L.A. Leaders are Ready to Get Down to Business

The focus of Access L.A. City Hall is “jobs, jobs, jobs!”

In conjunction with this month’s Access L.A. City Hall event, the Los Angeles Area Chamber of Commerce is implementing a renewed commitment to a business-friendly Los Angeles.

“No more than ever we must reverse L.A.’s economic decline or risk losing the foundation that supports our jobs and livelihoods,” said L.A. Area Chamber President & CEO Gary Toebben.

More than 250,000 private sector jobs have been lost in Los Angeles County since the start of 2008, with unemployment now reaching 11.9 percent – more than two points higher than the national average.

But even before the recession, the L.A. five-county area lost more than 70 firms and nearly 16,400 jobs due to corporate relocation since 2005, according to the Los Angeles County Economic Development Corporation. Some worry this trend will only increase, as neighboring states such as Colorado and Nevada continue to spend millions on campaigns aimed at poaching California business.

“The time has come to get down to business and create an environment in which business can grow, jobs can be created and the economy can thrive,” Toebben said.

That is exactly what the Chamber plans to do at this year’s Access L.A. City Hall event on Thursday, Oct. 22. Nearly 400 business leaders are expected to gather for the annual event focused on addressing the city’s most pressing business issues.

The recession has had a severe impact on California and we need to work incredibly hard to get back on top. But the business community is tough, resilient, committed and passionate. As we’ve done in the past, we look forward to working with our elected officials and agencies to create an environment that will allow the private sector to create jobs.

— Chamber Board Chair Fran Inman Majestic Realty, Co.

Road to Recovery
Leading Economists Agree, the Bottom is in Sight

The Los Angeles, California and U.S. economies will begin to show real recovery beginning in 2010, according to recent reports from leading economists.

As the region moves closer to stabilization, the L.A. Area Chamber continues to advocate for job-creating projects and policies that will accelerate economic recovery in the region.

“While we’re proud to have helped create and save more than 20,000 jobs to date, more than 150,000 are still at risk,” said L.A. Area Chamber President & CEO Gary Toebben.

The Los Angeles County Economic Development Corporation expects the U.S. economy will shrink by 2.7 percent during 2009 and grow modestly – by 1.7 percent – in 2010. Job losses in L.A. County may reach 13 percent and (12.8 percent statewide) before the end of the recession, but commercial real estate woes are currently reaching their apex, according to Beacon Economics, the Chamber’s research partner.

“We clearly see the bottom,” said economist Chris Thornberg, Beacon Economics, at the Chamber’s Economic Forecast Conference in July. “A tourniquet has been applied, but this wound is far from healed.”

Businesses fighting for job-creating projects are encouraged to contact the Chamber. More information on programs and resources to grow business, create jobs and stimulate the economy are available through the Chamber’s Accelerate Recovery initiative. Learn more at www.lachamber.com/recovery.
A better L.A. is our business

Business Impacting our Communities

Despite the recession, the private sector continues to invest in Los Angeles and contribute millions to the local charities and nonprofit organizations serving our communities. The L.A. Area Chamber applauds our members and the many businesses that continue to invest in Los Angeles and lend their financial, human and intellectual resources to local charities and nonprofits during these unprecedented economic times.

Just this past quarter, the Chamber and its partners awarded 690 scholarships worth more than $1 million to local high school graduates en route to college. Chamber members also contributed more than $25,000 to the City of L.A.’s Summer Night Lights anti-gang program through a benefit event of the L.A. Area Chamber Foundation. The evening’s donations add to the $1 million in donations already raised for the program, which is widely hailed as one of the most effective gang prevention initiatives in our city.

But businesses are providing more than just financial support. The private sector continues to lend its expertise, capacity and good old-fashioned manpower to local charities. This summer, Deloitte deployed 380 corporate volunteers as part of its national Corporate Impact Day to paint the Salvation Army Red Shield Youth & Community Center. Majestic Realty Co., lent its support to the Los Angeles Youth Leadership Council, among other initiatives, which provides year-round leadership training to at-risk seniors from local high schools. The list of examples goes on and on.

And let’s not forget about jobs. In the current economic climate, business — and private sector jobs — will be the true driving force behind sustained recovery. Through our Accelerate Recovery initiative, the Chamber has been working with members to fight for job-creating projects. While we’re proud that we’ve been able to create and save more than 20,000 jobs to date, more than 150,000 are still at risk. By supporting SB 827, a bill that will end a moratorium on air permits in the South Coast Air Quality Management District that has halted more than 1,000 local projects and may impact another 3,000, the Chamber helped create and save the 57,000 jobs impacted by the legislation.

Whether its jobs, financial support or manpower, business is giving back to our communities in a big way. As we continue down the long and bumpy road to full economic recovery, we take pause to acknowledge these contributions and the impact they have on all those who live, work and play in Los Angeles.

Sincerely,

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.

Event Highlights

THU | OCT. 22
Access L.A. City Hall

Join more than 400 business leaders at L.A.’s premier business advocacy event. Hear from city officials on key policy issues and meet with local leaders to discuss how to improve the region’s business climate. Topics discussed will include job creation, budget issues, transportation, housing, workforce development and more. Contact Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.

WED-THU | OCT. 28-29
8th Annual Cash for College Convention

Each year, the L.A. Area Chamber and Los Angeles Cash for College Campaign brings together hundreds of college recruiters, exhibitors, forum speakers and financial aid experts to engage students on everything from financial aid to campus lifestyle. Last year’s sponsors and partners reached out to more than 13,000 students during the two-day event at the Los Angeles Convention Center. Contact Heather Birdsell, 213.580.7562 or hbirdsell@lachamber.com.

Tue | Dec. 8
Southern California Visionaries

Join business executives, elected officials and community leaders for a luncheon to honor those who have shown extraordinary commitment to strengthening the Southern California Region at the Walt Disney Concert Hall. The event will benefit the Southern California Leadership Network. Contact Talez Ananian, 213.580.7526 or tananian@lachamber.com.

Save the date for the 121st Annual Inaugural Dinner
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 a few ways we helped improve L.A. business:

1. Lobbied to Save 57,000 Jobs in Southern California

The Chamber-supported SB 827 will restart the South Coast Air Quality Management District’s emissions offset program. A lawsuit to stop a single power plant construction project shut down the entire permit program last year. Without the program, up to 3,000 local projects—including hospitals, police stations and many small businesses—could not obtain their necessary construction permits. The Chamber was among those who met with Sacramento to meet with lawmakers and testify in favor of the bill. This past August, a Senate bill was on the Governor’s desk.

Bottom line: Nearly 57,000 jobs are at stake unless the permit program is reinstated. SB 827 is critical to our local economy. It saves and immediately creates new jobs and provides critical safety and environmental projects forward.

2. Launched Business Leaders Task Force to Address Homelessness

The Chamber, in partnership with United Way of Greater Los Angeles, announced a new initiative to address homelessness. Funded by the Hilton Family Foundation, a taskforce of local business leaders will evaluate national best practices to transition the chronically homeless into permanent supportive housing. L.A. County Supervisor Zev Yaroslavsky announced his support for the new taskforce and declared, “This is not a job for the elected, this is a job for the community.”  The Chamber joined with Los Angeles and regional partners in Washington, D.C. to advocate for more Southern California transportation funding. One of the top issues was to secure federal money for Positive Train Control — equipment critical to preventing train collisions like last year’s deadly Metrolink crash. After a meeting with Rep. Lucille Roybal-Allard, she spoke on the House floor to revive the safety funding effort and secured millions of dollars for our local system.

3. Secured federal funding for commuter rail safety

The Chamber joined Mobility 21, Metro, the Automobile Club of Southern California and regional partners in Washington, D.C. to advocate for more Southern California transportation funding. One of the top issues was to secure federal money for Positive Train Control — equipment critical to preventing train collisions like last year’s deadly Metrolink crash. After a meeting with Rep. Lucille Roybal-Allard, she spoke on the House floor to revive the safety funding effort and secured millions of dollars for our local system.

4. Fought to oppose workers’ compensation increase

Insurance Commissioner Steve Poizner rejected a 23.7 percent average premium increase for workers’ compensation insurance, which was proposed last spring by the Workers’ Compensation Rating Bureau of California. The Chamber strongly opposed this increase. If enacted, the proposed increase would have been a significant economic blow to California’s businesses at the worst possible time.

Bottom line: National health care reform is critical to stop the rising cost of workers’ compensation insurance. In the meantime, California must make every effort to keep from sliding back into the workers’ compensation money pit that will stifle job creation and economic recovery.

5. Supported projects to create 15,000 jobs and reduce air pollution at local seaports

The Chamber supported the $750 million Middle Harbor redevelopment Project at the Port of Long Beach. The 10-year project will upgrade terminal efficiency, more than double cargo capacity, add 34,000 new jobs—including nearly 1,000 construction jobs annually—and slash air pollution by 50 percent from current levels. The Chamber also supported the Port of Los Angeles plan to dredge and deepen its main shipping channel. The final phase of the Channel Deepening Project, in three-year, $96 million initiative that will create an estimated 1.2 million construction jobs. Bottom line: The twin ports are a $60 billion regional economic engine supporting 860,000 jobs throughout Southern California. These port improvement projects are critical to a strong local economy.

6. Re-energized local efforts to lower L.A. City business taxes

The Chamber continues to advocate for lower tax rates and an improved legislative process for local business at L.A. City Hall. Mayor Antonio Villaraigosa and the City Council are now committed to working with the business community to begin another round of business tax reform discussions. The Chamber is also working with city officials to require an economic impact study for how proposed legislation could affect the city’s economy and business climate.

Bottom line: After leading the successful AB 397 campaign to lower business property taxes, the Chamber once again champions making L.A. friendly to businesses and job creators.

7. Awarded more than $1 million to college-bound students

The Chamber and its Cash for College program awarded 232 scholarships totaling more than $1 million to local high school graduates on route to college this fall at an awards reception at the Homeless Solutions Forum. Each year, Cash for College helps thousands of local students access information and assistance to attend college.

Bottom line: The future of our economy depends on a workforce with the skills for today’s job.

8. Advocated for LAUSD School Choice Plan

The Chamber successfully advocated for the Los Angeles Unified School District (LAUSD) School Choice motion allowing independent groups and existing charter schools to bid on a cap of 250 new and low-performing schools. The Chamber launched the Los Angeles School Development Institute (LASDI) to provide capacity-building support to prospective teams and was appointed to the taskforce evaluating staffing options.

Bottom line: The motion—which could turn around 250 campuses to charter schools—will be a key milestone in education reform.

9. Advocated for re-opening of Martin Luther King, Jr. Hospital

The Chamber has been the leading business group championing the reopening of Martin Luther King, Jr. Hospital in downtown Los Angeles. The hospital closed in 2007 after failing to meet basic standards. The L.A. County Board of Supervisors unanimously approved a process to reopen the hospital in partnership with the University of California.

Bottom line: Re-opening a key local hospital will improve health care delivery and decrease emergency room overcrowding at other area hospitals.

10. Sounded the alarm on a L.A. City pension disaster

The Chamber asked for a public disclosure of how the proposed L.A. City employee early retirement program will impact taxpayers. The analysis showed that the city employee pension system is unfunded by billions of dollars and an early retirement program will cost taxpayers up to $400 million over the next 15 years. The Chamber seeks immediate creation of a city pension reform task force.

Bottom line: The broken city pension system will bankrupt the City of Los Angeles unless immediate changes are made. The Chamber is committed to working with city officials, labor unions and city taxpayers to develop a win-win solution.
L.A. Business This Week
A WEEKLY UPDATE FROM THE L.A. AREA CHAMBER

L.A. Area Chamber Member News
We want to hear about goods news happening at your business. Submit no more than 100 words on your company’s good business or economic news and it could be featured in our weekly email newsletter, L.A. Business This Week, reaching more than 8,000 readers or posted in Member News on www.lachamber.com. Send press releases to membernews@lachamber.com. For more information, contact Monika Medina, 213.580.7516 or mmedina@lachamber.com.

GOOD NEWS FROM CHAMBER MEMBERS
Preparedness guide available for small businesses:
The Department of Homeland Security and the U.S. Small Business Administration recently released a guide to assist small businesses in the possibility of an H1N1 flu outbreak. “Small business owners should take the time to create a plan, talk with their employees and make sure they are prepared for flu season,” said U.S. Small Business Administration Administrator Karen Mills. Read more.

I believe in getting more out of life.
My time is precious. Every moment counts. That’s why I chose Kaiser Permanente. My doctor is close to home, so when I go for a checkup, I can visit the lab and pharmacy, too—all in one trip. Back home, I can go online and order refills, request routine appointments, get health advice, and more. It’s that easy. This way, I have more time to spend on what matters most—life.

Continued from page 1

Among this year’s top priorities are modernizing the tax code, reforming the public pension and prioritizing “shovel-ready” housing and development projects.

The Chamber will highlight its agenda in advocacy meetings in the weeks leading up to Access L.A. City Hall with leaders including Mayor Antonio Villaraigosa, City Controller Wendy Greuel and members of the City Council.

“The recession has had a severe impact on California and we need to work incredibly hard to get back on top,” said Chamber Board Chair Fran Inman, Majestic Realty Co. “But the business community is tough, resilient, committed and passionate. As we’ve done in the past, we look forward to working with our elected officials and agencies to create an environment that will allow the private sector to create jobs.”

After past Access L.A. City Hall events, City Councilmember Greig Smith introduced legislation to improve the business climate in L.A. with the Los Angeles Legislative Economic Action Plan (LA LEAP) to reduce the gross receipts tax, incentivize new business, modernize Los Angeles International Airport (LAX) and develop green growth job opportunities at the ports. The City also launched the Business Assistance Virtual Network (BAVN), a free service that allows business owners to view and download information about bid opportunities available within the City.

For more information, contact Samuel Garrison at 213.580.7568 or sgarrison@lachamber.com.

Sessions scheduled for Access L.A. City Hall:
► Building a New Alliance – Business & Labor Collaborating for L.A.’s Future
► Vision L.A. – Building a Better City for the 21st Century
► Growing the Grassroots – How Neighborhood & Business Leaders Can Work Together
► Doing Business in Los Angeles – Next Steps to Improve the Business Climate
► The City Budget – How Can L.A. Prevent a Fiscal Meltdown?
► Stimulating Success – Evaluating Federal Investment in Local Workforce Development


GOOD NEWS FROM CHAMBER MEMBERS
Preparedness guide available for small businesses:
The Department of Homeland Security and the U.S. Small Business Administration recently released a guide to assist small businesses in the possibility of an H1N1 flu outbreak. “Small business owners should take the time to create a plan, talk with their employees and make sure they are prepared for flu season,” said U.S. Small Business Administration Administrator Karen Mills. Read more.

Read more news from Chamber members. Want your good news featured here? Read more.

I believe in getting more out of life.
My time is precious. Every moment counts. That’s why I chose Kaiser Permanente. My doctor is close to home, so when I go for a checkup, I can visit the lab and pharmacy, too—all in one trip. Back home, I can go online and order refills, request routine appointments, get health advice, and more. It’s that easy. This way, I have more time to spend on what matters most—life.

Kaiser Permanente. thrive
For more information about Kaiser Permanente, call 1-800-464-4000 or visit kaiserpermanente.org.
Public Policy Priority Issues – Fall 2009

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<td>Oppose Labor Union Card Check Legislation</td>
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<td>Pass biggest job creating bill in Sacramento</td>
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<td>Fix Broken Public Pension System</td>
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<td>Pass a Comprehensive Solution to State Water Crisis</td>
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<td>Support City of Los Angeles Revised Signage Ordinance</td>
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<td>Reopen Martin Luther King, Jr. (MLK) Hospital in South Los Angeles</td>
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<td>Pass Free Trade Agreements with Key Trading Partners</td>
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Big dreams for a better L.A.

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

"As the CEO of a large nonprofit child and family service organizations, education is my top priority. As leaders in the largest urban area of this state, I hope that we can champion universal preschool, charter schools and innovation in education. If we don't cultivate early critical thinking skills today, we will suffer the consequences of an ill-prepared workforce tomorrow."

Gisselle Acevedo
President/CEO
Para Los Niños

"My dream is for a future where we are no longer arguing over the causes of the achievement gap but instead we are focusing our energy on developing an education system based on the proven best practices. Schools where practices that are working right now in Highland Elementary (Inglewood Unified) and Bursch Elementary (Compton Unified) are no longer out of the ordinary, but have become the foundation of achieving extraordinary results for all students."

Daniel E. Kinney
VP of Operations
State Farm Insurance Companies

"A better L.A. is our business"

"As a boy growing up in the San Fernando Valley I saw my Dad commute over the Sepulveda "Gulch", as he called it, to Hawthorne. As I grew older, his commute got longer. It now takes four to five times as long to get through the "Gulch". My dream project is a modern 405/101 interchange, more lanes leading up to and through the "Gulch", and mass transit serving the North Valley to the Westside so children of the North Valley get to see more of their parents who commute through the "Gulch"."

Michael Johns
Chair
Los Angeles Junior Chamber of Commerce

For more details and pricing call
(866) 398-2823
www.VCUBE.com
Chamber Snapshots
Scenes from some of the Chamber’s key events

Focus on Education and Workforce Development:
Chamber Helps Local Students Find 'Cash for College'

Local students are finding refuge in the L.A. Cash for College Campaign

The Chamber and its L.A. Cash for College Campaign partners recently awarded 690 local students with more than $1 million to help pay for college for the 4th annual Scholarship Awards Reception at Miguel Contreras Learning Complex. The event capped off the 2008-09 campaign, which resulted in much-needed aid for students.

This fall, incoming freshmen face increased fees at both University of California (UC) and California State University (CSU) schools while financial aid opportunities have dwindled. That worried Isis Sanchez, a freshman at Cal State Long Beach and recent Carson High School grad.

“I was scared thinking about whether I was going to have enough money to pay for college,” Sanchez said. “When I received notice that I had won $4,000 through Cash for College, I thought to myself … these people are miracle workers.”

Sanchez not only received Cash for College scholarships but access to an additional $8,000 from FAFSA. Chamber Board Chair Fran Inman, Majestic Realty Co., says helping youth attain their college goals ultimately benefits the Los Angeles region.

“We view these efforts as investing in tomorrow’s leaders today,” Inman said. “Together, the business community is helping to create a future generation that students understand that the dream of paying for a college education is not out of reach,” said Mayor Antonio Villaraigosa. “Cash for College keeps that dream alive, and I encourage students and families to take advantage of this tremendous resource.”

The L.A. Cash for College Campaign includes a list of strong partners including the California Student Aid Commission, L.A. Community Development Department, City of L.A., City of Los Angeles Workforce Investment Board, L.A. Area Chamber, L.A. Community College District, LAUSD, OneSource California, United Way of Greater L.A., UNITE-LA and WorkSource California.

For more information, contact David Rattray at 213.580.7515 or drattray@lachamber.com.

Focus on Transportation:
Moving Our Transportation Future Forward

Mobility 21 hosts annual Summit to advocate for transportation funding for Southern California

While most people in Southern California equate transportation to their morning commute time, the Mobility 21 Coalition is working towards a comprehensive strategy to tackle issues across modes of transportation from bicycling to buses, from moving goods to moving people, from highways to railways, from trucks to trains.

With funding hanging in the balance for future transportation projects, the strategy of the Chamber-partnered Mobility 21 Coalition has never been more important.

“Southern California is at a crossroads,” said Marnie O’Brien Primmer, Executive Director of Mobility 21. “We have a once-in-a-generation opportunity to shape our transportation future, escape gridlock, protect our environment and improve our quality of life. However, without champions for transportation in the state and federal Legislatures, and without a vision of how we can achieve Southern California’s 21st century transportation network, we will be left with a system that does not meet our needs.”

Southern California is the nation’s largest and most important center for moving goods from the ports and airports to consumers throughout the United States, and goods movement has been identified as a key focus of Congress in the next authorization of the transportation funding bill. In the past year, Mobility 21 has increased advocacy efforts in Washington, D.C. and Sacramento and has developed regional consensus around a policy platform for the next transportation bill.

“We continue to fight for a stable and reliable source of funding for all modes of transportation at levels that will enable us to maintain and improve our transportation network across the region,” O’Brien Primmer said.

At the annual Mobility 21 Summit last month, participants heard from California Secretary of Transportation Dale Bonner, best-selling author Christopher Steiner, Los Angeles Mayor Antonio Villaraigosa, Orange County Transportation Authority CEO Will Kempton, Metro CEO Art Leahy and other Southern California leaders for discussions on goods movement, high-speed rail, multimodalism, environmental impacts and transportation funding.

“I am looking forward to helping deliver on the promise to voters when they supported Measure R – to make transportation by delivering more mass transit options, repairing streets, reducing congestions and freeway and maximizing carpool lanes,” said Leahy, who took over the post of Metro CEO in April. Founded in 2002 as a joint initiative of business and transportation providers in Los Angeles County, Mobility 21 is now Southern California’s premier transportation advocacy organization.

For more information on Mobility 21, go to www.mobility21.com or contact Marnie O’Brien Primmer at 213.580.7549 or mprimmer@mobility21.com.

Mobility by the numbers

$1.9 billion
The funding obligated to California in American Recovery and Reinvestment Act funding, which includes 526 projects designated for highways and local streets.

5.6 million
Annual Amtrak riders in California, which is more than 20 percent of all passengers and half of the total ridership on Amtrak’s infrastructure and intercity services.

$1.3 billion
Amount invested by the State of California since 1990 for infrastructure and equipment for intercity passenger rail.

$2 billion
Transportation projects in our region – which equates to over 36,000 good-paying jobs – that could be impacted if legislators cut funding.

$1 billion
Invested in transportation infrastructure, 18,000 jobs are created.

Chamber and Career Convention in 2008, and more are expected in 2009.

For State Farm, the event is important for students but can also be fun for participating business leaders.

“We at State Farm firmly believe in education, and the energy and enthusiasm of those young recipients was contagious,” said Bren Petar, Agency Field Executive, State Farm. “We hope to continue to assist the students of Los Angeles in pursuing their dreams.”

The Chamber plans to build on last year’s success as it prepares to launch the 2009-10 campaign at the College and Career Convention Oct. 28-29. Last year, more than 13,000 students attended the event.

“This year, more than ever, it is imperative that students understand that the dream of paying for a college education is not out of reach,” said Mayor Antonio Villaraigosa. “Cash for College keeps that dream alive, and I encourage students and families to take advantage of this tremendous resource.”

The L.A. Cash for College Campaign includes a list of strong partners including the California Student Aid Commission, L.A. Community Development Department, City of L.A., City of Los Angeles Workforce Investment Board, L.A. Area Chamber, L.A. Community College District, LAUSD, OneSource California, United Way of Greater L.A., UNITE-LA and WorkSource California.

For more information, contact David Rattray at 213.580.7515 or drattray@lachamber.com.

1. Ambassador Ron Kirk, United States Trade Representative, right, speaks with World Trade Week Chair William Collor; Keesal, Young & Logan, at the World Trade Week Kickoff Breakfast. 2. Dr. Richard Drobnick, University of Southern California, greets keynote speaker Dr. Steven Sample, president of USC, and Chamber Board Chair Fran Inman, Majestic Realty Co. at the World Trade Week Kickoff Breakfast. 3. U.S. Secretary of Commerce Gary Locke addresses business leaders at The Americas Business Forum, hosted by the L.A. Area Chamber, UCLA Anderson School of Management and the U.S. and Foreign Commercial Service.

Each celebrity was figure in Madame Tussauds Hollywood can cost upwards of $300,000 to create.
Southern California’s economic engines: L.A.’s Emerging CleanTech Sector

Los Angeles is at the forefront of the emerging clean technology (CleanTech) revolution. As a hub for manufacturing and global trade located within one of the nation’s largest consumer bases, Los Angeles is already catching the eye of CleanTech companies — and with good reason.

The City of L.A. plans to invest more than $10 billion over the next 10 years to drive the green economy. The Los Angeles Mayor’s Office and CRA/LA are also offering incentive packages to help facilitate the growth of a marketplace for clean technology goods and services.

Los Angeles is “staking a claim as a global leader in the clean and green technologies that will drive the 21st century economy,” said Mayor Antonio Villaraigosa. “We need to build a future in which clean technology is as synonymous with Los Angeles as motion pictures or aerospace.”

A leading advocate of the CleanTech industry, the Chamber is actively working to foster L.A.’s CleanTech sector. Most recently, the Chamber partnered with the city, top research institutions and other organizations to launch CleanTech L.A. — a collaboration to attract and grow CleanTech businesses and jobs in Los Angeles.

“Clean technology is one of the bright spots in our future economy,” said Chamber President & CEO Gary Toebben. “Our efforts to cultivate this important sector of our economy today will provide a strong, new engine for our economy tomorrow.”

The CleanTech L.A. collaborative is focused on testing, research and development and commercialization; advocacy for funds; education and outreach; and economic development.

Chamber members recently took a tour of the “CleanTech Corridor” — the centerpiece of the group’s economic development strategy. Located just outside of downtown, the corridor is a cluster of industrially-zoned lots that are ideal to house CleanTech businesses ranging from manufacturing and research to business incubators. The CleanTech Manufacturing Center will serve as the southern anchor of the corridor and create as many as 1,000 high-wage jobs.

“We want to allow for the private sector to come and create the synergy around the ‘green tech’ concept to allow us to start filling in the space [the corridor],” said L.A. City Councilmember Ed Reyes during the tour. “We hope to establish a lifestyle and quality of life that is enough of an incentive for these businesses to want to invest in this area.”

For more information on becoming involved in the L.A. Area Chamber’s clean technology advocacy, contact Alexander Pugh, 213.580.7558 or apugh@lachamber.com.

Is your business a candidate for the CleanTech Corridor?

Incentives are available for established firms and emerging companies engaged in the assembly, manufacturing or development of products in clean energy generation; sustainable building materials and furnishings; clean water technology; reduced emissions vehicle technology; manufactured products using recycled or organic materials and other CleanTech initiatives.

For more information, go to www.cleantechla.org or www.business.lacity.org.

A Look at L.A.’s CleanTech Corridor:

- The Los Angeles Department of Water and Power Research Center will provide lab and office space for projects focused on researching cutting-edge renewable energy technology.
- The Cornfields-Arroyo Seco Plan will develop the first LEED neighborhood in a large city and will support CleanTech and research and development (R&D) uses.
- The Downtown Arts District in the center of the corridor is home to several live-work lofts and a growing number of restaurants and artist space. The district is served by Metrolink, light rail and will soon accommodate high-speed rail.
- The CleanTech Manufacturing Center is a former manufacturing site repurposed for CleanTech manufacturing. The site is owned by CRA/LA and there are plans to include incubator space for CleanTech startups.

For more information, visit www.cleantechla.org.

The Los Angeles Dodgers play 81 home games a year from April to October.

Skeuter Electric Bikes owner Elliot Ponchick, on bike, located his green technology business in downtown Los Angeles.

(Collaborating on CleanTech. The Chamber partnered with the city, top research institutions and other organizations to launch CleanTech L.A.)

For more information, visit www.cleantechla.org.

4. Sen. Abel Maldonado addresses Chamber members at a breakfast during the Access Sacramento advocacy trip. 5. Former Chamber Board member Jane Skeeter, Ultraglass Inc., received the Women in Business Champion of the Year award at the Small Business Awards; from left, Alberto Alvarado, U.S. Small Business Administration - Los Angeles District Office; Skeeter; and Chamber Board Chair Fran Inman, Majestic Realty Co. 6. More than $25,000 was raised for the City of Los Angeles’ Summer Night Lights gang reduction program at the Hot Summer’s Night Benefit Reception at the GRAMMY Museum at L.A. LIVE featuring special guests and University of Southern California Football Coach Pete Carroll. Below, Carroll signs an autograph for Chamber board member Lupe Vaklez, Union Pacific Railroad Co.
**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 Pat Clark, 213.580.7595 or pclark@lachamber.com.

**ADVERTISING**  
Billboard Connection Outdoor Advertising  
Receive 20 percent off all production charges (includes design) with any advertising campaign placed with us. Let us create a cost-effective ad campaign to reach your target market using billboards, buses/transit, mails, or one of over 50 plus strategic products and programs. Minimum $6,000 total campaign budget. Contact Brian Alexander, 323.429.9500.

**ATTRACTIONS**  
Traverse School NY  
Register through our office to receive 15 percent off any class. Contact Jonathan, 303.394.5800 or trapp@traverseworldschool.com.

**AUDIO/VIDEO**  
CCG Presentation Systems, Inc.  
Chamber members receive a $75 discount on projector rentals. Contact Gena Ribnich, 323.954.7754, Ext. 12.

**AUTOMOBILE SERVICES**  
Enterprise Rent-A-Car  
Receive 20 percent off our already low fees, mention code 32e2630. Call 800.593.0505 or your local office.

**High-N Mobile Auto Detailing**  
Receive 20 percent off auto wash and detail. Services provided at your location. Contact James Douglass, 213.840.3379.

**BUSINESS DEVELOPMENT**  
Make-it-Fly  

**COMPUTER SOFTWARE PROGRAM**  
Los Angeles Athletic Club  
Join the Los Angeles Athletic Club and receive $200 off your initiation fee. Application subject to approval. Call 213.630.5200.

**DRIY CLEANER**  
High-n Mobile Auto Detailing  
Receive 20 percent off self-pick-up and delivery is available. Contact Michael Woods, 213.785.5132.

**EDUCATION PROGRAM**  
UCLA Anderson School of Management  
Save 10 percent on any Executive Education Program. Acquire management strategies and leadership skills to guide your organization. Restrictions: Cannot combine with any other discount. Call 323.825.2001.

**ELECTRONIC WASTE & IT RECYCLING**  
ECA Co., Asset Management & IT Recycling  

**FINANCIAL**  
Los Angeles LDC, Inc.  
$250 off any loan application fee or loan documentation charge. Loans must be $150,000 or less. Contact Rob Low, 213.332.9117.

**FRUIT & GIFT BASKETS**  
Melissa’s World Variety Produce, Inc.  
Receive 20 percent off any exotic baskets. Contact Lori Hirai, 888.588.0351, Ext. 340.

**INTERIOR DESIGN**  
Design Theory  
Receive 20 percent off design hourly rate or 10 percent off design flat fee. Visit www.design-theory.com.

**LEGAL/ARBITRATION**  
Arbitration Mediation Group  
Receive a 10 percent discount on hourly fee of $250 per hour. Contact David Drawbaugh, 618.793.1601.

**PAYROLL/PAYMENT SERVICE**  
Octagon Business Solutions  
Receive 20 percent off payroll services with a 50 percent discount on one-time set up fees. Promotion offer through telephone orders only. Contact Stephen Williams, 626.246.5000.

**PHOTOGRAPHY, ARCHITECTURE & CONSTRUCTION**  
Vision Payment Solutions  
Vision Payment Solutions will provide customized discount for all your electronic transaction-processing needs. As a Chamber member, you can use our “Oxy Points” VIPs. VPS supports all major credit and debit cards, electronic benefits transfer (EBT), recurring bill payment and a variety of card based payments. Contact Eric Harnales, 817.647.2385 or visit www.visionpayments.com.

**PRINTING & COPYING**  
Ocean Blue Paper Co., Asset Management & IT Recycling  
Receive a 10 percent discount on hourly fee of $250 per hour. Receive 20 percent off payroll services with a 50 percent discount on one-time set up fees. Promotion offer through telephone orders only. Contact Stephen Williams, 626.246.5000.

**REAL ESTATE/COMMERCIAL & INDUSTRIAL**  
Los Angeles LDC, Inc.  
Receive 20 percent off all Fulcrum Adventures team building high ropes challenges courses. Contact Philip Folsom, 303.452.7900.

**TIME MANAGEMENT**  
The UCLA Anderson School of Management  

**TRANSPORTATION**  
SuperShuttle Los Angeles  
Receive 20 percent off your move-in items. Contact Ken Park, 213.580.7595, Ext. 305.

**TEAM BUILDING**  
A Better L.A. is our business.
You can’t do it all — and you have to trust the people.

The biggest challenge in the job is learning the people to do the things the other guys in this job can’t do. The vastness of the job. But I’m not 40 years old and I would say it’s the City Attorney Trutanich: Los Angeles has a $530 million budget deficit — if this were a corporate office, we’d be long gone. You’ve got to be honest with your shareholders — the public. This is a real law office now for the City of Los Angeles. The L.A. City Attorney’s office has become a place that can win. People can’t continue sticking their hands in our treasury. We are going to make it painful to sue the city of Los Angeles. The City for a number of years got an appetite for being punched in the nose. We’re changing that — we’ve had nine wins in nine jury trials. If you don’t like what I’m doing in four years, you can vote me out. But we’ve had nine wins in nine jury trials. If you don’t like what I’m doing in four years, you can vote me out.

What is the biggest challenge so far in being City Attorney?

City Attorney Trutanich: I would say it’s the vastness of the job. But I’m not 40 years old and getting ready for a political career — so I can say and do the things the other guys in this job can’t do. The biggest challenge in the job is learning the people. You can’t do it all — and you have to trust the people working for you. I’m at the top of the food chain here, and the tremendous amount of work is incredibly vast, and we’re doing it with less money. We’re putting management in place, and trying to build an office. The challenges are tremendous. But the thing about being a good leader is meeting the challenges that you face every day.

City Attorney Trutanich: I’m a big believer that we need to create commerce to get out of this economic crisis. It all comes down to jobs, jobs, jobs. Every corporation I meet with, I tell them that we need jobs. We’re putting together a project where instead of fining a corporation money that we’ll never see, we’re going to put the corporation on probation — but they’re going to have to give me 12-15 jobs. All of a sudden, government jobs are better than private sector jobs. Now people want to go into government for the job security. The paradigm has shifted. You can’t do it — especially when you are $530 million overdrawn. I’m not into shaking people down, but I’m also not afraid to, I came from the private sector. I hate litigation — I wish we could do it without the litigation because it’s a loser for everybody. We’ve got to solve more differences in the conference room. Some people just need to be coaxed into compliance.

In your role as City Attorney, you both represent the residents of Los Angeles and give advice to the Mayor and City Council. How will you balance those two roles?

City Attorney Trutanich: As City Attorney, I’m both the City’s chief criminal prosecutor as well as its chief lawyer, providing legal counsel to the mayor, city council and city departments. While ostensibly representing individual elected officials and departments in this capacity, we ultimately are representing the citizens, through sound and vigilant risk management and the protection of our tax dollars. As counsel to the City, we ensure that all City actions comply with the law. This reduces the potential for lawsuits against the City. When the City is sued, City funds are diverted away from critical services such as fire and police protection. Ultimately, we serve the citizens, in both our capacities.

When you leave office in four or eight years, what’s the legacy that you’d like to leave behind?

City Attorney Trutanich: A more efficient and transparent City Attorney’s office, served by top-notch, well-trained deputies, who are cutting crime and giving the best legal advice possible. I envision an office that always does what’s right in order to better protect both public safety and taxpayer dollars. That is the legacy I would like to leave behind, and that is the goal I am vigorously working toward.
Focus on small business: Maximizing Marketing

This quarter the L.A. Area Chamber asked our small business members what changes they have made to their marketing strategy and what they are doing to maximize their marketing in this economic climate.

As an information technology consultant and business software provider, we have found it difficult to acquire new clients in this challenging economic climate so we have changed our marketing strategy to increasingly focus on our existing customers. We have contacted each and every one of our clients and asked them: What could we do to help you save money in this economic climate, whether it be applying information technologies to automate existing manual processes or re-examining current processes and transforming them to be more lean and efficient? Doing so allows us not only to stay in touch with our customers, but also shows them that we care.

In the past 20-plus years in business, we have always kept a steady eye on marketing ourselves when we can, no matter how grim the economy. Rather than taking a standard formulaic approach, we found a comfort zone, primarily in doing marketing and advocacy trainings for executive level staff at nonprofits. For our commercial clients, we suggest always finding ways to do well by doing good — it is such a rewarding way to promote yourself. Our biggest marketing shift has been the use of social media. In addition, we are taking more advantage of the Chamber’s networking opportunities. Sharing best practices and war stories with our peers is always an interesting way to find new clients.

We reviewed our strategic plan as a team at the start of the year and decided upon 150 small actions which we knew together would result in big results. We review this action plan once a week which takes just 15 minutes to help us stay on track. In effect, we planned the work and now we simply work the plan. And it seems to be working — we’re still here! We have also realized more and more that it’s all about people. We write personal, handwritten thank-you cards after each job and we pick the phone up and ask if there’s anything we could have done better to serve them after the job.

I’ve allocated all of our marketing dollars to campaigns that show direct, measurable return on investment. We’ve focused on online campaigns as well as database driven campaigns. We want the world connected without the worries of costs. Today’s economy has built higher walls and distance between businesses, and companies must adapt, adopt and apply the world’s growing technology. We’ve helped companies save millions of dollars by allowing them to cut back on short and long distance travel costs, toll charges, printing costs, onsite training and document storage, which is especially important in this economic environment.

I have taken advantage of my great network of business owners and professionals and formed partnerships with several firms. Since most firms need to ensure they are compliant, especially in these economic times, my partners are able to add value to our client relationships by introducing my services. Since I save marketing dollars by having a direct referral, I am able to provide services at a lower rate. As a professional services company, our success depends on our ability to effectively communicate our vision and then implement the best processes and tools. In attracting new clients, I offer the same services on a trial basis. I do free consultations so they can see the value in my service offerings.

A better L.A. is our business

The economy seems to be improving. However, money remains tight and cost-cutting is still prevalent. Marketing can be expensive. Rather than drastically reducing or eliminating your marketing budget, you should look at what options may be available to you. Here are some to consider:

- **Web site** Create the best Web site you can afford to reap the benefits of online traffic. You may also want to include a blog. It will keep your customers and clients informed about your business.
- **Mailing list** Develop a database of your customers, clients and other interested parties. Send out regular e-mails about your company, new products and special offerings. Email is free and effective.
- **Newsletter** Write a regular newsletter that can be personalized and be specifically addressed to each of your customers. Make it interesting and include messages from the president. It can be mailed in hard copy or email form.
- **Business cards** Are they attractive? Do they convey the information you want your clients, customers and prospects to have? Always have them on hand to give to those interested in your business.
- **Word of mouth** Encourage people to talk about your business. Try and do something remarkable and stand out from the crowd. Engage in online discussions, consider trade fairs and trade shows and conduct free seminars.
- **Customer needs** Are you sending the right marketing message? Do you consistently re-evaluate their needs? What is your competition doing? Get out of the office and listen to what your clients have to say.
- **Cause marketing** Embracing a good cause can present a viable opportunity for low-cost marketing. Setting aside a portion of your revenues, volunteering personnel, offering mentoring and training programs are all noticed and appreciated and cement the emotional bonding associated with your brand.
- **Scheduling** Marketing is such an important part of your business that it must be practiced daily. Schedule it the way you would appointments with your best customers or clients. Create a weekly plan of action, a monthly focus or theme and annual marketing calendar that sets out goals.

Marketing in a recession is getting back to basics and reconnecting with your customers or clients. Try to do everything you can to stand out from the crowd. Remember to ask yourself what makes your business different.

Let marketing tell your story in a simple and easy-to-understand way.

To learn more about issues concerning 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.

SCORE Spotlight:

Hard Times Marketing For Small Businesses

The Los Angeles Chapter of SCORE offers marketing tips in the current economic climate

**SMALL BUSINESS CORNER**

**California Recycles, Inc.**

It was her passion that started it — the business just happened to follow. For Elham Ebiza, owner of California Recycles, Inc., going green was more than a trend when she started her business five years ago. It was truly a commitment and passion. Now, her staff of 12 continues to grow ever since she launched California Recycles, a full-service recycling business.

“I’m most proud of my work with cities and schools, and I think it’s important to influence young minds when it comes to sustainability,” Ebiza said. Her passion to reduce toxins and encourage recycling in the environment led her to expand her business by introducing innovative and creative ways for schools, hospitals, restaurants, hotels, municipalities and corporate commissaries to implement recycling programs. California Recycles can proudly say it’s a full service recycling company and continues to accept all unwanted electronics, whether they work or not. And it’s free. Ebiza’s mission is to make recycling electronics as simple as a trip to the grocery store and “thinking green” a part of everyone’s lifestyle. California Recycles’ West Los Angeles drop-off center is open daily to accept all electronic recyclables, from cell phones to TVs and computer systems. Ebiza’s education as a businesswoman — she has an MBA from Pepperdine University — has helped her grow her networking base. By being involved in the community, Ebiza is helping to educate a generation of consumers looking for ways to “go green.” California Recycles has been a Chamber member since 2004.

Want to see your small business featured here? Contact Ali Noiler at 213.580.7548 or another@lachamber.com.
“The L.A. Area Chamber provides the opportunity for our staff to participate in business activities and functions that are centered around real world objectives and challenges.

Mike Baskerville
Vice President
PropertyWN
“During these economic changing times, the L.A. Area Chamber is acting as the economic voice of Los Angeles and articulates these factors to the community to aid in redefining L.A.”

Monday in L.A. Members talk about why they invest in the L.A. Area Chamber

Cathey Bank
Senior Director, ERSC Trade Networks
High-N Mobile Auto Detailing
LA Works

The L.A. Area Chamber provides the great forum for networking and working to expand the community in the business and political community. Along with a major role in legislation. Through the Accenture Partnership and the Experiential Series and the Access advocacy events, Chamber members are able to have first hand access to elected leaders. Also, the Chamber’s policy committees are a very effective arena for business development and growth.

Richard M. Macias
President
Macias Government Relations

Member since 2009

As someone who helps entrepreneurs start their dream business and prepare them for launch, I joined the Chamber to provide entrepreneurs who are dedicated to turning their ideas into businesses that benefit the greater Los Angeles community. I feel that the Chamber helps empower local entrepreneurs by providing sponsorship and events that ensure their voices are heard within the larger business community.

Scott Orsulich
President
Start That Business!

Member since 2019

If there is one organization in Los Angeles that has the skill and reach to reduce homelessness in L.A., it’s the L.A. Area Chamber.

Molly Ryszam
Director of Special Projects
Skid Row Housing Trust

Member since 2007

The Chamber does an incredible job of reaching out to and providing the strategic leadership to those goals.

J. Mark Olson CPA, Inc. / Olson Consulting

La Grane Consulting

Lee Andrew Group, Inc.

Marathon Communications, Inc.

PBSEJ

Repression Planners

Retae CEO Inc.

The Law Offices of Sydney R. Pinc, PC

Starlight Sleep Center

TCRD Construction, Inc.

UPR Group

Ventura Exchange (Holding), Inc.

What is it about Los Angeles that makes it such a unique place for culture and diversity?”

RNE Design, Inc.

Ron E. Schuler, 213.955.3555

A Better L.A. is our business

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Welcome to the Chamber

Thanks to our new members who joined the Chamber during April, May, and June.

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

Diamond Club
The Chamber gratefully acknowledges the support of our largest member investors, the Diamond Club, for their help in fulfilling the Chamber’s mission.

AT&T
Automobile Club of Southern California
Bank of America
Chevron Corporation
JPMorgan Chase
Kaiser Permanente
Majestic Realty Co.
Microsoft Corporation
Occidental Petroleum Corp.
Port of Los Angeles
Ralphs Grocery Company
Southern California Edison
The Walt Disney Company
Time Warner Cable
Verizon
Wells Fargo

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.

Valuing the Assets.

“In the second half of my life I’ve been privileged to pursue a number of interests, but three in particular—the visual arts, medical science and public education—have made me acutely aware of a pair of enormous public assets—the 21st Century metropolis of Los Angeles and its namesake, UCLA.

“Which came first—great city or great university? How would they look on a balance sheet?

“First, UCLA probably has the best arts school in the country—a distinguished faculty with a student body to match. (Last fall, the school invited 18 young visual artists to join its master of fine arts program. All 18 accepted.)

“Could you have the best arts school anywhere? No. Does the fact Los Angeles is home to the second largest number of professional artists in America have anything to do with that outcome? You bet.

“Second, UCLA’s new medical center is already counted among the world’s best. The university’s medical and life sciences campuses have expanded tremendously in the past few years. They’ve got great people and a culture that promotes an astounding level of multidisciplinary collaboration. (That’s why our foundation made a commitment to stem cell research there.)

“But, it’s worth noting that Los Angeles hosts a unique regional network of first-rate hospitals, research universities and biotech/biomedical enterprises that fill the horizon in every direction. That sort of thing seems to happen a lot around here. Almost without its knowledge or permission, the city of Los Angeles—the Original and Continuing Work In Progress—has become one of the world’s great cities, headquarters of the Pacific and the leading exporter of ideas to the rest of the world.

“Back at UCLA, everywhere you look—engineering, architecture, law, performing arts, the B-school, the college—you’re watching public education at its finest. You can witness the multiplication of knowledge. You can feel the engine operating at full throttle. You know you’re at the center of gravity of this city.

“So, who gets the honors — L.A. or UCLA? Actually, I have no idea. They’re stuck together, co-dependent, inseparable. Why don’t we just count our blessings?”

Eli Broad. UCLA, Unabashed.