Boosting L.A.'s economy

L.A. has much to offer to those who live, work and play in the nation's second largest city. Our region is the hub of the global entertainment industry, the entry point for 43 percent of the imported products that enter the United States by ship and the largest concentration of manufacturing jobs in the United States. We are also home to outstanding universities that attract talented students and faculty from around the globe and a world leader in creative design, innovation and medical research and care.

But with all these assets, the city of Los Angeles faces the growing challenge of how to create more jobs and a broader tax base within its city boundaries. Los Angeles has lost almost 30,000 jobs since its peak employment in 1995 and is facing a significant budget deficit. Los Angeles needs more jobs and a stronger tax base.

That's why Mayor Antonio Villaraigosa formed the Los Angeles Economic & Jobs Committee (LAEJC) to address the issues that influence economic development in the city. The 26-member committee, which includes the Los Angeles Area Chamber of Commerce, examined the city's economic development and job growth in the city.

In January, the committee issued a report with 100 recommendations on how to help improve the local economy. The renovation of LAX, greening and expansion of the ports and the revitalization of South Los Angeles are some of the top priorities. "It's important that the Chamber work with the city of Los Angeles to do all we can to ensure a healthy economic future for all Angelenos," said Chamber President & CEO Gary Toebben, an LAEJC committee member. "The recommendations are a step towards dealing with the critical challenges our city faces." The Chamber is also working with the new L.A. City Council committee on Jobs, Business Growth & Tax Reform, chaired by Councilmember Greig Smith. The Chamber will assist Councilmember Smith and his committee in developing a package of motions to launch the committee's legislative activity in collaboration with the recommendations in the LAEJC report.

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

Los Angeles International Airport
Renovating LAX by expanding runway capacity and significantly improving domestic and international terminals

Port of Los Angeles
Expanding the Port of Los Angeles while taking steps to protect the environment

Vision South Los Angeles
Revitalizing low-income communities with new approaches to job creation, housing and community development

Workforce Development
Improving coordination of regional workforce development systems and resources

Eight Sector Strategies
Promoting eight growth sectors that are vital to L.A.'s economy:
• Apparel and Design
• Creative Industries
• Entertainment
• Higher Education
• Logistics/Goods Movement
• Manufacturing and International Trade
• Technology/Biotechnology
• Tourism/Hospitality

L.A.'s Business Climate
Strengthening L.A.'s business climate

Building Development Reform
Streamlining the city's building permit process

Land Use Development
Preserving an adequate supply of land designated for manufacturing and creative industries

State and Federal Fair Share
Securing L.A.'s fair share of state and federal government funds, benefits and services

City Charter and Government Reform
Enacting further charter reform to enhance the representation and accountability of city government

Business forms partnership with schools

The Chamber and LAUSD launch joint office support for our schools is vital to developing a robust Los Angeles workforce. Having seen the dramatic impact of past and current business-education partnerships on student success, the Los Angeles Unified School District's (LAUSD) Office of Parent & Civic Engagement has formed a strategic alliance with the Los Angeles Area Chamber of Commerce. Together, we have co-created a joint office—the most significant step yet toward developing the strong partnerships needed to enhance education and develop tomorrow's workforce. "Leveraging the business community's knowledge, expertise and resources will help to create the long-lasting business-education partnerships that will benefit both students and employers for years to come," said L.A. Area Chamber President & CEO Gary Toebben.

The new joint office will match companies and organizations, by theme, within small learning communities to greatly enhance curriculum and engage the business community in public education. There are...
Most cities and state governments in the United States and in other nations have an economic development strategy. They have a plan to attract new businesses and help existing businesses to expand. They are focused on partnering with the private sector in building the infrastructure that will foster new and higher paying jobs and a broader tax base to pay for public services and activities that contribute to a higher quality of life. For far too long the city of Los Angeles has gone without a comprehensive economic development strategy. And as a result, employment in Los Angeles has declined by 30,000 jobs since 1995.

The timing of the City Council’s new committee on Jobs, Business Growth & Tax Reform provides a great opportunity to ensure that the mayor’s staff and departments and the City Council are focused on the same goals and heading down the same path. Smith and committee members Council President pro tempore Wendy Greuel and Councilmember Herb Wesson are soliciting additional suggestions from businesses across the city and are committed to making sure that the council and the mayor are working together on a new proactive role in economic development. The most recent meeting of this committee was held at the Chamber and our members were invited to attend.

A summary of the 100 recommendations in the LAEJC report is in this issue. I encourage our members to review the recommendations and send us your comments and suggestions regarding implementation. Together, we can create the new jobs and broader tax base that will benefit all of our citizens and the city’s tax coffers as well.

Thank you in advance for taking the time to comment and be part of this important challenge.

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

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

Event Highlights

Executive for a Day

Thu | Apr 24

Join more than 200 business and civic leaders in Washington, D.C. as we advocate on behalf of Southern California issues, including receiving our fair share of federal appropriations relating to transportation projects, education, health care and other federal programs. For more information, contact VP of Public Policy Samuel Garrison, 213.580.7568 or sgarrison@lachamber.org.

82nd Annual World Trade Week Kickoff Breakfast

Wed | May 7

Southern California’s World Trade Week observance is the most extensive and unique program of its kind in the country. Join more than 500 executives and members of the diplomatic corps at the annual kickoff breakfast that launches the 82 plus trade events in May. The breakfast will feature keynote speaker Andy Bird, chairman of Walt Disney International. For more information, contact International Trade Manager Vanessa Pereda, 213.580.7538 or vpereda@lachamber.org.

Access Sacramento

Mon – Tue | May 12-13

Join more than 100 business and civic leaders in Sacramento as we emphasize the strength and importance of L.A. County within the state and advocate for our fair share of state appropriations relating to transportation projects, education, health care and other state programs. For more information, contact Senior Public Policy Manager Alexander Pugh, 213.580.7558 or apugh@lachamber.org.

U.S. Small Business Administration Los Angeles District Office

Wed | June 4

27th Annual Small Business Awards

Join the Chamber and the U.S. Small Business Administration - Los Angeles District Office as we celebrate 27 years of honoring small business in Los Angeles. The annual luncheon, presented by title sponsor Bank of America, honors excellence in small business, with categories including family-owned businesses, home-based businesses, exporters, women in business and more. For more information, contact Director of Events Michelle Attebery, 213.580.7585 or mattebery@lachamber.org.
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 this quarter:

1. **Joined Gov. Schwarzenegger and partners in calling for redistricting reform**
   The Chamber, together with the AARP, Common Cause and the League of Women Voters, pursued a ballot initiative after recognizing that the state’s current redistricting process did not adequately serve the region. Working with the California Lawyers for a Free California, the Chamber sponsored Proposition 10, which put the initiative on the ballot. The initiative would have required that legislators redistrict with an independent commission. The proposal was approved by voters in the November election. The Chamber continues to work to ensure that the redistricting process is transparent and inclusive.

2. **Sponsored state legislation to build successful pathways for students**
   The Chamber supports Multiple Pathways, a program that helps students with unique needs find their way to success. Through Multiple Pathways, students are provided with flexible educational options and support services to help them achieve their goals. The Chamber worked to pass legislation that would expand the Multiple Pathways program and provide additional resources to support students along their educational journey.

3. **Partnered with Mexican Business Council for Foreign Trade, Investment and Technology**
   The Chamber and the Consejo Empresarial Mexicano de Comercio Exterior, Inversion y Tecnología (COMCE), or the Mexican Business Council for Foreign Trade, Investment and Technology (LAEMIC), co-chaired by Councilmembers Wendy Greuel and Laura Chick, released a joint report recommending policies to make Los Angeles more business friendly.

4. **Advocated for more affordable and workforce housing**
   After more than three years of negotiations, the L.A. City Council, led by City Councilman Chris处罚性(constant), supported SB 1677 (State Sen. Jack Scott)—bills that would help implement the Multiple Pathways approach for students.

5. **Fought for cleaner air and more commerce at San Pedro ports**
   The Chamber strongly supports the efforts of the Ports of Los Angeles and Long Beach to address the significant environmental and economic issues facing the region. The Chamber supported the Port of Long Beach in its efforts to exceed the national and international standards for reducing pollution, including the voluntary phase of the ports' truck plan.

6. **Advocated for safety study at the Los Angeles International Airport**
   The Chamber supported the Board of Airport Commissioners’ decision to begin an environmental impact study on proposed LAX safety and passenger experience improvements. The Chamber submitted a letter to the California Airports Safety Board, which supports the project.

7. **Recommended action on the anti-gang report**
   L.A. City Controller Laura Chick released her long-awaited report recommending a fundamental shift in how the city administers the anti-gang intervention and prevention programs. Chick’s report, together with last year’s anti-gang “Marshall Plan” from Congresswoman Zoe Lofgren, provides Los Angeles with a template from which to build the most effective anti-gang strategy in our country.

8. **Helped students qualify for cash for college**
   More than 100 Cash for College workshops were held during the winter months in the L.A. area. Financial aid professionals provided hands-on, multilingual assistance to help students and their families apply for Cal Grants – free cash for college – and other financial aid. The Chamber is the lead organizer of the statewide Cash for College workshops in Los Angeles.

9. **Presented initiatives to improve L.A.’s business climate**
   The Chamber testified on the importance of partnering with the business community to make Los Angeles more business friendly and to strengthen our two key economic engines—the Port of Los Angeles and LAX—at the city’s new Jobs, Business Growth & Tax Reform Committee. The committee, chaired by L.A. City Councilmember Greg Smith and co-chaired by Councilmembers Wendy Greuel and Herb Wesson, is focused on improving L.A.’s business climate and continued business tax reductions.

10. **Supported anti-piracy bill passed by State Assembly**
    The State Assembly unanimously passed the anti-piracy bill, AB 1394. Authored by Assemblymember Paul Krekorian (D-Burbank), the bill strengthens California’s anti-piracy laws by closing existing loopholes and bringing state law in greater conformity with federal law.

The Chamber started the New Year off right as state, civic and business leaders met to discuss issues facing the region. Los Angeles Mayor Antonio Villaraigosa and Gov. Arnold Schwarzenegger joined more than 1,000 business leaders at the Chamber’s 119th Inaugural Dinner on Jan. 31. United States Trade Representative Susan Schwab visited the Chamber to discuss the importance of free trade agreements. The President of the Andean Development Corp. (CAF) Dr. Enrique Garcia visited the Chamber to talk about investment opportunities and infrastructure projects in Latin America.

**INSIDE TRADE**, United States Trade Representative Susan Schwab discusses the importance of free trade agreements with International Trade & Investment Committee Chair Ashley Latham & Watkins LLP left, and 2007 Chamber Board Chair David Fleming. Latham & Watkins LLP.

The Chamber understands that education is critical to successful careers and to the interests and talents of our youth. Through Multiple Pathways, students are provided with flexible educational options and support services to help them achieve their goals. The Chamber supports Multiple Pathways, a program that helps students with unique needs find their way to success.

**CASH FOR COLLEGE**, L.A. Mayor Antonio Villaraigosa motivates high school students to apply for financial aid during the Chamber’s Cash for College press conference.

Chamber President & CEO Gary Toebben speaks at a Sacramento news conference on redistricting reform with Gov. Arnold Schwarzenegger.
A better L.A. is our business

Focus on public policy committees:

2008 policy committee advocacy agendas

The L.A. Area Chamber’s eight public policy committees have outlined their advocacy agendas for 2008. Here is a look at some of the priority issues the committees will focus on in the year ahead.

Aviation
- Advocate for terminal renovations at the Los Angeles International Airport (LAX) for faster baggage claim, enhanced passenger flow and less congestion
- Advocate for more federal funding to soundproof homes and schools as well as to expand mass transit to and from LAX
- Call for the implementation of safety improvements at LAX, especially in the north airfield
- Call for the continued development and implementation of a regionalization strategy

Business Growth & Tax Policy
- Advocate for pro-growth economic policies at all levels of government
- Monitor legislation related to taxes, small business, workers’ compensation and business regulations
- Work with state lawmakers to develop better budget and fiscal policies
- Collaborate with partnering organizations to economically revitalize underserved communities in Los Angeles

Education & Workforce Development
- Align workforce development, education systems and economic development programs
- Champion Multiple Pathways and create partnerships to deliver graduates with 21st century skills
- Drive education reform and build a compact with business and civic leaders
- Improve student access to and completion of postsecondary education

Energy, Water & Environment
- Advocate for continued California Environmental Quality Act (CEQA) reforms
- Implement plan for reliable and safe drinking water
- Reform the Clean Air Act offset program
- Support green growth and work towards greenhouse gas reduction

Health Care
- Establish a new governance structure for L.A. County health system
- Expand the number of local community clinics
- Increase nursing and other health professional workforce opportunities
- Reform statewide health care

International Trade & Investment
- Advocate for Free Trade Agreements with Colombia, Panama and South Korea
- Expand business opportunities abroad for American companies
- Improve the movement of goods throughout the region
- Support Doha Round World Trade Organization negotiations

Land Use, Construction & Housing
- Build more transit and transit-oriented projects
- Develop a sustainable green building program
- Incentivize affordable and workforce housing development
- Streamline L.A. City’s planning and permitting processes

Transportation & Goods Movement
- Advocate with Mobility 21 to ensure Southern California is well represented in the reauthorization of the Federal Transportation Act
- Fight for fair state infrastructure bond fund allocation and implementation
- Focus on projects that relieve congestion and gridlock
- Support continued and new sources for local infrastructure funding

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The value of two-way trade through the Los Angeles Customs district in 2007 was $348 billion.
Big dreams for a better L.A.

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

Matt Keatian
Director, Microsoft
Technology Center
Microsoft Corporation

“My dream is that L.A. might be a place where our young people might become more fully alive. That they will all have access to an education that will shape their intellectual, stretch their imagination, refine their skills, deepen their sensitivity and compassion and help them to find and pursue their passions—not simply for success in their careers but also for their own fulfillment and for the good of our community.”

Father Robert Lawton
President
Loyola Marymount University

“My dream is for the people of L.A. to benefit from this city becoming a global high-tech center, where inventions and innovation strengthens our economy, creates high-paying jobs and helps consumers connect readily and easily to what they care about most: their families, friends, work and community. And since communications is a clean technology, I dream of a safe environment that preserves L.A.’s precious natural resources.”

In today’s information-based economy, employers in Los Angeles need workers who can use digital technology to communicate, collaborate and work as effectively and productively as possible. Experts have predicted that by 2014, more than three out of every four U.S. jobs will require some level of computing skill.

The growing demand for workers skilled in information and communications technology (ICT) has exposed a shortage of qualified candidates around the country—a concern for any organization looking to remain competitive in the global market. This underscores the need for workforce development programs that can equip unemployed or underemployed Americans with basic computer knowledge, business skills and other career development resources.

In the predominantly Latino and African-American neighborhoods of East and South Los Angeles, PUENTE Learning Center takes a progressive approach to work-force training that combines creative uses of technology with supportive, flexible instruction. Founded by Sister Jennie Leichtenberg in 1985, as a tutoring program for elementary school students, the non-profit PUENTE also provides adult basic education and job skills instruction for professional office careers and positions in computer repair and support.

Since 1985, more than 80,000 adults have participated in workforce training classes at PUENTE. Students in the job skills program learn basic computer skills by working in small groups and helping each other to solve problems. PUENTE instructors also help students learn how to conduct themselves in business situations, communicate effectively with co-workers, and seek and interview for jobs. In addition, the organization has helped place more than 75 adults in skilled jobs with local employers over the past year. PUENTE’s goal with all of its job training instruction is to create a career path upon which each student can build a better future.

PUENTE also offers English as a Second Language classes, preschool readiness and charter kindergarten programs, after-school tutoring for students in grades 1-12, GED preparation and high school diploma instruction, and courses in computer applications. Microsoft has provided PUENTE with more than $600,000 in cash and software since 2005 to help support and expand its computer-assisted instructional programs.

Partnering with organizations like PUENTE to equip workers with essential technology and business skills is a top priority for Microsoft, which supports workforce development and technology literacy efforts throughout the United States and in more than 100 other countries. Microsoft-supported programs are helping prepare young people to become productive participants in their community and at work. And through partnerships with local organizations, people underserved by technology are learning computer skills at more than 29,000 community-based technology centers around the world.

As the world’s largest software company and as part of the global high-tech ecosystem, Microsoft has a particular interest in helping nurture a workforce with strong technology skills. We support organizations like PUENTE because they are helping thousands of Los Angeles residents to improve their job prospects, better integrate with their communities and give their children greater opportunities for future success.
Focus on International Trade:  
**The key to a growing economy**

International trade is an important part of the U.S. economy and is even more so in Los Angeles where the value of two-way trade through the L.A. Customs District in 2007 was valued at $348 billion. That is why the Chamber is a strong proponent of Free Trade Agreements (FTAs), which provide businesses with access to international markets.

“Los Angeles must be at the forefront of supporting FTAs because free trade creates limitless opportunities for economic growth,” said L.A. Area Chamber President & CEO Gary Toebben.

The Los Angeles region has long been a hub for international trade. The ports of Los Angeles and Long Beach handle 43 percent of all the cargo containers that enter the United States. More than 100 consul generals and trade commissioners call Los Angeles home, third only to New York and Washington, D.C. And Los Angeles is the gateway to Latin America and the Pacific Rim.

“FTAs with Colombia, Panama and South Korea are waiting for Congressional approval. Trade between the United States and these nations has doubled over the past four years and all three countries currently enjoy nearly free access to the U.S. market. These agreements, if passed, will strengthen political and economic relations between the United States and the three countries, and would eliminate or significantly lower the current high tariffs that U.S. goods face in those markets.

“FTAs are vital to California businesses and farmers because they level the playing field with key trading partners, such as South Korea,” said the Chamber’s International Trade & Investment Committee Chair Brian Peck, Crowell & Moring, LLP. “FTAs create new export markets for California goods, services and agricultural products, which is especially important given the current slowdown in the domestic U.S. market.”

FTAs bring economic benefits, especially with U.S. export expansion on the rise, accounting for 40 percent of U.S. economic growth during the past year. The agreements lower the costs for U.S. companies and consumers, helping businesses grow while increasing the U.S. GDP. FTAs promote transparency, intellectual property protection, and most importantly, allow for fair two-way trading.

“For those who say they aren’t against trade but want ‘fair’ trade, the choice on the Latin FTAs could not be more clear,” said U.S. Trade Representative Susan Schwab in January during her visit to the Chamber. “These FTAs end one way free trade, level the playing field and create fair trade. A no vote is a vote against U.S. exporters.”

U.S. exports of a wide variety of goods, services and agricultural products have significantly increased with every trading partner after the implementation of an FTA. Australia, Chile and Singapore are just a few examples of FTAs that benefit U.S. businesses.

Through trade, American businesses connect with billions of consumers around the world. Free and open markets with other countries will enable the L.A. economy to grow even more.

For more information, contact International Trade Manager Vanessa Perea, 213.580.7538 or vpereda@lachamber.org.

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**Pending FTAs**

The Chamber is currently advocating for FTAs with Colombia, Panama and South Korea. Successful FTAs with other countries have proven that California benefits from free trade. In the first three years of an FTA with Chile, California’s exports to Chile have grown more than 180 percent. Since the North American Free Trade Agreement in 1994, California’s combined exports to Canada and Mexico have increased by more than 50 percent.

**Colombia**

Colombia is the United States’ fourth-largest trading partner in Latin America and the largest market for U.S. agriculture exports in South America. Additionally, an agreement will create more jobs in Colombia. An FTA would ensure stability and security in the region, while opening its market to American businesses.

**Panama**

An FTA with Panama will allow for 88 percent of U.S. manufactured goods to enter duty free immediately. In 2007, Panama and the United States exchanged around $4 billion worth of goods—nearly two times more than just four years ago.

**South Korea**

The pending FTA with South Korea, would have a significant economic impact on our region. South Korea is L.A.’s third largest trading partner, with over $20 billion in total trade to our region alone. Studies have shown that the implementation of an FTA promises a $30 billion boost to the U.S. GDP and over $10 billion in new U.S. exports.

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**Chamber Snapshots**

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

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**Making the trade**

The United States already does significant trade with Colombia, Panama and South Korea

**Colombia**

$11.4 million

Fresh fruit—oranges, grapefruit, lemons and limes—exported to Colombia from the United States in 2006

**Panama**

$3 billion

Crude oil imported from Colombia to the United States in 2006

**South Korea**

$100 million

Fish and crustaceans imported to the United States from Panama in 2006

$855 million

Mineral fuels exported to Panama from the United States in 2006

$600 million

Computer chips exported to South Korea from Los Angeles in 2005

$661 million

Computers imported to Los Angeles from South Korea in 2005

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Source: Los Angeles Trade Numbers and United States International Trade Commission

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2. Chamber 2007 Board Chair David Fleming, Latham & Watkins LLP, passes on the gavel to Chamber 2008 Board Chair Tom McClure, Verizon, at the Chamber’s Inaugural Dinner.
3. L.A. Mayor Antonio Villaraigosa addresses business and community leaders at the Chamber’s Inaugural Dinner.
4. Joey Ray Lucero from Homeboy Industries receives the Civic Medal of Honor on behalf of Father Greg Boyle at the Chamber’s Inaugural Dinner. From left to right: 2003-2004 Chamber Board Chair George Kieffer, Manatt, Phelps & Phillips, LLP, Lucerno; and 2007 Chamber Board Chair David Fleming, Latham & Watkins LLP.

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The value of two-way trade between China and the Los Angeles Customs District is $326 billion.
Southern California’s Economic Engines:  
The wingspan of LAX

The Los Angeles International Airport is a major economic driver in the region and will continue to be through renovation projects. The Los Angeles International Airport (LAX) set the standard for air travel and led the nation into the storied jet age decades ago. Today, the airport continues to be an economic engine for the region, pumping millions of dollars into the economy and welcoming more than 60 million passengers annually.

“It’s clear that LAX is a critical part of Southern California’s economy,” said L.A. Area Chamber President & CEO Gary Toebben. “We must continue to do all we can to help maintain and renovate the airport. Because a safe, thriving airport means more jobs for Angelenos and additional tax revenues for city services.”

LAX was once the airport countries across the world would envy and model. The airport is still a powerhouse. It is the second largest gateway for international travelers, right behind New York’s John F. Kennedy International Airport.

Arriving international flights contributed $81.2 billion in 2006 to the region’s economy and more than 360,000 jobs directly and indirectly related to airport activity. But over the years, the airport’s growth has declined compared to its counterparts across the country and worldwide and cannot accommodate the new generation of aircraft. Los Angeles has lost $5.6 billion in economic output, 28,000 direct and indirect jobs and annual wages of $1.4 billion since 2000. And Los Angeles risks losing $6.9 billion in annual economic output, 34,000 direct and indirect jobs and $1.7 billion in wages over the next five years if LAX is not prepared to accommodate the new aircraft, according to the Los Angeles County Economic Development Corporation.

LAX is falling behind other U.S. airports in terms of international passengers, according to the U.S. Department of Transportation. LAX suffered a 2.8 percentage loss in international on-board passengers in 2006 versus 2002 figures.

“We are working to bring LAX back to its glory days,” said Chamber Aviation Committee Co-chair Christopher Martin, AC Martin Partners. “The business community must be an active proponent in preventing our airport from losing ground to other airports across the country and around the world.”

During the first quarter of the year, the Chamber’s Aviation Committee met with Chamber Board Member Gina Marie Lindsey, executive director of Los Angeles World Airports, and Steven Chealander, board member of the National Transportation Safety Board. Both discussed the importance of renovating the airport. “Although it’s exciting, we can’t just focus on building the new stuff,” Lindsey said to Chamber members. “We have to improve the structure we already have.”

In 2008, the Chamber will continue to advocate for LAX renovations by working with the Los Angeles World Airports and partnering organizations. For more information, contact VP of Public Policy Samuel Garrison, 213.580.7568 or sgarrison@lachamber.org.

LAX by the numbers:

- LAX contributes $61 billion to the economy each year or $167 million each day.
- Approximately 408,000 jobs are directly or indirectly tied to the airport, including more than 59,000 jobs at 254 firms at the airport itself.
- LAX is the 5th busiest airport in the world based on number of passengers.
- In 2006, 61 million passengers used LAX (16.9 million international; 44.1 million domestic).
- LAX ranks 11th worldwide in tons of air cargo handled, with more than 2 million tons of freight and mail shipped in 2006.

Source: Los Angeles World Airports

Business forms partnership with schools continued from page 1

more than 300 small schools and small learning communities already in existence, representing upward of 100,000 students and 70 percent of existing high school campuses. The schools are based on themes such as media, business and finance, health care, international trade and global studies.

Aiming to build more than 350 business-education partnerships over the next two years, the joint office will facilitate additional programs to achieve the longer-term goal of connecting every LAUSD high school with a business partner. The Chamber and LAUSD are dedicated to helping build these unique relationships through opportunities such as job shadowing and internships, which will ensure a more vibrant L.A. workforce.

“The Office of Parent & Civic Engagement will deliver partnerships that broaden the educational opportunities for our students and, at the same time, better prepare our workforce for tomorrow’s economy,” said LAUSD Superintendent David L. Brewer III.

The partnership launched in February during the Chamber’s Principal for a Day event, which provides opportunities for business leaders and local principals to interact and exchange ideas about the specific challenges facing our schools and the future needs of employers.

“What’s really great about the partnership is that it is making a long-term commitment to invest in our youth,” said Nadia Allaudin, resident director at Merrill Lynch, the sponsor of the Principal for a Day program. “This isn’t just a one time, one day opportunity. We get the chance to educate the students and learn more about ourselves in real time.”

To get connected to a high school, contact Business & Community Engagement Coordinator Rebecca Maescher, 213.580.7553 or rmaescher@lachamber.org.

5. Chamber First Vice Chair Fran Irem, Majestic Realty Co., standing right, speaks with students at Roosevelt High School with Principal Sofia Freire, left, at the Chamber’s Principal for a Day event. 6. Los Angeles Unified School District Superintendent David L. Brewer III addresses media at a press conference at the Miguel Contreras Learning Complex to announce a partnership between the Office of Parent & Civic Engagement and the Chamber. Joining him are LAUSD School Board President Monica Garcia, right, and 2008 Chamber Board Chair Tim McCulkin, Verizon. 7. Nadia Allaudin, Merrill Lynch, the sponsor of the Principal for a Day program, and Chamber VP of Education & Workforce Development David Ratliff, at the Chamber’s Principal for a Day luncheon.
Volunteering Karen Baker

California Secretary of Service and Volunteerism

Face to face: California Secretary of Service and Volunteering Karen Baker

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

This quarter we speak with newly appointed California Secretary of Service and Volunteerism Karen Baker, a Leadership Southern California 1991 alumna. Boasting more than 20 years of leadership experience, Baker will also continue in her role as executive director of CaliforniaVolunteers, and has served as the deputy director for AmeriCorps*VISTA and executive director of Los Angeles-based nonprofit Chrysalis. Baker was honored by the Southern California Leadership Network as Graduate of the Year at its annual Southern California Visionaries awards luncheon in December.

Secretary of Service and Volunteerism is the first such cabinet position in the nation. Why do you feel it’s important to California? Could other states benefit from such a position?

Karen Baker: The governor’s action will raise the profile of service in the Golden State to a national level. It will improve coordination of vital volunteer activities statewide and support local service efforts; encourage more Californians to become involved with service and volunteering; help California respond to natural disasters and emergencies; and give California’s volunteers a voice at the highest levels of state government, all without adding any new net costs to the state budget. Having a seat at the table with the state’s cabinet secretaries will give me the opportunity to try to find civic solutions to some of our state’s most critical challenges. Every state in our nation could benefit from enhancing and elevating service and volunteering.

Looking forward, what will be your top priorities as secretary?

Baker: One of my top priorities will be to design and implement a statewide disaster volunteer plan that provides opportunities for all Californians who want to help when disaster strikes. Gov. Schwarzenegger witnessed firsthand the power of volunteers during the recent Southern California wildfires and Cosoco Busan oil spill in the San Francisco Bay. He also saw the need to better coordinate their efforts to maximize their impact. Secondly, I am eager to leverage the growing number of skilled boomer volunteers who will be looking for rewarding opportunities to use their talents as they transition from work to retirement.

How do you hope to accomplish your goals and what kinds of partners will play a role in your strategy?

Baker: We are meeting with potential partners from every corner of our state over the next month to build a roadmap toward reaching our goals. We are holding 10 disaster volunteer summits bringing together representatives from local, state and tribal government agencies involved in emergency management, volunteer service providers, voluntary agencies and non-governmental organizations active in disaster. We are also meeting with representatives from nonprofit and faith-based organizations, as well as potential corporate and private foundation partners, to learn more about the challenges faced in local communities and what key role the state can play in building a strong volunteer force.

Service and volunteerism are not usually thought of as key components of government. What are some examples where it has been a success in leading policy innovations or change?

Baker: In 2006, 6.5 million Californians, about 24 percent of the state’s population, volunteered 858 million hours representing a value of $17.4 billion. Gov. Schwarzenegger recognizes the potential power of this resource if it is harnessed and its impacts are fully realized. Just a 1 percent increase in the number of Californians who volunteer would equal approximately 365,000 new volunteers contributing 48 million hours—equal to nearly $1 billion in service to the state. One example of the effective and successful use of volunteers is California State Parks. In 2006, more than 17,000 volunteers contributed nearly 1 million hours of service to the park system valued at more than $17 million. Parks investment in the volunteer program is just over $2.5 million per year, which equals nearly a 700 percent return on their investment.

One of the biggest barriers for business leaders serving the community is the growing demand for their time. How will California respond to this challenge?

Baker: There is a growing understanding of the relationship between a strong corporate responsibility program and a company’s profitability. Once viewed as a marketing tool, civic engagement is shown to improve worker retention and fosters greater employment satisfaction. I am committed to building greater partnerships with the business sector to establish or expand corporate responsibility programs, both toward engaging individuals in service and using lessons learned by successful businesses to strengthen community nonprofits.

Southern California Leadership Network: Southern California Leaders Explore Cross-Border Partnerships

Leadership Southern California 2008 fellows visit the U.S.-Mexico border

Los Angeles Chamber of Commerce

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This seminar was made possible in part by a grant from The James Irvine Foundation and planning with Crossborder Group, Inc. For more information, contact VP of Leadership Programs Kevin Cottrell, 213.580.7577 or kcottrell@lachamber.org.

The Port of Los Angeles supports one out of every 24 jobs in Southern California.
Focus on small business:

Small businesses strive to survive in a struggling economy

The Chamber’s small business programs focus on maximizing business during an economic downturn.

Economists have yet to claim a recession, but small businesses have already been hit hard by the downturn in Los Angeles’ economic climate. With climbing interest rates, high gas prices and the recent writers’ strike, some small businesses are struggling to maintain relevance and financial stability in today’s struggling economy.

“About 40 percent of my clientele is service and retail-related businesses,” said Mark Robertson, president and CEO of Pacific Coast Regional Small Business Development Consulting. “For whatever the reason their customers are not coming through the door.”

During each of the past three recessions, about 500,000 small businesses closed or went bankrupt, according to Fortune magazine. Figures like these put pressure on consultants of small businesses like Robertson, who not only has to realign the strategy for his clients, but for his own practice as well.

“The Chamber is where I go to hear what politicians are saying about small business and is also a place for me to brainstorm and gain critical mass with peers about issues that are affecting all of us,” said Mark Robertson, Vice President for Development, Beacon Economics.

Mention “taxes” to an entrepreneur and the likely response will be a litany of woes. Figures like these have yet to claim a recession but small businesses are also feeling the pinch.

“The Chamber is where I go to hear what politicians are saying about small business and is also a place for me to brainstorm and gain critical mass with peers about issues that are affecting all of us,” said Mark Robertson, Vice President for Development, Beacon Economics.

Robertson, who not only has to realign the strategy for his clients, but for his own practice as well.

“More and more I am receiving requests for strategic planning because reducing operating costs isn’t enough to grow,” Chamber member Dr. Kim Williams said. “I provide ideas on how to be innovative and creative—to find new ways to add value.”

The Chamber aims to keep small businesses connected and well informed on opportunities like the California Loan Guarantee Program, which allows the state of California to act as the co-signer on small business loans.

Attending the Chamber’s Small Business Owner’s Roundtable and Small Business Council provides members the opportunity to share and reap tools to help them stay afloat during an economic downturn.

During the winter, the Small Business Council discussed maximizing business in a tightening economy. The Small Business Owners Roundtable heard from expert panelists who recommended exercising more diligence with their financials and performing regular reviews of their business analysis to recognize strengths and weaknesses in a recession. In the coming months, the Chamber will host more discussions aimed at providing small business owners with helpful tools and ideas during tough economic times.

“The Chamber is where I go to hear what politicians are saying about small business and is also a place for me to brainstorm and gain critical mass with peers about issues that are affecting all of us,” said Williams. “This is where we exchange remedies. This is where we talk about how to support each other and survive.”

For more information on small business programming, contact Program Manager Bridget Netter, 213.580.7576 or bnetter@lachamber.org.
Member Anniversaries

Congratulations to our new members, who joined the Chamber during December, January and February of 2008. To learn more about Circle Level membership benefits, call 213-580-7500.

Welcome to the Chamber

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FACES OF THE CHAMBER

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

“The L.A. Area Chamber is a vital connection between me and the business community in Los Angeles.”

Zahid Aziz
Certified Public Accountant
Miller Ward & Company
Member since 2006

My membership with the Chamber has not only kept me current in my venues of interest but also helped me form and maintain strong networking channels and relationships. The Chamber serves as a strong epicenter for developing valueable business relationships.

“The L.A. Area Chamber has given me a fast track introduction into the downtown business market.”

Paul Byrne
Branch Manager
Manpower, Inc.
Member since 2003

Through the Chamber’s Referral Network, I landed my first account and immediately brought in new revenue to my office. The Chamber paid for itself almost immediately. If you need advice about starting up your own business or looking out on your own, the Chamber will be your first stop to get valuable input to head in the right direction.

“The L.A. Area Chamber has served as an invaluable resource, forging new business relationships to implement my work.”

Pamela Edwards
Owner
Paradigm Edwards Feng Shui
Member since 2006

As a feng shui consultant involved with commercial and urban planning, the Chamber’s community alliances have provided me with the means to be better informed about critical issues affecting the redevelopment and expansion of Los Angeles. With the Chamber’s varied programs, there is something for everyone, providing a wealth of opportunity to build and grow your business.

“Through the L.A. Area Chamber, I have received great referrals and met people that have been beneficial to my corporate growth.”

Tara Litrich
Business Development Officer
Washington Mutual Bank
Member since 1997

The networking events the Chamber offers have been great for meeting new people and building my network. Los Angeles is so large that businesses need a central place where they can reach out to other businesses. The L.A. Area Chamber is the place where we can feel comfortable doing that.

“I work with many local chambers of commerce throughout Southern California and the L.A. Area Chamber is truly in a class by itself.”

Robert York
VP of Marketing & BD
California Bear Credit Union
Member since 2005

Once you become a Chamber member, the Chamber is your business partner and is committed to helping you grow. The Chamber is a place where business people come to do business. I am also a Leadership LA alumnus and recommend the program to all chamber members—it gave me a greater understanding of how Los Angeles works.
It ought to be a double major.

Faculty tell me this all the time: “This is the place for me in my profession and my field of study.”

“You can’t walk onto this campus without sensing that there’s a grand experiment afoot, a delicious conspiracy. Understanding it takes a little longer. I’ve taken several classes here and taught a few, and this is what I’ve figured out so far:

“If UCLA were simply a world-class university, it would still be exceptional. But it happens to be a world-class research university, and that makes it extraordinary.

“Through the years, that extra dimension has caused a wide variety of disturbances and disruptions. Consider the time-honored conflict between teaching and research. Here they’re virtually synonymous. Well, how about scholar as monk, the inventor as loner, the academic life versus the ‘real world’?

“Not here. Not at UCLA.

“From their first day, undergrads engage in critical thinking and analytical discussion as a collective process. They’re drawn into the company of leading thinkers and doers they would never expect to know if there weren’t a research university in the neighborhood.

“They’ll learn to understand, question and defend a thousand new ideas, including their own.

“Trade secret: The faculty love teaching multidisciplinary classes to a roomful of brand-new, high-energy Four Point Ohs. You can feel their passion for their specialty, their joy in missionary work, and always, always their search for those who will ask the great questions, see the connections, join the dialogue, and take their ideas to the next level. They’ll tell you it’s their hardest teaching job and their most rewarding.

“Somehow, in that four-year instant, right in front of everybody, UCLA students will become scholars, and—as part of the same mystical process—dues-paying citizens of the world.

“ ‘Scholar/Citizen.’ It ought to be a double major.”

Betsy Knapp. UCLA, Unabashed.

Los Angeles Area Chamber of Commerce

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

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

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

Los Angeles Area Chamber of Commerce

Be a part of the L.A. Area Chamber’s signature events by becoming a sponsor for an event during the spring.

Access Washington, D.C. | April 15-18
World Trade Week Kickoff Breakfast | May 7
Access Sacramento | May 12-13
Mobility 21 Coalition Meeting | May 21
Small Business Awards | June 4

Different sponsorship levels are available. For more information, contact Lee Ligons, 213.580.7523 or lligons@lachamber.org.