5 billion in total economic impact and the industry’s annual growth is double the annual growth rate of Californians’ personal income, according to a report by the Los Angeles Sports Council and the Los Angeles Area Chamber of Commerce.

“Sports is not just a section in the newspaper, it’s also a sector of the economy, and an underrated one at that,” said L.A. Sports Council Chair and Chamber Board Member Alan Rothenberg, 1st Century Bank. “Anything that contributes a $5 billion impact each year is substantial.”

With 18 professional teams, 11 college teams and nearly a dozen annual sporting events, the sports event industry has a direct impact on Southern California’s economy and continues to be a source of economic growth for the region. Last year nearly 25 million people attended sporting events in the region and attendance is expected to grow.

“Sports is not just a section in the newspaper, it’s also a sector of the economy, and an underrated one at that. Anything that contributes a $5 billion impact each year is substantial,” said L.A. Sports Council Chair and Chamber Board Member Alan Rothenberg, 1st Century Bank.

“The diversity of the sector – ranging from professional baseball to college football to horse racing – will help to ensure its continued growth in the future,” said Chamber President & CEO Gary Toebben.

Los Angeles’ sports industry is strong despite the absence of an NFL team, though the talk of having one again has been in the news with the proposal of a stadium in the City of Industry by Ed Roski, Majestic Realty Co.

The sports industry not only provides revenue in the form of ticket sales—24.9 million people attended sports events in the region in 2007—but also is a source for jobs. The industry was responsible for more than 3,000 full time and more than 10,000 part-time jobs for L.A. area residents. Full time employment has increased four percent annually since 2005.

“You cannot quantify the psychological impact of sports,” said L.A. Sports Council President and Chamber Board Member David Simon. “But you can measure its economic effect and our studies have shown consistently that sports are a growth industry, even in tough economic times.”

For more information, contact Director of Communications Gwen Oldham, 213.580.7532 or goldham@lachamber.com.

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**The Southern California region hosts several annual sporting events including:**

- AT&T Senior Classic
- AVP Beach Volleyball
- Countrywide Classic
- L.A. Marathon
- Long Beach Grand Prix
- Long Beach Marathon
- Mt. Sac Relays
- Northern Trust Open
- Target World Challenge
- Toshiba Classic
- Tournament of Roses
- U.S. Open Surfing

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4. The Chamber joined business organizations and the city of Los Angeles in August for the Office Depot Foundation’s Backpack Donation Event, which provided thousands of backpacks to area school-age children. 5. L.A. City Council President Pro Tempore Wendy Greuel addresses more than 200 business leaders at the Chamber’s Access L.A. City Hall event. 6. Jim Caldwell, Los Angeles Department of Water & Power; Jonathan Partney, Green L.A.; and Don La Faso, Microsoft Corporation, discuss greening Los Angeles at the Chamber’s Access L.A. City Hall event.
**Member Advantage**

The Chamber’s member-to-member discount program offers a variety of savings, from hotel rooms to printing to shipping. If you’d like to offer other members a discount on your products or services, contact Membership Manager Pat Clark, 213.580.7595 or pclark@lachamber.com.

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How is the slowing economy affecting the state budget?

Controller Chiang: The current economic situation has raised great question marks in regards to the state's fiscal position. The financial markets have yet to play themselves out. We have both credit and liquidity issues that need to be resolved but the core issue is, we don't know what's happening in the housing sector. The housing sector has been responsible for bringing in domestic revenues. Over the past few years, we had a strong increase in job creation due to the real estate sector. We've seen significant job loss in these areas over the last year and a half. The unemployment rate in California has jumped from 5.4 percent to 7.3 percent, so obviously that is going to have an impact on income taxes and sales taxes. The state will have to work its way through these great challenges over the next year, year and a half.

What are the biggest financial obstacles facing California?

Controller Chiang: We have some challenges, including dramatic population growth, the state grows by about 400,000 people a year, so there is associated costs with that growth, whether health care or education costs. We also have a budget system here in California that is broken. If you want to have a long-term fix, we really need to fix the budgetary issues that have caused dramatic harm to many people both in the public and private sector as we recently witnessed during these past few months.

One of the things we need to do is budget more prudently, so we don't run into troubles with our forecast. There are a lot of variables but we ought to be exercising caution, so that we don't have to have significant provisions that were unexpected at the beginning of the fiscal year, or that were expected at the beginning of the fiscal year. Some of the revenues that I have proposed include a rainy day fund, we ought to look at the most volatile of the income streams and try to not make them as volatile. I think we also ought to have a mid-year budget collection so that we don't exacerbate problems by continuing to not address them until the next budget. And one of the things that I've been strongly pushing for is that the government practices are correct. So I audited the state lottery and we found out that they were using tax dollars for holiday parties, which was wrong. But we do need more audit resources. The number of auditors in the state controller's office has declined dramatically. So frankly, we can't safeguard the public's treasury unless we have the resources to make sure that we can take a comprehensive look at what the state is doing with taxpayer's dollars.

You are the keeper of unclaimed property. Can you explain the benefits of the Unclaimed Property search engine you provide on your Web site?

Controller Chiang: When I came in to the controller's office, the unclaimed property program was broken, the laws that the Legislature enacted and that the governor has signed into law in the last couple of years have been a setback for unclaimed property. Fortunately, last year I convinced Gov. Schwarzenegger and the Legislature to pass significant reforms in this arena. In the past we were only notifying about 20 percent of the account holders that the state was in possession of their money. Today the law now allows me to contact 100 percent of the owners that the state has their property. Over the last 11 months we have had a record number of notices that we have sent out. For the previous

One of your responsibilities includes investigating the authority for every dollar the state spends. What will you do so every taxpayer dime is spent wisely?

Controller Chiang: We've been very assertive in exercising our audit authority. We want to make sure the taxpayers understand use of their hard-earned dollars is going to be maximized for the public good. People will trust government with their dollars if we can establish that we are doing the right thing. That's why I want to make sure that we're auditing properly in the controller's office. For instance I audited the Public Utilities Commission to make sure that they had better debt collection services. Part of the challenges we have today is that we have adequate revenue for expenses. If tax dollars and other dollars are owed to the public treasury, I want to make sure that government agencies are doing the right thing to collect those dollars. If they don't do that effectively then we continue to have budgetary problems, well you have to talk about cutting education or health care or increasing taxes.

I also wanted to make sure that we're looking at the most critical functions, so for example I audited the LAUSD to make sure that when they are submitting claims for reimbursement that they are submitting adequate claims and accurate claims. One of the things that I also wanted to make sure is that the government practices are correct. So I audited the state lottery and we found out that they were using tax dollars for holiday parties, which was wrong. But we do need more audit resources. The number of auditors in the state controller's office has declined dramatically. So frankly, we can't safeguard the public's treasury unless we have the resources to make sure that we can take a comprehensive look at what the state is doing with taxpayer's dollars.

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Focus on small business:
Building a better business plan

Entrepreneurs use strategies to stay on track

When Kristen Kendall first began her custom scavenger hunt business a year ago, she identified her target customers as being in three categories. But she soon discovered a fourth target customer. So what did she do? She changed her business plan. Because for Kendall, her business plan is her guide and one that she consults when she wants to make sure she’s on the right track.

“A business plan provides you with a road map of the direction you want to go and the different goals you want to set up,” said Kendall, who owns Los Angeles-based Out of the Box Events. “I revisit it every six months to evaluate how the business is growing and to see if there are any changes that we need to make.”

Business plans are useful for any business of any size, but they are of particular value for the small business community because of the demands that these businesses face day to day, said John Kabateck, executive director of the National Federation of Independent Business-California. And in a state that is known for having many regulations, rules and permitting requirements, having a business plan and knowledge of the laws is particularly important for small business owners.

It’s also important that when developing a business plan everybody involved is familiar with the plan, Kabateck said, so that all stakeholders feel that they’re a part of the bigger picture of the goals and purpose for what they’re doing each day. Kendall couldn’t agree more. When she brought other members on to her business, she made sure she shared with them her business statement, philosophy and goals all laid out in her business plan. This gave them a better understanding of what Kendall wanted to accomplish in her business.

For many small business owners, the tough economy has showed them how much a well-devised business plan can help.

“In a strained economy, a business plan takes on an even greater significance,” Kabateck said, “because those pressures and burdens are even more impactful and unpredictable.”

For Debra Manoogian, a five-year small business owner, her business plan has especially helped her in this tough economy by forcing her to look at the bigger picture and helping her see where she’s at. “It acts as my coach,” said Manoogian, Heartland Payment Systems in Los Angeles. “It lets me know when I’m doing great and when I’m falling apart. I do revise my plan every month. That’s important because it lets me know how far off I am.”

Manoogian has attended the L.A. Area Chamber’s Small Business Owners Roundtable, which has provided her with suggestions and information for her business plan and day-to-day activities. When Manoogian revisits her business plan every month, she incorporates suggestions she learned from these roundtables.

“The more that small business owners can identify with respective business organizations, with either a local Chamber or trade organization, the better,” Kabateck said. “These organizations tend to have terrific resources and benefits to get them started and to get them thinking long-term, especially during a down economy.”

Manoogian is not only looking long-term, but she is also making sure that she doesn’t lower her goals even though times are rough.

“If I lowered my goals it wouldn’t be that tough,” she said. “Where’s the challenge in that?”

For more information, contact Program Manager Bridget Netter, 213.580.7576 or bnetter@lachamber.com.

SCORE Spotlight:
Writing a business plan

This quarter the Los Angeles Chapter of SCORE discusses the importance of a business plan.

Kristen Kendall, Out of the Box Events

A business plan is your company’s road map and strategic vision for the future. Your first plan is simply a best guess, but later revisions can show you what is working, what isn’t and why. The real value of doing a business plan lies in the process of research and thinking about your business in a systematic way.

The act of planning makes you study and research when you are not sure of the facts and forces you to look at your ideas critically. Your business plan can help you evaluate areas of strengths and weaknesses; pinpoint business needs that might otherwise be overlooked; and identify important business opportunities.

A well-documented business plan offers a steady benchmark against which to measure your company’s progress. It typically takes several weeks to complete a good plan. Be sure to keep detailed notes on your sources of information and the assumptions underlying your financial data.

In formulating your first business plan, focus on three big basics:

- a well thought out concept or idea that will form the basis of the business
- a clear assessment of the size of the market for the product or service
- and a comprehensive study of existing or potential competitors.

To learn more about having a legal plan for your small business, contact the Los Angeles Chapter of SCORE Counselors to America’s Small Business at 818.552.3206. SCORE counselors provide free, confidential business counseling and training workshops to small business owners.

SCORE is a resource partner of the U.S. Small Business Administration. Counselors are available at the L.A. Area Chamber.

To make an appointment, contact Alice Ochoa, 213.580.7592 or aochoa@lachamber.com.
Welcome to the L.A. Area Chamber

Thanks to our new members, who joined the Chamber during June, July and August 2008.

To learn more about Circle Level membership benefits, call 213.580.7592.

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“California state government funding for the university system has gone from 42% a generation ago to less than 18% today. And that money’s not coming back.

“Which brings us back to us, the citizen/owners. Not just alumni. Not just the university family. We need every business, large and small; every member of the leadership community—anyone who benefits from this university. That would very likely be every one of us.

“One last thought: The future has been around for a very long time. It will be there tomorrow. But now is now. The momentum, the excellence, the need is now.”

Sherry Lansing. UCLA, Unabashed.

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www.lachamber.com

Our Mission
By being the voice of business, helping its members grow and promoting collaboration, the Los Angeles Area Chamber of Commerce seeks full prosperity for the Los Angeles region.

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The views contained in the Chamber VOICE reflect positions taken by the Los Angeles Area Chamber of Commerce and do not necessarily reflect the views of our Diamond Club members.

fall 2008 in this issue

10 ways the Chamber helped L.A. business this quarter 3
Mobility 21 fights for transportation funding 6
A conversation with State Controller John Chiang 9

Despite its image of an oasis with water and palm trees, Los Angeles is more like a desert, with an annual rainfall of only 15 inches.