

Reports show Chamber education, workforce development efforts are impacting students



A Cash for College Workshop volunteer assists a student with his Free Application for Federal School Aid (FAFSA).

When Jose Gaspar was in high school, taking Advanced Placement courses and attending University of California, Berkeley's Summer Bridge program, his biggest roadblock was how to pay for college.

But a visit to his local Cash for College Financial Aid Workshop in 2009 connected him with the resources he needed, and he is now focused on earning a degree in education at the University of California, Berkeley.

Two studies released by third-party evaluators revealed key findings that validate Cash for College and the L.A. Area Chamber's Work Readiness Certification (WRC) efforts, suggesting that both are effective in expanding youth opportunities.

The Cash for College evaluation, conducted by Public Works, Inc., surveyed participants of the 2008-09 College & Career Convention and Financial Aid Workshops, both spearheaded locally by the Chamber.

"Of the many findings, one of the most significant showed that 84 percent of students who attended the Financial Aid Workshops completed the Free Application for Federal Student Aid (FAFSA), while less than half — 48 percent of those who did not attend a workshop — reported completion," said Chamber Senior VP of Education & Workforce Development David Rattray.

The study also showed that 65 percent of students who attended workshops reported receiving some form of aid, compared to only 44 percent for non-attendees.

"These results demonstrate that Cash for College is doing exactly what it set out to do eight years ago when the effort began," Rattray said. "And that's to expand college access for local youth by building awareness about the availability of financial aid."

In the past, research has shown that cost is a major concern for students and parents, and can influence which schools they apply to and whether or not to attend college at all.

The Public Works evaluation revealed that 82 percent of students who attended workshops reported that they applied for admission to a college or university, compared to only 62 percent of non-attendees.

Continued on page 6



OPEN FOR BUSINESS

Chamber works with City to reform business tax and attract jobs to Los Angeles

Jobs are the most vital part of the economic recovery, but how can L.A. City Hall help businesses in the City grow and prosper?

One of the best ways for the City to support businesses would be a complete overhaul of the City's business tax. That's why City officials created a Business Tax Advisory Committee (BTAC) comprised of local business leaders. BTAC has outlined a series of recommendations to amend the City's gross receipts tax to better attract and retain businesses.

"Because of the high tax rate, the City of Los Angeles is not competitive with cities like Glendale and Calabasas," said the L.A. Area Chamber's BTAC member Craig Morris, KPMG LLP. "Since there's been a shift from brick-and-mortar to service businesses, businesses are free to move to cities that do not have a high business tax."

Los Angeles has the highest gross receipts tax rate of all 88 cities in L.A. County, and one of the highest of any major city in the United States. In an information-driven economy, where customers are as likely to be overseas or across the country as they are to be next door, many businesses are very flexible about where they locate their offices. This has created an environment in which entrepreneurs looking to start a business can locate anywhere, and established L.A. businesses have become recruiting targets for other cities and states.

"Our goal is to take a look at the City business tax and recommend how to make it more business-friendly."

— Craig Morris
Business Tax Advisory Committee member

The Chamber is working with BTAC to ensure a strong "customer-first" process at City Hall, making it easier to learn about City services, apply for necessary licenses and pay fees/taxes, and develop better criteria for determining which businesses are audited by the City.

Recent accomplishments include the creation of a three-year business tax holiday for any new business that begins operations in Los Angeles in the next 36 months. The holiday would apply to every new business, regardless of their annual gross receipts. Under current law, new businesses are exempt from paying City business taxes for their first two years only if they gross less than \$500,000 per year.

Continued on page 4

Fall advocacy will focus on connecting business leaders with City Hall

ACCESS L.A. City Hall

The Chamber and local business leaders met with key stakeholders at City Hall over the summer to directly advocate on key business issues. These constituent meetings included discussion regarding the list of Top 20 employers in each councilmember's district. These efforts will culminate with ACCESS L.A. City Hall, which will be held Oct. 27 in conjunction with a City Council meeting.



November 2010 California Election

As the voice of business for the L.A. region, the Los Angeles Area Chamber of Commerce has worked to create a favorable business environment since 1888. The Nov. 2 California Election Ballot contains critical initiatives that will impact L.A. businesses and the economy for years to come. We hope you will join us in voting for a better L.A.

More ballot positions to be announced on Sept. 26.

SUPPORT

Proposition 20

Will add the task of re-drawing congressional district boundaries to the citizens' commission created by Proposition 11.

Proposition 22

Prohibits State government from taking designated types of local funds.

Proposition 26

Will require a two-thirds vote in the Legislature to pass new taxes and fees.

OPPOSE

Proposition 24

Would eliminate three business tax reforms.

Proposition 27

Would repeal Proposition 11 and return the task of redistricting to the California State Legislature.

For a complete roundup of Chamber-supported ballot initiatives, go to lachamber.com/votes.

A better L.A. is our business

Join us at City Hall and get support for your business



Each fall, the Chamber connects hundreds of businesses leaders with City officials at "ACCESS L.A. City Hall." The purpose of ACCESS City Hall is to champion making L.A. more business-friendly for job creation and to improve our overall quality of life.

These days, businesses can locate anywhere on the globe where there's an internet connection. That's why L.A. must offer job creators more than great weather and close proximity to the beach and mountains. Competitive tax rates, streamlined business permitting and excellent customer service from City Hall are all hallmarks of a strong business climate. L.A. isn't there yet, but we're starting to make progress, and ACCESS City Hall is an important step.

We encourage you to join us on Wednesday, Oct. 27, for a special event at City Hall to advocate for a better L.A. The morning will include remarks by Mayor Antonio Villaraigosa and City leaders, followed by a City Council meeting focused on business and job creation.

Most elected officials have never owned or managed a business. That's why they need to hear from you in order to fully understand and appreciate what it takes to operate a business in Los Angeles.

You are the job creators of Los Angeles and the key to a vibrant future our community. Join us in letting City Hall know that their partnership with business is essential to creating the jobs we need in Los Angeles.

Attend ACCESS L.A. City Hall to make a difference for your business and our community.

Sincerely,

Gary L. Toebben
President & CEO
Los Angeles Area Chamber of Commerce



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For membership information, contact the Chamber at 213.580.7592 or visit lachamber.com.

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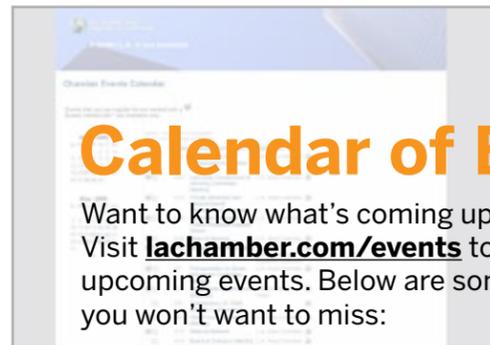
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RESTAURANT INDUSTRY IS A SOUTHERN CALIFORNIA ECONOMIC ENGINE - SEE PAGE 7



Calendar of Events

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

Event Highlights



SUN-THU | SEPTEMBER 12-16

Trade Mission to Seoul, Korea with Governor of California

The Chamber and Gov. Arnold Schwarzenegger's office will lead a business delegation charged with promoting California in South Korea during a fall trade mission to Asia. Contact Jasmin Sakai-Gonzalez, 213.580.7569 or jgonzalez@lachamber.com.



WED | OCTOBER 27

ACCESS L.A. City Hall

Hundreds of business and civic leaders participate in the annual, no-cost ACCESS L.A. City Hall event. Business people from throughout the region converge on City Hall for a half-day of meetings on issues vital to the city. Contact Beverly Kenworthy, 213.580.7531 or bkenworthy@lachamber.com.



TUE | NOVEMBER 9

Southern California Visionaries Luncheon

The Southern California Leadership Network presents awards to individuals in the Southern California region who have demonstrated outstanding achievements in civic leadership and celebrates those whose vision has inspired action, collaboration and positive community outcomes. Contact Kevin Cottrell, 213.580.7577 or kcottrell@lachamber.com.



WED-THU | DECEMBER 8-9

Cash for College: College and Career Convention

The two-day Cash for College: College and Career Convention, one of the biggest events of its kind in the nation, expands access to education for all L.A. students and families. Attendees have an opportunity to learn about financial aid resource and other opportunities to pursue a post-secondary degree. Contact Alma Salazar, 213.580.7566 or asalazar@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
- ▶ lachamber.com, the Chamber's nationally recognized Web site

Contact Monika Medina, 213.580.7516 or mmedina@lachamber.com.



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:



REFORMING PRIMARY ELECTIONS. Lt. Gov. Abel Maldonado, left, Chamber President & CEO Gary Toebben and Gov. Arnold Schwarzenegger celebrate the passage of Proposition 14.



RENOVATING LAX. The Tom Bradley International Terminal at the Los Angeles International Airport (LAX) – a \$737 million, three-year project – was completed on time and under budget.



PUTTING YOUTH TO WORK. Mayor Antonio Villaraigosa joined Chamber Board Member Bryan Moeller, **Wells Fargo**; and Kathleen McIntire, **Kaiser Permanente**; to kick off the 2010-11 HIRE LA's Youth campaign.

Seen + Heard at the Chamber



Chamber Board member **John Semcken**, **Majestic Realty Co.**, gave details of a plan to bring an NFL team to the region during the **Occidental Petroleum** hosted Power Hour Series. Above, **Taylor Talt**, **Majestic Realty Co.**; **Semcken**; and Chamber Board member **Richard Kline**, **Occidental Petroleum Corp.**

The Chamber has hosted federal, state, civic and business leaders this summer to discuss issues facing the region.

IN MAY ... Chamber Board members met with L.A. City Controller **Wendy Greuel** to understand the latest on the City's budget challenges. Beacon Economics' **Chris Thornberg**, California Inspector General **Laura Chick** and L.A. Vice Mayor and Executive Officer of Economic and Business Policy **Austin Beutner** were featured speakers at the "What's Next LA" Economic Forecast. California Pizza Kitchen Co-Founder and Co-CEO **Larry Flax** gave advice on growing a small business into a worldwide powerhouse at the **Occidental Petroleum** Power Hour Series. **Miguel Santana**, the City Administrative Officer for the City of Los Angeles, discussed the ongoing budget challenges at City Hall. **Metro** CEO **Art Leahy** gave details of the 30/10 transportation initiative. California State Assemblymember **Julia Brownley** and 2010 Candidate for Superintendent of Public Instruction **Larry Aceves** shared top priorities for improving California schools. **Rep. Hector De La Torre** outlined plans for health care reform. Community Redevelopment Agency (CRA) CEO **Chris Essel** and CRA Commissioner and Chamber Board Member **Ken Fearn**, **Integrated Capital, LLC**, discussed plans for smart development in Los Angeles. **Chris Kelly**, former Facebook chief privacy officer and former candidate for California Attorney General, discussed innovations in Internet privacy. **IN JUNE ...** Speaker Emeritus **Karen Bass** discussed maintaining program funding for vulnerable populations. State Controller **John Chiang** emphasized the budget challenges. **Richard Pink**, president of Pink's Hot Dogs, gave advice on building a brand name at the Small Business Awards. California Air Resource Board (CARB) Chair **Mary Nichols** discussed AB 32. L.A. City Council President **Eric Garcetti** and **Los Angeles Unified School District** Board President **Mónica Garcia** helped award more than 500 local youth with more than \$600,000 in scholarships at the Cash for College reception. **Dr. Laree Kiely**, president and founder of the Kiely Group, discussed Los Angeles as a model for global readiness. **IN JULY ...** **Rep. Lucille Roybal-Allard** discussed health care reform for small businesses. **MetroLink** CEO **John Fenton** outlined a new strategic plan for the transportation agency. State Treasurer **Bill Lockyer**, who is running for reelection in November, voiced support for Proposition 25 during the California Candidates Series. **Zafer Caglayan**, Minister of State in charge of foreign trade of Turkey, spoke of the importance of strengthening ties with Los Angeles. Newly appointed Department of City Planning Director **Michael LoGrande** shared plans for a new development landscape at L.A. City Hall. **Susan Nakamura**, planning and rules manager for the **Southern California Air Quality Management District**, discussed the District's Draft Clean Communities Plan. **IN AUGUST ...** U.S. Rep. **Judy Chu**, California Secretary of Education **Bonnie Reiss** and State Sen. **Bob Huff** discussed education legislation. Attorney General Democratic nominee **Kamala Harris** discussed her plans to make government more innovative and efficient at the California Candidates Series. U.S. Rep. **Laura Richardson** discussed an upcoming freight bill. **Ross DeVol**, Milken Institute, addressed the current state of manufacturing in California. University of California President **Mark Yudof**, California State University Chancellor **Charles Reed** and California Community Colleges Chancellor **Jack Scott** discussed public higher education in California.

Don't miss out on any of the action this fall — go to www.lachamber.com/events for a calendar of upcoming speakers and events.

1 Successfully pushed L.A. Office of Economic Analysis

Working in partnership with L.A. City Council President Eric Garcetti, the City created a new Office of Economic Analysis. The office will ensure that new proposals for City legislation or regulations undergo an independent, nonpartisan economic analysis to evaluate impact on private sector job creation and the City's business climate. The office was recommended in the Los Angeles Economy and Jobs Report, chaired by Russell Goldsmith, in 2008. **Bottom line:** This office should be a permanent part of City government to provide an evaluation of a wide-range of city policies and programs.

2 Contacted Chambers nationwide to support 30/10

The Chamber is talking with Chambers of Commerce in other metro areas requesting support for the 30/10 transportation initiative. Priorities at the federal level include a new transportation bonding program; a streamlined, federal credit process; and an early-systems work agreement for the Westside Subway Extension and Regional Connector. Business, labor, environmental and community leaders have united together in support of this landmark initiative. **Bottom line:** Accelerating construction will provide an immediate, multibillion dollar injection into our local economy and create 160,000 jobs.

3 Qualified term limits initiative for 2012 ballot

On Feb. 7, 2012, voters will have the opportunity to vote for a term limits reform initiative that does not benefit current or former legislators. The initiative, co-sponsored by the Chamber and the Los Angeles County Federation of Labor, reduces a legislator's time in office from 14 to 12 years. Under the reform, this time can be served entirely in the State Assembly, the State Senate, or a combination of both houses. **Bottom line:** The term limit initiative will fix the electoral merry-go-round in which legislators are focused on winning the next office instead of developing the expertise needed to tackle the State's complex issues.

4 Achieved passage of Prop 14 — Open Primary

The Chamber joined Gov. Arnold Schwarzenegger to celebrate the passage of Proposition 14, which will reform the primary election for congressional, statewide and legislative races by allowing voters to choose any candidate, regardless of political party preference. **Bottom line:** This initiative is a critical step to reducing partisan gridlock and ensuring a more efficient state Legislature.

5 Defeated anti-business proposal at L.A. City Council

The Chamber joined building trades unions and other business groups to oppose a motion introduced by Councilmember Paul Koretz that would have eliminated the three-year phase-in for "full-cost recovery" on land use applications and increased fees immediately. The Chamber and the development community won an agreement with the City for a gradual fee phase-in period last year. **Bottom line:** Saddling projects with higher fees now is counterintuitive when there is 40 percent unemployment in the construction industry.

6 Successfully opposed moratorium on apartment rent increases

The L.A. City Council chose not to approve a four-month moratorium on the allowed three percent annual rent increase on rent-controlled property in Los Angeles after the Chamber joined dozens of small business apartment owners to oppose the motion. Apartment owners, many of whom are family-run small businesses, said the moratorium would have forced them to forgo maintenance and improvements. **Bottom line:** At least 200,000 of the city's 630,000 rent-controlled apartments will qualify for the exemption, providing vital support to small businesses.

7 Advocated for greater federal investment in early childhood education

The Chamber joined two dozen California business, labor and education leaders in Washington, D.C. to advocate for greater federal investment in early childhood education. Priorities included funding for comprehensive student performance data tracking, better integration of Pre-K to 3rd-grade education, and better incentives for quality school, teacher and student performances. **Bottom line:** Advocating for early childhood education is an investment in our future workforce.

8 Worked with key stakeholders to reduce chronic homelessness

The Business Leaders Task Force on Homelessness continued evaluating best practices from around the nation, continued collaborating on homeless system coordination, financial modeling for permanent supportive housing and funding coordination. The task force, a partnership with the **United Way of Greater Los Angeles**, traveled to Denver to study its 10-year plan to end homelessness in the Mile High City. The delegation met with City and nonprofit leaders who discussed their strategy, which includes permanent supportive housing, mental health and substance abuse treatment and job placement. **Bottom line:** Creating jobs and providing an environment for downtown businesses to thrive through the reduction of chronic homelessness are top priorities to lead the nation in economic recovery.

9 Supported completion of LAX terminal renovations

The newly renovated Tom Bradley International Terminal at the **Los Angeles International Airport** (LAX) was a \$737 million, three-year project that was completed on time and under budget. The Chamber advocated strongly to the Transportation Security Administration for \$115 million for the new in-line checked-baggage security screening facility at the terminal. Renovating LAX has been a high priority for the Chamber over the past several years during the ACCESS Washington, D.C. - Southern California on the Hill trips. **Bottom line:** A world class airport is essential for Los Angeles to continue to be a global leader in trade and tourism.

10 Provided youth summer employment at no cost to Chamber members

The Chamber, in partnership with HIRE LA's Youth, placed more than 1,200 Los Angeles youth in summer employment opportunities in private-sector businesses. Chamber members had the opportunity to employ hundreds of youths, aged 16-24 at no cost. Participating member companies, who are helping to make a difference in our community, include **Beverly's Laundromat; Cedars-Sinai Health System; Childrens Hospital Los Angeles; CVS CAREMARK; Kaiser Permanente; Los Angeles Regional Foodbank and Vons, a Safeway Company.** **Bottom line:** Everyone wins when we invest in our City's most valuable asset to ensure a talented workforce.



A better L.A. is our business

Business Tax, Continued from page 1

According to a **University of Southern California** study, this incentive could create up to 55,000 jobs and additional revenue for the City.

In addition to the business tax holiday, new businesses that open in Los Angeles will also be given discounts of up to 25 percent from the **Los Angeles Department of Water and Power (LADWP)**, and LADWP “SWAT” teams will fast-track power and water service connections. This will create savings for LADWP users by building a bigger customer base to share in fixed costs.

First Deputy Mayor and Chief Executive for Economic and Business Policy for the City of Los Angeles and LADWP General manager Austin Beutner said reforming the tax code is part of a larger agenda at City Hall.

“We can build a bit of momentum and eventually build a broader coalition in support of comprehensive change to the overall business tax code,” Beutner said. “That’s a real structural problem, but you have to build a record of credibility and success first to build the political capital to do it.”

The business tax holiday proposal is in line with the Chamber’s call for lowering the City’s business tax and the ongoing efforts of the BTAC. Created by the L.A. City Council late last year, BTAC includes nine tax experts who are studying how to fix the complicated system. The committee has recommended across-the-board tax reduction to bring Los Angeles in line with neighboring cities.

Another recommendation is to streamline the City’s tax administration process.

“Our goal is to take a look at the City business tax and recommend how to make it more business-friendly,” Morris said.

If individual businesses are able to see benefit in a reformed tax system in Los Angeles, they are more likely to keep the jobs and revenue within City limits. **Baxter International** recently decided to remain in East Los Angeles because of the expansion of an enterprise zone that offers incentives for job creation. The plant, which makes plasma-derived therapies, employs 1,100 people.

“It’s great news that Baxter’s BioScience business has decided to continue its investment and preserve jobs right here in California,” said Gov. Arnold Schwarzenegger at a press conference.

And earlier this year, the Chamber worked with the City to lower taxes for local Internet-based businesses, which will preserve jobs in Los Angeles and retain millions in otherwise-lost tax revenue.

“The more businesses that locate and expand in Los Angeles, the more jobs, tax revenue and overall economic activity will result,” said Chamber President & CEO Gary Toebben. “In a City that has 50,000 fewer jobs than it did in 1980, this is an important step in the right direction.”

Contact Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.

City of Los Angeles Office of Finance Bill of Rights and Taxpayer Bill of Rights

Proposed by the Business Tax Advisory Committee

1. Focusing on taxpayer having fairness and consistency in application of the law. Taxpayer having a clear guidance as to what finance is going to do for them.
2. Professional treatment.
3. Clear explanation of the rights.
4. Confidential treatment of tax information.
5. Explanation of charges due.
6. Information about tax exemptions.
7. Administrative appeal if issued an assessment.
8. Installment agreements.
9. Ability to have taxpayer representative.
10. Taxpayer advocate assistance and how to contact that staff.

Goals of Tax Code Reform:

- ▶ Achieve simplification
- ▶ Increase compliance
- ▶ Increase tax base
- ▶ Make tax code predictable and fair
- ▶ Diminish controversy
- ▶ Spur job creation
- ▶ Signal Los Angeles is business friendly and does not burden constituents in an already hyper-competitive market



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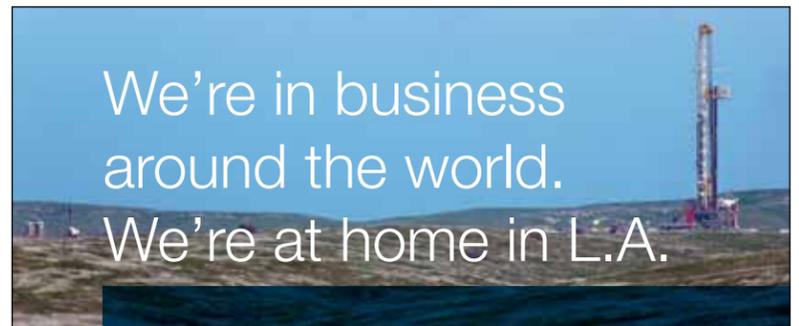
A healthy, vibrant community banks on the participation of its members. Bringing a neighborhood together to bring about positive change is no small accomplishment.

Bank of America is proud to support the Los Angeles Area Chamber of Commerce for its leadership in creating common goals and a long-term vision for the community.

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We're energized by the Los Angeles Area Chamber of Commerce and its outstanding efforts in promoting business and economic growth in the greater Los Angeles region.

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BUSINESS ADVOCACY PRIORITIES

BUSINESS CLIMATE

L.A. City Office of Economic Analysis (OEA)

The 2008 Los Angeles Economy & Jobs Report, chaired by Russell Goldsmith, recommended that all new legislation at City Hall be analyzed for its impact on jobs and the economy. The Chamber pushed this recommendation over the top in June. The OEA will help answer the question, "How much will that new law cost?" and help strengthen the policymaking process.

Reforming the City of L.A.'s Uncompetitive Business Tax (gross receipts)

The City of Los Angeles levies a gross receipts tax on most businesses, making Los Angeles the highest-taxed city in L.A. County and near the top of all major U.S. cities. The Chamber successfully advocated for the creation of a new Business Tax Advisory Committee (BTAC) at City Hall, charged with recommending tax reduction and simplification reforms.

L.A. City Planning & Permit Reform

Los Angeles has one of the most expensive and confusing planning/permitting processes of any major U.S. city. Applicants often have to deal with 12 different city departments with differing standards and timelines. The Chamber strongly supports efforts to consolidate the process to just one department and implementing long, overdue reforms to make the system work again.

REGIONAL ECONOMIC ENGINES

30/10 Transportation Plan

In 2008, L.A. County voters approved a half-cent sales tax increase to generate \$40 billion in transportation funding over the next 30 years. The 30/10 Initiative seeks a partnership with the federal government to build a dozen major transportation projects within the next 10 years rather than over three decades. This innovative plan would create more than 100,000 construction and related industry jobs.

LAX Modernization

The Los Angeles International Airport (LAX) is a \$60 billion annual economic engine for our region and supports thousands of local jobs. The Chamber is proud of recent progress to modernize outdated terminals for a better passenger experience. However, there is still an urgent need to improve passenger safety and overall operations by reconfiguring the two northern runways.

GOVERNANCE & FISCAL REFORM

Los Angeles Department of Water & Power Governance

The LADWP must reform its governance structure and strategic operations. Future rate increases are expected with no certainty about renewable energy plans or infrastructure improvement programs. LADWP is also a highly-politicized funding source for the City's general fund.

L.A. City Public Pension Reform

In 2006, the Chamber, together with former Mayor Richard Riordan, first raised concerns about the City's unfunded pension liabilities. Today, the pension crisis is the single greatest financial threat to the City's solvency. Current pension benefits and long-term obligations will cost taxpayers and our City billions of dollars.

2010-11 L.A. City Budget Crisis

The Chamber supports structural reforms to the City's budget process including: (1) focusing on the delivery of essential city services; (2) reducing the overall workforce; (3) implementing performance-based, multi-year budgeting and improved accounting practices; (4) strengthening the reserve fund; and (5) establishing a long-term fiscal and capital plan.

REGIONAL STEWARDSHIP

Business Leaders Homelessness Task Force (Partnership with United Way of Greater Los Angeles)

The Chamber and United Way formed a business leaders' task force to develop specific policy proposals for reducing homelessness in Los Angeles via Permanent Supportive Housing (PSH). PSH costs taxpayers 42 percent less than usual public services.

EDUCATION & WORKFORCE DEVELOPMENT

AB 1223 (Block) Linked Learning [Chamber-Sponsored Legislation]

Linked Learning transforms students' high school experience by combining strong academics, demanding technical education and real-world experience. This bill supports teacher development, understanding and implementation of applied learning strategies in the classroom, as well as creates a visible teacher pipeline for Linked Learning pathways throughout California.

AB 2211 (Fuentes) Work-Based Learning [Chamber-Sponsored Legislation]

Work-based learning is a critical factor in this environment, providing students with real-world professional experiences that reinforces and is relevant to the classroom curriculum. This would expand quality work-based learning programs (internships) for high school students by encouraging school districts and employers to partner in creating quality work experiences.

SB 1143 (Liu) Community College Funding [Chamber-Sponsored Legislation]

As amended in the Assembly Higher Education Committee, SB 1143 provides for The Board of Governors of the California Community Colleges to convene a taskforce to examine best practices and effective models throughout the nation, and based on task force recommendations and further stakeholder input, adopt a plan for promoting and improving student success.

Big dreams for a better L.A.

For more than 120 years, the L.A. Area Chamber has championed L.A.'s port, an 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?

“I would like to see **continued assistance for small businesses**, as they are the economic engine to a strong recovery. This means we must streamline the red tape concerning rules and regulations, increase tax incentives and be a strong advocate at the state level to improve a business-friendly environment.”



Eugene Chi
Sales Excellence EPG,
Southwest District
Microsoft Corporation



Eugene Hale
President
G&C Equipment Corporation,
and Chair, **Greater Los Angeles African-American Chamber of Commerce**

“As a member of the President's Export Council, it is my dream that I can make a difference in **increasing exports for Los Angeles County companies** that are engaged in exporting.”

“There's a line from the Paramount movie “Trading Places” that says “Think big. Think positive. Never show any signs of weakness. Fear? That's the other guy's problem.” My dream for Los Angeles is that we **never lose our spirit of confidence and creativity**. Our region boasts some of the most dynamic individuals and businesses in the world. By championing our creative spirit, the L.A. Area Chamber can continue to help our City through the most demanding of times.”



Sharon Keyser
SVP— Real Estate,
Government &
Community Relations
Paramount Pictures

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SOUTHERN CALIFORNIA STARTUPS CREATE BREAKTHROUGH INNOVATIONS

For the nearly 27 million small businesses in the United States, reaching potential customers can mean the difference between survival and failure. Yet, for many companies, the most powerful advertising medium available—television—has been out of reach due to the high cost of creating and buying TV advertising.

Los Angeles-based Internet startup Spot Runner is changing that with a brilliant and cost-effective Web-based service that enables customers to create their own ads and buy advertising time in local cable and broadcast markets. Equally impressive are the ads' high-quality production values, which shatter the traditional image of most locally produced TV spots.

As co-founder Nick Grouf says, “Spot Runner is focused on democratizing access to advertising, especially TV.” The company is one of many successful Southern California startups building innovative technologies on the Microsoft platform. These young businesses are also creating hundreds of new jobs and stimulating economic growth in the region.

Another local success story is Enviance, based in Carlsbad. It's leveraging the Internet to help companies comply with environmental, health and safety requirements. Enviance's hosted solutions automate and help companies improve the management of a wide range of compliance activities, including audits, inspections, incident tracking, business practices, training, health, safety and environmental practices. Although the delivery system is novel—Enviance is also a Web-based service—it's a serious business that is attracting companies like Chevron Corporation, DuPont, and Fujicolor Processing.

And then there's Santa Monica-based Jacked, whose Internet technology enables people to simultaneously view TV broadcasts and relevant synchronized content on their PCs. As founder Bryan Biniak says, the company's unique search technology “listens, watches and reads what's going on in a TV broadcast” and dynamically publishes contextually related content, commerce and advertising to a user's computer via the Web. Jacked's initial audience is sports junkies, who can personalize a “dashboard” on their computer screen that delivers player stats, photos, video, chat, memorabilia and even radio broadcasts coordinated in real time with the activity on the field. Think interactive television on steroids.

Spot Runner, Enviance and Jacked are among the 3,000-plus California companies whose technological and service offerings are designed to work with Microsoft software. In California, this ecosystem employs more than 500,000 people and generated more than \$17 billion in revenue for local companies in 2006, according to an independent study commissioned by Microsoft and conducted by global IT research firm IDC.

It's been more than a few years since Microsoft itself was a startup, but we haven't lost sight of the fact that innovation is still the key to our success and the success of our partners. This innovation flows from our long-term investment in developing next-generation software and services, from continuing advances in the Microsoft technologies that customers rely on today, and from our creative collaborations with companies like Spot Runner, Enviance and Jacked.



In California, the Microsoft partner ecosystem employs more than 500,000 people and generates over \$17 billion in local revenue each year

Learn more about Microsoft's partner programs for startups at www.MicrosoftStartupZone.com.

Microsoft



The Japanese-style robata grill at **Katsuya** reaches 1,700 degrees.

A better L.A. is our business

Focus on Global Initiatives

Chamber to partner with Gov. Schwarzenegger in showcasing California in South Korea



The Hollywood Sign, a trademark of Hollywood Chamber of Commerce, is used with permission.

The Chamber is partnering with Gov. Arnold Schwarzenegger's office to lead a business delegation charged with promoting California in South Korea during a fall trade mission to Asia. Gov. Schwarzenegger's trade mission — which will include stops in China, Japan and Korea — will be used to promote California, bolster trade relations and encourage investment.

“China, Japan and South Korea represent three of California's most important trading partners, and I am looking forward to visiting these countries to learn more about their high speed rail products, services and financing and to promote California's people, products and places,” said Gov. Schwarzenegger.

China, Japan and South Korea are among California's top five trading partners. In 2009, California exported more than \$120 billion, \$26.5 billion of which went to China, Japan and South Korea. Exports to these three trading partners are continuing to grow, with exports of \$7.5 billion just through the first quarter of 2010. Travel from all three countries contributes a combined \$1.5 billion in annual visitor spending to the California economy.

In South Korea, the Chamber will also emphasize its support of the Korea Free Trade Agreement (KORUS). The Chamber knows that no region will benefit more from free trade with these two nations than Southern California. Korea buys more than \$10 billion from our region, making the country Los Angeles' third largest trading partner, after China and Japan. The FTA with Korea is the most important trade agreement negotiated by the United States since 1994.

“ China, Japan and South Korea represent three of California's most important trading partners, and I am looking forward to visiting these countries to learn more about their high speed rail products, services and financing and to promote California's people, products and places. ”

— Gov. Arnold Schwarzenegger

This agreement is of strategic importance for the United States in commercial, economic and political matters in the Pacific Rim.

“The Chamber is honored to be working with Gov. Schwarzenegger to expand international trade and investment opportunities for our state,” said Chamber Senior Vice President of Global Initiatives Carlos J. Valderrama.

Contact Carlos J. Valderrama, 213.580.7570 or cvalderrama@lachamber.com.

Education, Continued from page 1

Montebello High School graduate Brizeth Flores agrees with the 93 percent of workshop attendees who classified the workshops as pivotal in the financial aid process.

“Unfortunately, a lot of us have parents who can't afford to put us through college, so it's important for us to know there's someone out there who wants to help,” Flores said.

Flores is headed to Rio Hondo Community College in the fall, where she'll study to become a registered nurse.

A 2009 study by the Public Policy Institute of California warns that the State faces a shortage of a million college-educated workers by 2025. Furthermore, the study recommends that the education-skills gap can be cut in half by investing in programs that expand college opportunities, such as Cash for College.

For the Chamber, providing college access only tackles half of the equation; the other half involves training a 21st century workforce. That effort begins by providing positive early work experiences.

Recently, BTW — Informing Change, a third-party evaluator, looked at the Chamber's LA Youth at Work initiative and its Work Readiness Certification (WRC) program. BTW took a sample of 1,970 young adults who participated in the WRC in 2009.

The findings showed that WRC participants are more likely to still be in their post-WRC jobs. Almost half of the WRC young adults who obtained jobs were still employed in the same job in 2010, compared to one-quarter of non-WRC young adults.

“I am not surprised at the rate of WRC participants that stay on,” said Kathleen McIntire, Director of Volunteer & Chaplain Services at Kaiser Permanente. “WRCs give participants an experience that enables them to bring in an income and learn at an accelerated rate through hands-on training.”

“The participants in this program understand the opportunity in front of them and take full advantage of all that it has to offer ... they're eager and willing to work harder because they understand how extremely hard it is to find jobs in the market today.”

The BTW report also showed that more than half of the WRC recipients earned a wage greater than the minimum (\$8) compared to about one-third of non-WRC recipients.

To learn more about the Chamber's Education & Workforce Development efforts, including Cash for College and the Work Readiness Certification, go to www.lachamber.com/education.

Contact Alma Salazar, 213.580.7566 or asalazar@lachamber.com.



1



2



3

Chamber Snapshots

Scenes from some of the Chamber's key events in 2010

1. Chamber President & CEO Gary Toebben, California Global Ambassador Award Winner Gov. Arnold Schwarzenegger and Chamber Board Chair Matthew Toledo, **Los Angeles Business Journal**, at the 84th Annual World Trade Week Kickoff Breakfast at the **Los Angeles Marriott Downtown**. 2. Chamber members mingle at the V.I.P. Summer Mixer at the LA84 Foundation. 3. More than 100 business and civic leaders advocated for pro-jobs legislation during the annual ACCESS Sacramento trip. Chamber Board Chair Matthew Toledo, **Los Angeles Business Journal**; Chamber Board First Vice Chair Joseph Czyzyk, **Mercury Air Group**; Assemblymember Charles Calderon; and Chamber President & CEO Gary Toebben.



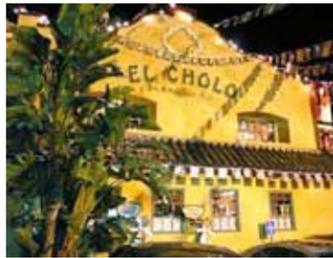
Southern California's economic engines:

Restaurant industry is biting back after economic downturn



Starbucks now offers artisan snack plates.

Chick-Fil-A recently opened a location near USC.



Mexican restaurant El Cholo opened a downtown location in 2010.

Maria's Italian Kitchen has a bustling "express" option.



For every dollar spent on food in this country, 49 cents are spent at a restaurant.

Even in an economic downturn, restaurants are finding new and creative ways to maintain a stronghold on nearly half of food purchases in the United States.

"Restaurants have adapted their offerings and price points to accommodate their customers," said Daniel Conway, director of public affairs at the **California Restaurant Association**. "We're seeing more compelling lunch specials and longer happy hours."

Although restaurant traffic continued to decline in the first quarter of 2010, the total visit losses began to ease compared to steeper declines in previous quarters, showing signs of an uptick in the market.

California Pizza Kitchen will continue with its plans to open eight full service restaurants in fiscal 2010. The company currently owns and operates 260 restaurants, of which 206 are company-owned and 54 are either franchised or licensed in 32 states and 10 foreign countries.

Another local institution, **Maria's Italian Kitchen**, has seen an increase in casual dining.

"We're seeing more people come in for lunch and sit on our express side, or get takeout, for a fast meal," said Fausto Sanchez, assistant manager at the downtown restaurant.

The restaurant industry is the second-largest private employer in California. With more than 90,000 eating and drinking establishments currently operating in the State, an estimated \$58 billion in food and drink sales are expected in 2010, generating of more than \$4.5 billion in California sales tax.

More than 1.4 million food industry jobs currently exist, with an estimated 1.6 million jobs in the field by 2020. Nearly half of all adults have worked in the restaurant industry at some point in their lives.

With national restaurant sales topping out at \$580 billion in 2009, Americans are still dining out – but in a more strategic way.

One source of growth in the industry? The meal you've been told is the most important of the day – breakfast.

Breakfast accounts for nearly 60 percent of industry growth in the past five years, and two of the fastest growing menu items are specialty coffee and breakfast sandwiches.

Also growing: the snack or small meal. The number of menu items listed as snacks jumped 185 percent between 2007 and 2010, and items described as "mini" soared almost 400 percent, according to new study released by Chicago research firm Mintel.

"What this recession has done is made customers more value-oriented," Conway said. "Now, restaurants are giving people an opportunity to give themselves permission to eat out again."

Fast food giant McDonald's has rolled out an expanded offering of snack wraps – including the Big Mac Snack Wrap – while Starbucks recently began offering its artisan snack plates. The economic downturn forced restaurants to face a sharp drop in consumer spending, making snacks, small plates and tapas a centerpiece of menus. Smaller portions meant downsized prices.

And while the restaurant industry was one of the first to feel the pain of the economic downturn as consumers dialed back their discretionary spending, it's also one of the first to show signs of growth.

"Consumers are becoming more confident, and are more likely to go out for a meal than buy a big-screen TV or other major purchases," Conway said.

Contact Mandy Denaux, 213.580.7532 or mdenaux@lachamber.com.



49 percent

Restaurant-industry share of the food dollar

945,000

Restaurant locations across the country

12.7 million

Number of restaurant employees nationally

\$580 billion

Sales of restaurants nationwide



2nd

Industry rank as a private employer in California

90,000

Eating and drinking establishments in the State

\$4.5 billion

California sales tax generated by restaurants per year

\$58 billion

Food and drink sales expected in the state 2010



4



5



6

4. The Chamber and the **U.S. Small Business Administration - Los Angeles District Office (SBA)** honored small businesses that drive our economy at the **Millennium Biltmore Hotel**. Thirteen awards were presented to small businesses, including the Small Business Person of the Year honor to Igor Pasternak, center, CEO of Worldwide Aeros Corp., pictured with Chamber Board member Brandon Shamim, **Beacon Management Group**, left, and SBA Acting District Director J. Adalberto Quijada. 5. "The one thing we're truly dedicated to – besides good service and great food – is promotion. Hot dogs are just a commodity, so we're constantly trying to build our brand name," said Small Business Awards keynote speaker Richard Pink, president of Pink's Hot Dogs. 6. The Chamber and Cash for College campaign partners awarded more than \$600,000 to 500 local students during the 5th annual Scholarship Awards Reception. Granada Hills Charter High School graduate and Pacoima resident Freddy Rosas, second from left, celebrates his scholarship opportunity with L.A. City Council President Eric Garcetti, HOT 92.3 FM on-air personality Josefa Salinas, second from right, and his mother.



The Abbey Food and Bar started in 1991 as a small coffeehouse and has since expanded to more than 16,000 square feet with four indoor bars, dining spaces and a pastry shop.

A better L.A. is our business

Member Advantage

The Chamber's member-to-member discount program offers a variety of savings, from hotel rooms to printing and 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.

ACCOUNTING

Commercial Scientific Corporation AKA The Macellaro Firm
Receive 15 percent on bookkeeping, tax returns for individuals, LLCs and corporations. Contact Jane Yang, 310.282.8398 or jyang@commercialscientific.com.

Jackson Hewitt Tax Services

All Chamber members and their employees receive 15 percent off all tax preparation fees. Contact Robert Ovalle, 562.423.5477 or Robert.Ovalle@jtax.com.

ADVERTISING

Billboard Connection Outdoor Advertising

Receive 25 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, malls, or one of over 50-plus strategic products and programs. Minimum \$8,000 total campaign budget. Contact Brian Alexander, 310.429.3900.

ATTORNEYS

Law Offices of Mark Schondorf

Receive 10 per off hourly rate for business and real estate litigation services. Contact Mark Schondorf, 213.384.5224 or mark@schondorfflaw.com.

The Macellaro Law Firm

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AUDIO VISUAL

CCS Presentation Systems, Inc.

Chamber members receive a \$75 discount on projector rentals. Contact Gina Riberi, 323.954.7754, Ext. 12.

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Receive 10 percent off our already low prices, mention code 32w2630. Call 1.800.593.0505 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, 310.357.8659.

BUSINESS DEVELOPMENT

All City Employees Benefits Service Association (ACEBSA)

Save 10 percent on AMC movie tickets, 10-45 percent on Disneyland, Knott's Berry Farm and Magic Mountain tickets, and 25 percent on See's Candies gift certificates. Contact Stephanie Rodriguez or Rhianna Castro, 213.485.2485.

Make-it-Fly

Want to make your business soar? Make-it-Fly Business Advisory Boards. Special Pilot 101 Advisory Board for L.A. Chamber members: Special price \$395 per person for all (4) sessions (standard cost: \$795). Contact Wade Sorola, 626.506.6284.

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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.

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CoolerEmail, Inc.

Receive 20 percent sign-up discount on any email marketing service plan. Contact Dan@coolermail.com with L.A. Chamber in subject line. One discount per account.

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SmartSource Rentals

Receive 20 percent off all rental equipment, not including delivery and tax fees. Restriction: Discount is on equipment subtotal only. Contact Kim Webb, 310.237.5324.

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UCLA Anderson School of Management

Save 10 percent on any Executive Education Program. Acquire to-level management strategies and leadership skills. Restriction: Cannot be combined with any other discount. Call 310.825.2001.

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Receive 15 percent off design hourly rate or 10 percent off design flat fee. Go to www.design-theory.com.

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New clients receive two hours cleaning or janitorial services. May not be used with any other discount or offer. Contact Rose McCoppin, 323.982.9500.

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Receive 10 percent off normal hourly rates or 15 percent off packages. Contact Patrick Botz-Forbes, 323.309.3332.

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Universal Reprographics, Inc.

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Receive 10 percent off WHPR's full public relations and marketing services per hour. Contact Sydney Weisman, 323.730.0233.

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TIME MANAGEMENT

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Member Highlight

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One-time 20 percent discount on translation services. (30 percent for nonprofit). Contact Mary Jo Leavitt, 818.550.9536 or info@dynamicdoingness.com, or go to www.dynamicdoingness.com.

TRANSPORTATION

SuperShuttle Los Angeles

Sedan Services: \$10 discount on airport transfer. Book online at www.execucar.com; use discount code HKCKA. Restrictions, if applicable. Contact Jose Alcocer, 310.222.5500, Ext. 10519.

TMO Business Capital

Receive \$250 off any loan application or any business/equipment loan funded. Contact John McGarr, 310.223.0824.

WallyPark

Receive 20 percent off valet or self-park service per day with a minimum three-day stay. May not be used with any other offer. Contact Bryan Gusdorf, 800.PK.WALLY or 800.759.2559.

Good Job.

Creating a 21st Century waterfront for the industries and communities we serve, thousands of men and women in dozens of job disciplines are hard at work every day at the Port of Los Angeles. They represent just a portion of the more than three million jobs connected to commerce flowing through the nation's number one trade gateway. To learn about how we're making the economy and the environment work hand-in-hand, go to www.portoflosangeles.org and click on Environment.

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Face to face:

First Deputy Mayor and Chief Executive for Economic and Business Policy for the City of Los Angeles Austin Beutner

The L.A. Area Chamber speaks with a civic leader on issues affecting the business community in the L.A. region.

This quarter we asked Los Angeles First Deputy Mayor and Department of Water & Power Interim General Manager Austin Beutner about his plans to transform Los Angeles into a business-friendly city.

You've said you'd like to make Los Angeles the most business-friendly city in the country. What are some of the steps you are taking inside City Hall to accomplish this?

Austin Beutner: We're looking at what we can do to help our customers, which are the citizens and employers of Los Angeles. We're working on getting all City departments to work together, break down any silos that might exist and become more efficient. We're changing the culture at City Hall to remind ourselves that we're in the service business.

Now that you've spent time inside City Hall, what is the most significant asset that City Hall can offer new and existing businesses?

Austin Beutner: The City is the most culturally diverse in the country. We're the window to North America for Asia and South America. Between our ports and airports, cultural ties and institutions of higher learning, the City has a trained, educated workforce that's diverse and entrepreneurial. We need to make that connection wherever we can, however we can. We worked with BYD Auto so they would open their North American headquarters in Los Angeles. This is a company that employs 150,000 people and is a world leader in electric vehicles. They're coming here because of the commitment the City showed to them; we made it clear that it was very important to us for them to be here. We let them know we would help them in any way we could. That's the most important thing City Hall can provide.

Congratulations on the creation of the business tax category for Internet-based businesses. What did you learn in the process as steward of this successful effort?

Austin Beutner: I learned that there are some things we can do. This was an issue that had been apparent for years in City Hall. The opportunities are there — it takes leadership, building a team, all departments working together. And we have to get constituents behind us to make change happen.

“ The City is the most culturally diverse in the country. We're the window to North America for Asia and South America. Between our ports and airports, cultural ties and institutions of higher learning, the City has a trained educated workforce that's diverse and entrepreneurial. We need to make that connection wherever we can, however we can. ”

— **Austin Beutner**
First Deputy Mayor and Chief Executive for Economic and Business Policy for the City of Los Angeles



According to one survey, 74 percent of business owners characterize the City as unfriendly to business. How can we change that perception?

Austin Beutner: The perception that existed is based on fact. What we have to do is change the facts over time and communicate them. As people see that we're able to change policy and over time demonstrate that things can happen, business owners will start to recognize that the private sector does matter in Los Angeles. The perception won't change overnight, but we can change that.

Your focus — and our focus — is all about jobs. What can the business community do to assist you in creating more jobs in Los Angeles?

Austin Beutner: Engage around the changes we're trying to make, not just as an advocate, but an engaged advocate. I work closely with the leadership at the Chamber. Encourage your members to participate as individuals. We always need people with talent. Over time, each and every member has a way to participate. The Chamber will help us change the facts and be a voice for communicating that Los Angeles is going in the right direction. When it comes to things like enterprise zones, the Chamber's been very helpful in getting those things done.

What can LADWP residents and businesses expect in terms of rate increases and services down the road?

Austin Beutner: First, we should remember that at the moment, we're fortunate that the generation of leaders before us made good choices. We have very reliable water and power at affordable rates. In order to preserve and protect that, ratepayers will have to engage and help work alongside policymakers and let them know what they can and can't afford. I presented a strategic plan of the issues we face: system reliability, regulatory requirements, environmental sustainability and the financial stability of the department itself. Within each of those we've tried to lay out what the policy choices are. Having informed ratepayers will be very helpful. Regulatory compliance will be very difficult, and we have to do it in a way our ratepayers can afford.

As First Deputy Mayor for the City of Los Angeles and as Interim GM at LADWP, what has been your most rewarding experience or observation so far?

Austin Beutner: I would have to say the willingness of people to participate and help make change, both in and out of City Hall.

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SCORE spotlight:

Small Business Impact on the Economy

The estimated 29.6 million small businesses in the United States:



▶ Employ just over half of the country's private sector workforce

▶ Hire 40 percent of high tech workers, such as scientists, engineers and computer workers

▶ Include 52 percent home-based businesses and two percent franchises



▶ Represent 97.3 percent of all the exporters of goods

▶ Represent 99.7 percent of all employer firms

▶ Pay 44 percent of total U.S. private payroll

▶ Have generated 64 percent of net new jobs over the past 15 years

▶ Generate a majority of the innovations that come from U.S. companies



Source: U.S. Small Business Administration Office of Advocacy

To learn more about helping your small business grow, 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 Crystal Anthony, 213.580.7592 or canthony@lachamber.com.

Focus on small business:

Health Care Reform and Your Small Business



Rep. Lucille Roybal-Allard discussed the new healthcare.gov Web site, which has a tax incentive calculator for small businesses and puts consumers in control of their health care at a special briefing for Chamber members. "Families and small businesses can easily search for available insurance options and make informed decisions about health care with thorough, unbiased information," she said.



For small businesses, the effects of the recent health reform law include:

1. Small businesses with up to 25 employees that pay average annual wages below \$50,000 and provide health insurance may qualify for a small business tax credit in 2010 of up to 35 percent (up to 25 percent for nonprofits) to offset the cost of insurance. This will bring down the cost of providing insurance.
2. Employer-based plans that provide health insurance to retirees ages 55-64 will be able to get financial help through the Early Retiree Reinsurance Program that began in June. This program is designed to lower the cost of premiums for all employees and reduce employer health costs.
3. Starting in 2014, the small business tax credit goes up to 50 percent (up to 35 percent for nonprofits) for qualifying businesses, reducing the cost of providing insurance.
4. Starting in 2014, small businesses with generally fewer than 100 employees will be able to shop in an Exchange, allowing them access to what large businesses have to get better choices and lower prices. An Exchange is a new marketplace where individuals and small businesses can buy affordable health benefit plans. Exchanges will offer a choice of plans that meet certain benefits and cost standards.
5. Employers with fewer than 50 employees are exempt from new employer responsibility policies. They don't have to pay an assessment if their employees get tax credits through an Exchange.

Source: healthcare.gov

SMALL BUSINESS CORNER Foster Planing Mill



Foster Planing Mill, a family-owned and operated small business in Los Angeles for 88 years, was founded by Henry Butzer in 1922. The custom framing company has operated under only four owners, and current President and Owner Bob Stanley, took over 25 years ago from his father. Foster Planing Mill specializes in milling wholesale custom moulding with all types of unfinished wood. "We are a very small company of only 11 people, but we have

managed to build a national reputation for quality in a very small corner of the picture frame industry," Stanley said. "We really make a concerted effort to listen to our customers. As much as we can, we try to accommodate each customer's special requirements. Hopefully, by going through this process, we are continually improving our customers' experience with us. I think our customers would say that it is very easy to do business with Foster." **Foster Planning Mill has been a Chamber member since 2006.**

Want to see your small business featured here? Contact Ali Noller at 213.580.7548 or anoller@lachamber.com.

Bottom-Line Benefits

Save up to 50 percent by utilizing the advantages provided by the L.A. Area Chamber and its members.



Connect 4 Lunch

Chamber members can now "Connect 4 Lunch" to make personal connections with three other members in an intimate lunch setting. lachamber.com/bottomline.



Certificates of Origin

Chamber has adopted the next generation eCert technology as our standard to process your Certificates of Origin. lachamber.com/ecertify.



Human Resources Expertise

Chamber members will receive a free six-month membership with the Employers Group, California's preeminent human resources expert. employersgroup.com/lachamber.



Los Angeles Area Rx Card

As a resident of L.A. County, you and your family have access to a FREE Discount Prescription Drug Card program. Download and print a Los Angeles Area Rx Card. lachamber.com/rxcard.



Office Depot

Save up to 65 percent on office supplies from Office Depot, with next-day delivery and convenient ordering by fax, phone or web. www.lachamber.com/bottomline.



The Parking Spot

Save 20 percent at both locations of The Parking Spot at Sepulveda and Century. www.lachamber.com/bottomline.

Find out more at lachamber.com/bottomline. For more information contact Pat Clark, 213.580.7595 or pclark@lachamber.com.



Member Anniversaries

Congratulations to our renewing members! We greatly appreciate your continued support and involvement. *Circle Level Members are in bold.

95-Year Anniversary

Automobile Club of Southern California
Deloitte

75-Year Anniversary

See's Candy Shops, Incorporated

60-Year Anniversary

Mattel, Inc.

50-Year Anniversary

Breathe California of Los Angeles County
Kaiser Permanente

40 years

Beverly Hilton

30-year Anniversary

Junior Achievement of Southern California

20-Year Anniversary

Davis Colors

15-Year Anniversary

American Cancer Society
Housing Authority City of Los Angeles

10-Year Anniversary

East West Bank
LA Dental Day Spa
Local Initiatives Support Corporation
Los Angeles Junior Chamber of Commerce
Rodeway Inn & Suites
Thomas Decker
URS Corporation
Vermont Slauson Economic Development Corporation

5-Year Anniversary

Associated Ready Mixed Concrete, Inc.
Barbara Rocha and Associates
Bristol Farms
Chinatown WorkSource Center
Community Financial Resource Center
Cresa Partners
Forest City Residential Management, Inc.
Integrated Capital, LLC
March of Dimes
Para Los Niños
The Zamzow Group, Inc.
Time Warner Cable
Urban Solutions, LLC

1-Year Anniversary

American Hualiding International, Inc.
Anastasia Beverly Hills
Arent Fox LLP

Canada California Business Council, Inc.

CBIZ MHM, LLC

CH2M Hill, Inc.

COM DEV USA

Cordoba Corporation

Daktronics, Inc.

DB Schenker USA

DNAM Apparel Ind. LLC/ High Fashion Collection/ JR93

Elite Services, Inc.

Gateway Science & Engineering, Inc.

GX Global Association, Inc.

HKS Architects, Inc.

HNTB Architecture

Honeywell

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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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"Fifty years ago, the president of the University of California introduced an idealistic, untested and truly immodest plan to build the finest public higher education system in the nation.

"Happily, Doctor Kerr's Master Plan succeeded, but there was an unforeseen consequence: It over-performed.

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Sherry Lansing is vice-chair of the Regents of the University of California, former CEO of Paramount Pictures and founder of The Sherry Lansing Foundation, dedicated to raising awareness and funds for cancer research.

I'm not sure I could get into UCLA. That's not the point. I can't play with the Philharmonic either. regarded universities, public or private, in the nation or the world. Period.

"That freshman you just passed on Bruin Walk may be the next Bill Gates, the next Picasso, the next Jackie Joyner-Kersey. That professor over there could create an unforgettable piece of music, a cure for a

deadly disease, ten thousand new high-tech jobs or a math program for failing schools that actually works.

"So, how can UCLA maintain that momentum, that excellence? How do we nourish this priceless community asset, this spectacular economic engine that enriches us all?

"Start with this reality check:

"California state government funding for the university system has gone from 42% a generation ago to 15% 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."

Too many Californians think that the state government fully funds the UC budget.

Private money is a small fraction of the overall university budget. But when you need to get from good to great, it can be the fast-forward button.

Sherry Lansing. UCLA, Unabashed.

