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Southern California is America's Recovery Engine

The Chamber advocates for business in Washington, D.C. and looks ahead to Sacramento

More than 230 business, civic and community leaders from across Southern California joined together in March to urge federal legislators to rev "America's Recovery Engine" during the Los Angeles Area Chamber of Commerce's annual advocacy trip to the nation's capital, Southern California on the Hill — Access Washington, D.C.

This year's event — the largest regional consensus trip in Southern California history — focused on promoting policies to stimulate business growth and job creation. During the four-day visit, the delegation met with more than 100 members of Congress and senior administration officials.

"With the recent passage of the American Recovery and Reinvestment Act, it is more important than ever for me and my colleagues to hear from Southern California business on the issues impacting growth and employment," said Rep. Lucille Roybal-Allard (D-CA).

The delegation included elected officials from five Southern California counties including Los Angeles Mayor Antonio Villaraigosa, Santa Monica Mayor Ken Genser, Pasadena Mayor Bill Bogaard, Manhattan Beach Mayor Portia Cohen, Palm Springs Mayor Steve Pougnet, San Gabriel Mayor Harry Baldwin, Riverside County Supervisor John Tavaglione, San Bernardino County Supervisor Brad Mitzelfelt and Ventura County Supervisor Kathy Long, along with more than a dozen city councilmembers from across the region and leaders from several county transit agencies.



ADVOCATING FOR SOUTHERN CALIFORNIA. More than 200 business, civic and community leaders from across Southern California joined together in March to urge federal legislators to rev "America's Recovery Engine" during Southern California on the Hill – Access Washington, D.C.

"The annual visit to our nation's capital unites representatives from five counties, 15 cities and 13 business organizations on one Southern California team," said Chamber President & CEO Gary Toebben. "Our delegation's message was clear — Southern California is America's recovery engine and we are poised to create and retain more than a million jobs through strategic investments in our ports, airports and other economic assets vital to the nation."

Continued on page 4

With the recent passage of the American Recovery and Reinvestment Act, it is more important than ever for me and my colleagues to hear from Southern California business on the issues impacting growth and employment.

- Rep. Lucille Roybal-Allard (D-CA)

Chamber VOICE

A publication of the Los Angeles Area Chamber of Commerce



As the voice of business for the Los Angeles region, the Los Angeles Area Chamber of Commerce has worked to create a favorable business

environment since 1888. The May 19 California Special Election Ballot contains critical initiatives that will impact L.A. businesses and the economy for years to come. This voting guide is intended to provide the business perspective on these issues. We hope you will join us in voting for a better L.A.

SUPPORT

Proposition 1A Budget Cap and Rainy Day Fund

Prop 1A will stabilize budget spending over the long-term by limiting state spending based on 10-year revenue trends and mandating a significantly bigger rainy day fund, forcing politicians to save in good years so we have money when the economy falters. This measure will also extend the current temporary tax increases for two years to stabilize the budget during this period of economic downturn.

Proposition 1B Protect Education Funding

Prop 1B ensures that schools are repaid \$9.3 billion over time, so that the billions in education cuts California made during this unprecedented fiscal crisis are not permanent.

Proposition 1C

Lottery Modernization Act

Prop 1C modernizes the state lottery and brings in \$5 billion to the state immediately. By updating the lottery for the first time since 1984, the state will be able to maximize this underperforming asset and bring in crucial revenue for schools, public safety, roads and other priorities.

Proposition 1D Children's Services Funding

Prop 1D temporarily redirects a portion of \$2.5 billion in excess funds from a voter-approved tobacco tax. The redirected funds will pay for children's health and social services to prevent deep cuts to kids' health care and other children's programs.

Proposition 1E Mental Health Funding

Prop 1E temporarily redirects a portion of excess funds from the Mental Health Services Act to fund children's health programs that are at risk of elimination due to the budget crisis, including health care screening, diagnosis and treatment.



During these difficult economic times, business must lead on the road to recovery. The Chamber is helping business rise to this occasion through Accelerate Recovery — an initiative providing programs, analysis and resources to grow business, create jobs and stimulate the economy.

Visit **lachamber.com/recovery** to view upcoming events and stay abreast of the federal, state and local policies that will accelerate or stall economic recovery in our region.

Join us as we work to ensure that today's global economic crisis does not become tomorrow's missed opportunity.

Upcoming Program:

Investing in California's
 Future — May 14 (invite only)



Recent Recovery Ratings:

- California Small Business Lending Plan (JobCelerator)
- Federal Employee Free Choice Act (Card Check) (Job Staller)
- L.A. City Sign Code Revision (Job Staller)

Proposition 1F State Officer Salary Increases

Prop 1F prohibits legislators, the governor and other state politicians from getting pay raises whenever California is running a budget deficit.

The L.A. Area Chamber endorses the following candidates:

LOS ANGELES ELECTED OFFICIAL Jack Weiss CITY ATTORNEY

STATE SENATE Curren Price 26TH DISTRICT

COMMUNITY COLLEGE BOARD OF TRUSTEES Angela Reddock SEAT NO. 2

A better L.A. is our business

Staying focused on the Economy



A big THANK YOU to the 230 business and civic leaders who joined us in Washington, D.C. for the Los Angeles Area Chamber of Commerce's annual Southern California lobbying trip to our nation's capital. The delegation met with more than 100 Congressional legislators and administration officials about issues that are important to your business and our region.

While we often hear about the paid lobbyists that work the halls of the Capitol, no one is more effective at conveying a message than an interested citizen or business with a personal story. During our visit, we shared those stories in a way that helped members of Congress understand the business perspective and spread our message that Southern California — with our many economic assets — is America's recovery engine.

The passing of the stimulus package is old news in Washington, D.C., but where the money will be spent is not. You can imagine the competition. Our goal during the trip was to serve as the ground troops for our California Congressional representatives as they press for the funding to create and sustain more than a million jobs in Southern California.

But money was not the only purpose for this trip. President Obama has outlined an aggressive agenda that will impact business and communities in Southern California. Issues like health care for all Americans, developing more sources of green energy, reforming our schools and stabilizing social security.

The Chamber's policy committees on health care, energy, water and the environment, education and taxes are working on these issues and more. We encourage all of our members who are interested to engage with our policy committees as we work together to grow business, create jobs and accelerate economic recovery.

Our next large-scale advocacy effort is Access Sacramento, our annual lobbying trip to our state capital on June 10-11. We have lots of work to do in Sacramento, and we need your input on policy matters. We encourage your participation in our trip.

The Chamber's ongoing advocacy on business issues and trips like Access Washington, D.C. and Access Sacramento are two important components of the Chamber's commitment to creating an economic and political climate where business can grow and prosper. We hope you will join us by representing your business and our community.

Lang Toebben

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

Chamber VOICE is a quarterly publication of the Los Angeles Area Chamber of Commerce 350 S. Bixel St., Los Angeles, CA 90017.

For membership information, contact the Chamber at 213.580.7592 or visit <u>lachamber.com.</u>

The Chamber VOICE is produced by the L.A. Area Chamber Marketing & Communications department in conjunction with Chamber Staff.

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

Event Highlights-

At the **Crossroads** of Cultures & Trade

THU | MAY 7

83rd Annual World Trade Week Kickoff Breakfast

Southern California's World Trade 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 breakfast that launches the 20-plus trade events in May. The breakfast will also feature keynote speaker Dr. Steven B. Sample, president of the **University of Southern California** and Ron Kirk, United States Trade Representative. For more information, contact Global Initiatives Manager Jasmin Sakai-Gonzalez, 213.580.7569 or jgonzalez@lachamber.com.

The Americas Business Forum

WED-THU | MAY 27-28 The Americas Business Forum

A new opportunity for Southern California manufacturing firms is The Americas Business Forum — Creating Jobs Through Exports. The

two-day program will focus on export opportunities in the Americas, primarily in Latin America. U.S. exporters will have the opportunity to meet with 14 Senior Commercial Officers from the Americas region and will hear from various expert panelists in the trade industry. For more information, contact Senior Vice President of Global Initiatives Carlos J. Valderrama, 213.580.7570 or <u>cvalderrama@lachamber.com</u>.



WED-THU | JUNE 10-11 Access Sacramento

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 and other state programs. For more information, contact Public Policy Assistant Janine Glass, 213.580.7565 or jglass@lachamber.com.

28th Annual Small Business Awards

WED | JUNE 17 28th Annual Small Business Awards

Join the Chamber and the U.S. Small Business Administration – Los Angeles District Office as we celebrate 28 years of small business excellence

in Los Angeles. The annual luncheon pays tribute to small business owners and advocates in 13 award categories including Family-Owned Business of the Year, Minority Small Business Champion, Young Entrepreneur of the Year, Women in Business Champion and Small Business Person of the Year. For more information, contact Director of Events Michelle Attebery, 213.580.7585 or

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Los Angeles Area Chamber of Commerce

The Los Angeles Area Chamber of Commerce recently launched new features on <u>lachamber.com</u> including *The Business Perspective* blog and Member News. Visit <u>lachamber.com</u> to join the discussion on key policy issues and post your company's good business and economic news.

L.A. Area Chamber Member News

The Chamber wants to hear about your goods news. Submit no more than 100 words on your company's good business or economic news and it could be featured in our weekly email newsletter, *L.A. Business This Week*, reaching more than 8,000 readers. Send press releases for posting to <u>lachamber.com</u> to <u>membernews@lachamber.com</u>. For more information, contact Senior Interactive Marketing Manager Monika Medina, 213.580.7516 or <u>mmedina@lachamber.com</u>.

Chamber VOICE

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:



CASH FOR COLLEGE. The Chamber, together with Los Angeles City Council President Eric Garcetti and Mayor Antonio Villaraigosa, announced at Franklin High School that more money is available to L.A. students at Cash for College Financial Aid Workshops.

Supported the passage of the American Recovery and **Reinvestment Act**

The Chamber advocated for the passage of the stimulus package that includes support for the unemployed and investments to create up to 3.5 million jobs and foster long-term growth in the private sector. The Chamber urged the inclusion of tax incentives to spur home and automobile sales and the \$3.9 billion investment in job training and employment services. A long-standing champion of workforce development, the Chamber played a key role in securing the \$1.2 billion that will be invested to create 1 million summer jobs for youth across the nation. Bottom line: The federal economic stimulus is essential to creating jobs and jumpstarting our economy and we must continue to advocate for greater investment in local priorities while reducing the tax and regulatory burdens on businesses.



Opposed workers' compensation insurance hike

The Chamber opposed The California Workers' Compensation Insurance Rating Bureau's recommendation to raise rates by nearly 25 percent. At a time when nearly every business is facing declining revenue, rising costs for workers' compensation insurance will make it more challenging for employers to retain their talented staff.

Bottom line: Part of the lasting solution for the rising cost of workers' compensation insurance lies with health care reform that takes costs out of the system. California must make every effort to keep from sliding back into the workers' compensation money pit that will stifle job creation and economic recovery.



SIGN OF THE TIMES. The Chamber advocated in opposition of proposed sign code revisions, which would impose restrictions on a business's ability to advertise its own products and services.

Urged Congress to reject protectionist provisions

The Chamber urged members of Congress to reject the Buy American protectionist provisions in the American Recovery and Reinvestment Act. These provisions have a negative impact on trade with America's long-standing and most dependable ally, Canada. The United States and Canada have long benefited from the world's most unique economic partnership.

Bottom line: We must resist the urge to erect barriers or increase protectionism such moves will invite retaliation and will not restore the economy's health.



The Chamber joined the Los Angeles Unified School District, Mayor Antonio Villaraigosa, United Teachers/ Los Angeles and other key partners to rescue \$33 million in state funding to reduce class sizes and hire counselors for 6,600 students attending nine schools in some of the most underserved communities in California. Bottom line: Continued efforts are needed for local, state and federal officials to develop public policy that will increase

the amount of investments in high-quality education.

> Successfully opposed Measure B, flawed Solar Energy Program

The Chamber opposed Measure B after it was discovered that there was little public input, no review by the **Los Angeles Department of Water & Power** (LADWP) Commission and limited cost estimates before the measure was placed on the ballot by the L.A. City Council. Since the defeat of Measure B, the Chamber has been working with LADWP representatives on developing a private sector companion program for ratepayers that incentivizes solar installation and then allows owners to sell power back to the utility via a feed-in tariff program. Bottom line: The Chamber strongly supports the goals of a comprehensive solar program expanding the city's use of clean renewable energy, building a vibrant private sector solar industry that creates good-paying jobs in the region and minimizing the overall cost increases for city ratepayers.



CLEAN TECH. Mayor Antonio Villaraigosa; Los Angeles County Economic Development President Bill Allen; Chamber Board Chair Fran Inman, Majestic Realty Co.; and Chamber President & CEO Gary Toebben launched CleanTech Los Angeles in April.



Supported affordable housing plan

The Chamber supported "Affordable Housing: Making It Happen" – an incentives-based plan to address the housing crisis in Los Angeles. The plan calls on the city to streamline its development process, increase options for affordable housing and encourage transit-oriented development.

Bottom line: This smart housing policy that partners with the private sector should be enacted as quickly as possible in areas of Los Angeles where transit and jobs are located and plentiful.



The Chamber agressively advocated in opposition of proposed sign code revisions, meeting with local lawmakers weekly. The proposed ordinance imposes costly penalties for violations of sign regulations while establishing limits on the area, height and number of signs a business may use.

Bottom line: Now is not the time to add more burdens on business. Nothing says 'open for business' like a good sign.



Launched 2009 Cash for **College workshops**

The Chamber, Mayor Antonio Villaraigosa, L.A. City Council President Eric Garcetti, Councilmember Ed Reyes and Los Angeles Unified School District Board Member Dr. Richard Vladovic, along with students and parents, launched the 2009 Cash for College Workshops at Franklin High School in February.

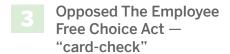
Bottom line: Making a college education more affordable is critical for our future workforce to remain competitive in a global marketplace.

Seen + Heard at the Chamber



Chamber Board First Vice Chair Matt Toledo. Los Angeles Business Journal, and forme Chamber Board Chair David Fleming, Latham & Watkins LLP, sat front and center in March at a Town Hall meeting with President Barack Obama at the Miguel Contreras Learning Complex, a Chamber-supported Small Learning Community across the street from the Chamber building. (photo courtesy of nbclosangeles.com)

The Chamber has been busy in 2009 as state, civic and business leaders met to discuss the issues facing the region. Canadian Minister of International Trade Hon. Stockwell Day indicated a profound interest in creating stronger commercial and industrial ties with Los Angeles at a special briefing in January. California **Hospital Association President C. Duane Dauner** discussed the stimulus package and the benefits to the health care industry. American Trucking Associations (ATA) President and former Kansas Gov. Bill Graves discussed the trucking industry's environmental and safety initiatives and the essential role that trucking plays in the U.S. economy. Jerry Nickelsburg, economist, UCLA Anderson Forecast, pointed out that the economic state of some international partners including China and South Korea will depend on U.S. growth. Los Angeles Unified School District Superintendent Ramon C. Cortines shared his plan for an early retirement incentive that could save the district millions of dollars and preserve positions for less-experienced teachers whose jobs are at risk at the Accenture Pancakes & Politics Breakfast Speaker Series. The Chamber, in partnership with the Los Angeles Power Association, heard from California Public Utilities Commission President Michael Peevey about electricity and the challenges of energy efficiency. State Assembly Speaker Karen Bass discussed the state budget with Chamber members in February. Hon. Juan Marcos Gutierrez, Consul General of Mexico, joined Southern California Leadership Network alumni at a Conversations with Leaders event, where he discussed security and economy issues in Mexico and the crossborder region. U.S. Senator Patty Murray (D-WA) discussed transportation and education and workforce development funding in the American Recovery and Reinvestment Act stimulus package. Larry Kosmont of the Kosmont-Rose Institute shared the findings of his Cost of Doing Business Survey, which found that L.A. County has five of the most expensive cities to do business in and just one of the 10 least expensive cities, at the Chamber's Jobs & Business Growth Committee meeting. Colombian Vice President Francisco Santos discussed how safety and security have drastically increased in the Latin American country in the last several years at a special briefing in February. The Chamber, the Consulate General of Germany and the Transatlantic Climate Bridge focused on challenges and successes in greening today's economy in March. Dr. Stefan Bluem, head of the Department of Energy for the German company MVV decon GmBH, and Peter **Garforth,** Garforth International LLC, briefed the Chamber on sustainable and efficient energy models and urged the city of Los Angeles to integrate greening efforts on both the public policy and departmental level. Former L.A. Mayor Richard Riordan and Councilmember Bernard Parks discussed the public pension crisis in April. Don't miss out on any of the action - visit lachamber.com/events for a calendar of upcoming speakers and events.



The Employee Free Choice Act gives unions the right to achieve recognition through the card-check process instead of secret ballot elections. The Chamber opposed the legislation because it would lead to coercion by union organizers and eliminate employee privacy.

Bottom line: Secret ballots are part of America's democratic system, and they should be part of union elections, too.

Partnered with City of L.A. and universities to launch CleanTech

The Chamber joined L.A. Mayor Antonio Villaraigosa, leading research universities and fellow business organizations to announce the public launch of CleanTech Los Angeles, a collaborative effort to establish Los Angeles as a global hub of clean technology. The first-of-its-kind partnership aims to leverage the city's economic assets to bring clean tech businesses and jobs to the region. CleanTech Los Angeles will focus on four key areas: Testing, R&D, and Commercialization; Advocacy for Funds; Education and Outreach; and Economic Development Strategy.

Bottom line: Collaboration is needed to continue California's role as a leader in green technology.

Continued from page 1

Highlights of the trip included briefings with U.S. Senator Dianne Feinstein (D-CA) about the American Recovery and Reinvestment Act and Larry Summers, director of the National Economic Council and assistant to the President for economic policy, about the President's economic plan.

"The top priority of the President is to restore trust and ensure that this never happens again," Summers said. "The most powerful economy in the history of our planet is now up for sale. When confidence returns to the market, there are going to be tremendous opportunities."

As local leaders continue to advocate for policies that will create jobs and stimulate economic recovery, lawmakers in Washington must work with Southern California to accelerate recovery across the country.

"The nation relies on Southern California's infrastructure and innovation," said Rep. David Dreier (R-CA). "Strategic federal investments in these areas will yield tremendous returns from coast to coast. I look forward to continuing to work with local leaders and job creators to advance the policies that will deliver the most benefit to the region and the nation." The success of the delegation's trip to D.C. is already visible in Southern California. The Chamber is partnering with Department of Labor Secretary Hilda Solis to develop stronger workforce development programs in Southern California and has briefed senior members of Congress on our local transportation and gridlock reduction priorities. The Chamber has also secured a Los Angeles area business community visit for the staff of the Senate Committee on Small Business and Entrepreneurship.

Looking ahead — Access Sacramento The Chamber will travel to our state's capital on June 10-11 to meet with state lawmakers, members of the Governor's administration and other decision makers on policies to help recover, reform and rebuild California.

A new component of this year's trip will be special roundtable conversations with panels of lawmakers on specific issues.

For more information, contact VP of Public Policy Samuel Garrison, 213.580.7568 or <u>sgarrison@lachamber.com</u>.

Access Washington, D.C. delegates met with key lawmakers in our nation's capital:

- The Education & Workforce Development team met with U.S. Secretary of Labor Hilda Solis and Secretary of Education Arne Duncan about maximizing the amount of stimulus funds that reach L.A. students and the Workforce Investment Act and job training programs in Los Angeles.
- The Water team met with members of Congress on California's water crisis and the restoration of the Sacramento-San Joaquin Bay Delta during a briefing hosted by the **Metropolitan Water District** of Southern California. "Government, the legislature and all parties with a stake in the Delta have to sit down at the table and set up a time frame for a solution," said Rep. Grace Napolitano (D-CA).
- The Business team met with Rep. Joe Sestak (D-PA) to express opposition to the Employee Free Choice Act, referred to as "card-check." Sestak, who supports the legislation, described it as "one of the hardest issues I've had."
- The Global Initiatives team discussed exporting opportunities of California firms in Latin America with U.S. & Foreign Commercial Service Acting Director General Rochelle Lipsitz and Deputy Assistant Secretary for International Operations William Zarit. The group also discussed pending Free Trade Agreements with Colombia, Panama and South Korea.
- The Transportation team met with Joel Szabat, Deputy Assistant Secretary for Transportation Policy in the U.S. Department of Transportation, who spoke about the Administration's commitment to distributing stimulus money for transportation. Szabat said California is positioned well to capture funding from the \$8.5 billion allocated to high-speed rail.



The Los Angeles Area Chamber of Commerce won two awards for Chamber VOICE at the Western Association of Chamber Executives, which was presented in February at the annual conference in Las Vegas. VOICE won first place and an Outstanding Achievement award in the category for Chambers with more than 1,000 members.



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Public Policy Priority Issues – Spring/Summer 2009

Issue	The latest	Position
Receive fair share of Federal Stimulus Investment	The federal economic stimulus effort is essential to creating jobs and jumpstarting our economy. The Chamber continues to advocate in Washington, D.C. for greater federal investment in local priorities and projects as well as reduce the tax and regulatory burdens on businesses.	SUPPORT
Make Los Angeles More Job & Business Friendly	The City of Los Angeles can help local businesses during the economic downturn by enacting policies that strengthen the city's business climate. The Chamber advocates for simplifying the city's business tax system, streamlining planning and permitting processes, and partnerships with key industry sectors to create more local jobs. This includes working with the City Council's Jobs, Business Growth & Tax Reform Committee on a local stimulus legislative package.	SUPPORT
Oppose Labor Union Card Check Legislation	The Chamber strongly opposes federal legislation (Employee Free Choice Act) that would eliminate employee secret ballot voting for or against unionization. Forcing workers to sign a unionization card in public — instead of vote in private — opens the door to workplace intimidation and coercion. It will also put government regulators in charge of private business decisions.	OPPOSE
Reform the State Budget	Props 1A-1F is a package of budget reforms designed to aid short-term economic recovery and enact long-term solutions to the budget crisis. They address many of the guiding principles for reform that the Chamber developed in June 2008. Props 1A and 1B will help put an end to the "boom-and-bust" budget cycle that has failed the state by creating a rainy-day fund, establishing a spending cap and restoring the Proposition 98 funding for K-12 education that has been loaned to the General Fund. Props 1C, 1D and 1E will more fully utilize the potential of the state lottery and reallocate a portion of the dedicated funds generated by Proposition 10 and Proposition 63. Prop 1F will prevent salary increases for state elected officials when a deficit is expected. These propositions are the best available solution to reform the broken budget process that has crippled California for far too long.	SUPPORT
Fix Broken Public Pension System	Local and state public employee pension systems are massively underfunded, leaving many municipalities including Los Angeles with major budget deficits and potential bankruptcy. Taxpayers are left paying for the mismanagement through much higher taxes and reduced public services. The Chamber has partnered with former L.A. Mayor Richard Riordan to advocate for a long-overdue restructuring of this fiscally unsustainable system.	SUPPORT
Pass a Comprehensive Solution to State Water Crisis	More than one-third of our region's water supply comes through the Northern California Delta's system of levees. An earthquake or flood in the Delta will cut off water to the L.A. region for years and cause a Katrina-like disaster throughout the state. In order to protect the Delta and ensure long term water delivery to Southern California, the Chamber formed a joint labor union and business community water collaboration that is working with lawmakers on a comprehensive solution.	SUPPORT
Develop a Market-Based L.A. City Solar Power Program	The Chamber supports creating a viable local market for solar power generation and alternative energy jobs. After successfully opposing the flawed Measure B city ballot initiative in May, the Chamber continues to work with the Department of Water & Power, City of Los Angeles, business and the solar industry to craft a plan that delivers maximum solar power at the best possible rate.	SUPPORT
Oppose City of Los Angeles Proposed Signage Ordinance	The Chamber supports efforts to enforce penalties against illegal signage and develop an ordinance suitable for the 21st century. However, the city's attempt to restrict on-site signage will hurt businesses and put Los Angeles jobs at stake. The Chamber urges the L.A. City Council to spend time evaluating the economic impact of the proposed ordinance.	OPPOSE
Reopen King Medical Center in South Los Angeles	The closure of King/Drew Medical Center in South Los Angeles significantly hurts the local community and threatens the health care safety net of the entire region. The Chamber supports the recently announced collaboration between the county and the University of California with health care professionals, county leaders and nonprofit groups to reopen King/Drew Medical Center under a public-private partnership. In addition, the Chamber supports expanding patient access to community clinics and increasing preventive care to avoid emergency room overcrowding.	SUPPORT
Pass Free Trade Agreements with Key Trading Partners	The Chamber supports Congressional ratification of the pending Free Trade Agreement between the United States and South Korea, Peru, Colombia and Panama. 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. Passage of the Free Trade Agreements will allow American businesses to export American products almost tariff free.	SUPPORT

Big dreams for a better L.A.

For more than 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'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?



Jim Elliott VP Mid/Large Business Sector Blue Shield of California My dream is to re-establish California and Los Angeles as the premier educational system (elementary through secondary and higher educational institutions) so that **together with local/state government and business we invest in our youth and the future of our collective intelligence and commerce**. At the same time, we should invest in our students' health by promoting healthy, lifelong habits of eating smart and exercising regularly. Imagine the possibilities if together we made this our priority!

My dream is for Los Angeles to become a New Venice of the 21st Century. The great historian of Venice, Frederic C. Lane, wrote that "among the many cities men have made, Venice stands out as a symbol of beauty, of wise government, and of communally controlled capitalism..." Los Angeles has an outstanding advantage to handle both seaborne and airborne trade that is critical to the nation's economic prosperity. I believe that Los Angeles has the right aptitudes to become the New Venice of the 21st Century,



Bryan Moeller Senior Vice President, Director of Small Business Banking -LA Metro Wells Fargo



Kaylynn Kim Commissioner, Los Angeles Harbor Commission

As someone who hears what's on the minds of small business owners every day, my hope is to make Los Angeles a more accessible place for small business owners to work and live. By creating more retail space, **expanding opportunities, and creating more access to affordable capital and resources for small business owners**, I think we can attract more innovation, entrepreneurial spirit and create more jobs for Angelenos.



ADVERTISEMENT

FAMILY SAFETY IN THE INTERNET AGE

in other countries, similarly high numbers of children and teens play games online and use instant messaging and video-sharing Web sites.

The Internet offers boundless opportunities to learn and play, to interact with friends, to explore the world. But just like in the offline world, there are places, people and activities on the Internet that can pose risks to children and teens. specify when their children can use the computer, which Web sites they can visit and whom they can talk to online. Parents can also restrict access to certain PC software games or online TV programs based on titles, content or ratings.

But better tools and technologies are only part of the answer; awareness is equally important in combating online risks. Microsoft is working with other businesses, governments and nonprofits to help educate families about how to be safe on the Web. We also are teaming with law enforcement agencies around the globe to develop better tools for stopping criminals who use the Internet to harm children.

emember the old late-night public service message that asked, "Do you know where your children are?" This question has a whole new meaning in the Internet age. As children spend more of their time on the computer, keeping track of their online whereabouts—whom they're talking to, what sites they're visiting—can be a challenge for any parent.

Seven in 10 U.S. teenagers with online access visit social networking sites, according to a 2007 survey by Cox Communications and the National Center for Missing & Exploited Children. Here and The Internet can be a haven for cyberbullies and sex predators. And when online, young people may not always heed the common-sense advice, "Don't talk to strangers."

While most parents see the Internet as a positive influence in their children's lives, many are understandably concerned about online risks.

Microsoft is striving to make online experiences as safe as they are rewarding for families. Six years ago, we launched our Trustworthy Computing initiative—a companywide commitment to make computer use secure, private and reliable for everyone. Promoting family safety is a key part of that initiative.

We are building family safety tools into popular products and services such as Windows Vista, Windows Live, Windows Media Center, Xbox 360, Xbox LIVE and Zune. These controls enable parents to As that old public service message implied, parents have the paramount role to play in keeping children safe. Microsoft will continue to support this important task through technologies and other resources that help parents stay more aware of and involved in their children's online activities.

We all play a role in helping children and teens recognize and avoid online risks

Learn more at microsoft.com/protect **Microsoft**®

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A better L.A. is our business

Focus on Education and Workforce Development: Summer Jobs Stimulate the Economy

The Chamber and HIRE LA's Youth help create brighter future for L.A. students

he season for summer jobs is fast-approaching and already, the Chambersupported HIRE LA's Youth campaign has gained significant momentum with passage of the American Recovery and Reinvestment Act of 2009.

President Barack Obama and members of Congress included \$3.9 billion for Workforce Investment Act programs and \$1.2 billion specifically aimed at creating one million summer jobs for youth across the nation, including Los Angeles.

As a champion of workforce development and the leading L.A. business organization to support youth employment programs, the Chamber is working to prepare local youth for employment through L.A. Youth at Work and in partnership with the Mayor's HIRE LA's Youth Campaign, a collaborative effort between the Chamber and the City of Los Angeles, **City of Los Angeles Los Angeles Workforce Investment Board, City of Los Angeles Community Development Department**, California Employment Development Department, **Los Angeles Unified School District**, **Los Angeles Community College District**, OneSource Youth Opportunity



employment at a Work Readiness Certification

mock interview.

Centers, Professionals in Human Resources Association, WorkSource California and **United Way**.

"As an employer, working with HIRE LA's Youth and L.A. Youth at Work is refreshing," said Kathleen McIntire, Director of Volunteer Services, **Kaiser Permanente**. "The applicants are trained and ready to work."

Last year, the Chamber joined forces with House Majority Whip James Clyburn (D-SC) and U.S. Senator Patty Murray (D-WA) to advocate for a national youth summer jobs

program that would create a stronger workforce and help repair a struggling national economy through the Summer Job Stimulus Act of 2008.

Summer youth employment will help provide a needed boost to the local economy as working teens tend to spend the money they earn in their communities. Research from the Center for Labor Market Studies at Northeastern University shows that for every \$1 a teen earns, it has an accelerator of \$3 in the local economy.

Participating employers are building a vibrant, qualified future workforce by serving as launching pads for youth careers. Studies show that people who get early work experience as teens make more money throughout their careers.

Businesses that take part in HIRE LA's Youth also gain access to qualified entry-level candidates. The Chamber thanks businesses including **Vons, Kaiser Permanente, UPS, Universal Studios, AT&T, Southern California Edison, Ralphs** and **Microsoft** that have hired more than 1,500 work-ready young adults for entry-level positions through HIRE LA's Youth.

To learn more about how your business can provide summer job opportunities and internships to local youth visit <u>www.layouthatwork.com</u> or contact Education & Workforce Development Manager Maria Nieto, 213.580.7599 or <u>mnieto@lachamber.com</u>.

Leadership Spotlight: Harnessing a mega-region's talents and resources

Grant from The James Irvine Foundation powers new initiatives from Southern California Leadership Network



GLOBAL CONNECTIONS.

The Leadership Southern California Class of 2009 traveled to San Diego and Mexico in March, looking at a range of issues shaping the Southern California-Mexico relationship. Many of the crossborder leaders discussed the importance of Mexico to the California economy, and emphasized the need for additional security, smoother border crossings and upgraded infrastructure.

hrough a generous grant from The James Irvine Foundation, The Southern California Leadership Network (SCLN) has launched several new initiatives that address global connections; natural resource sustainability; the economy, creativity and innovation. SCLN will mobilize its 1,200 alumni — leaders from the business, government and nonprofit sectors — to deepen their understanding of these trends and lead positive change.

"Now, more than ever before, leaders need to be ready to address issues of globalization, sustainability and innovation," said SCLN Executive Director and VP of Leadership Kevin Cottrell. "SCLN is committed to developing regional leaders who can understand and tackle the major issues and trends that are defining Southern California today and in the future."

Southern California is home to more than 25 million people from Ventura to the California-Mexico border. SCLN's new initiatives are a step forward in capitalizing on the Southern California region, maintaining its creative advantage and ensuring that it is harnessed to its fullest potential.

Global Connections

The region's crossborder and Pacific Rim location — in addition to its critical trade infrastructure like the Port of Los Angeles, Los Angeles International Airport and the Alameda Corridor — make Southern California a global player. SCLN will incorporate these themes into new curriculum and alumni briefings that include exploring ethnic community assets in Southern California, understanding global trends at the California-Mexico border and tracking comparative regional solutions for worldwide competitiveness.

Natural Resource Sustainability

In the midst of the energy and water crises, leaders need to be focused on alternative sources, conservation and new technology. Through partnerships with businesses, key service providers and utilities, SCLN will organize briefings and excursions focusing on water and energy infrastructure and technology in the region, including a trip along the Colorado River Aqueduct in May.

Economy, Creativity and Innovation

The Southern California region is home to one of the world's largest creative economies, with nearly 1 million direct and indirect jobs in the creative sectors in Los Angeles and Orange counties alone. There is no better time to be thinking about creativity and competitiveness as our economy begins a difficult restructuring and eventual recovery. SCLN will provide opportunities for alumni and current Fellows to become more engaged and active in the creative sector through business and arts partnerships for innovation; regular economic briefings and enhanced curriculum around "Economics for Civic Leaders" in the Leadership Southern California program.

SCLN is now recruiting for the Leadership Southern California Class of 2010, which begins in October 2009. For more information and an application, visit <u>www.leadershipnetwork.org</u>.

Chamber Snapshots

Scenes from some of the Chamber's key events in 2009

1. Chamber 2009 Board Chair Fran Inman, **Majestic Realty Co.**, receives the gavel from Chamber 2008 Board Chair Tim McCallion, Verizon, at the Chamber's Inaugural Dinner at the Event Deck at L.A. LIVE. 2. Chamber President & CEO Gary Toebben presents the Distinguished Business Leader award to Dr. Ray R. Irani, Chairman & Chief Executive Officer of Occidental Petroleum Corp. at the Inaugural Dinner. 3. National Economic Council Director Larry Summers addressed the entire delegation on President Barack Obama's priorities for the nation's economy and recovery at Access D.C. — Southern California on the Hill. "The top priority of the president is to restore trust and ensure this never happens again," Summers said.



Southern California's economic engines:

America's Gateway to the Pacific Rim

Southern California remains the largest international trade center in the U.S.



AMERICA'S GATEWAY. The ports of Los Angeles and Long Beach are ranked first in the nation based on the number of containers, handling one-third of all inbound and outbound U.S. trade.

As America's gateway to Latin America and the Pacific Rim, Southern California remains the largest international trade center in the United States, despite the global economic crisis. Like all sectors of the economy, however, international trade is not immune to the economic slowdown.

Imports at the Ports of Los Angeles and Long Beach are down by more than 10 percent since last year. Los Angeles International Airport (LAX) has experienced a similar decline in domestic travelers. With more than 40 percent of all foreign cargo destined for other states still passing through the Los Angeles Customs District, business leaders are optimistic about the opportunities of global trade and are preparing for better economic times ahead.

Mercury Air Group, Inc. — the largest privately owned aviation services companies in the world — is turning its focus more towards South America and Eastern Europe for 2009. "We are taking a more cautious view of when international trade will rebound, and expanding in new markets," said Joseph Czyzyk, the company's Chairman & CEO and Chamber Second Vice Chair. "We believe that the recovery for trade will occur after there is more economic and financial institution stabilization domestically in mid-2010."

Mercury Air Group, Inc. will be the nation's first Independent Cargo Screening Facility at LAX. "I believe that LAX can continue to grow by innovating its passenger terminals to welcome foreign travelers," Czyzyk said.

The Port of Los Angeles is reducing its lease fees by 10 percent on each container that passes through its facility. The port is also working on a plan to cut those fees by 50 percent for any new business. Acknowledging that the port will likely face several years of decline before it begins to crawl out of the slump, Executive Director Dr. Geraldine Knatz and Chamber Board member said there will be a much more competitive port environment on the West coast during the annual State of the Ports conference this year.

Chamber Trade Events:

World Trade Week

The World Trade Week Kickoff Breakfast launches a month of international trade activities and events in Los Angeles, including a keynote address by University of Southern California President Dr. Steven B. Sample and special remarks by U.S. Trade Representative Ron Kirk. For more information, contact Global Initiatives Manager Jasmin Sakai-Gonzalez at 213.580.7569 or jgonzalez@lachamber.com or go to www.worldtradeweek.com.

The Americas Business Forum

The Americas Business Forum — Creating Jobs Through Exports will include a day of panel discussions on trade in Latin America and Canada and will also feature an opportunity to meet with 14 Senior Commercial Officers from the Americas region. Manufacturing firms are encouraged to attend. For more information, contact Senior Vice President of Global Initiatives Carlos J. Valderrama, 213.580.7570 or <u>cvalderrama@lachamber.com</u>.

The Chamber and other business organizations continue to advocate for the modernization of LAX in order to accommodate the next generation of aircraft — and the passengers, cargo and jobs that come with them. With renovation projects still moving forward, the region stands to gain when tourism and trade begin to bounce back.

As the nation and the region move toward economic recovery, international trade will remain a key economic engine in Southern California. And with the right strategies and investments during this economic downturn, business leaders agree that the value of two-way trade in the Los Angeles Customs District will once again return to \$330 billion or more each year.

World Trade is the economic engine of Los Angeles, providing more jobs and economic impact to the region than any other industry.

Trade by the numbers:

\$349.4 Billion: Value of two-way trade through the Los Angeles Customs District in 2008, with an increase of 4.7 percent, earning a rank of first place.

1st: Rank of the ports of Los Angeles and Long Beach in the nation based on the number of containers, handling 40 percent of all inbound and outbound U.S. trade. The ports are fifth globally in container activity.

17.2 Million: Volume of Cargo (TEU's) passing through the ports of Los Angeles and Long Beach in 2008.

Over 500,000: Number of jobs in the Los Angeles area directly tied to international trade. This sector remains the largest employer in the local economy.

Sources: Los Angeles County Economic Development Corporation and 2008 L.A. Trade Numbers.

4. David Fransen, Consul General, Canadian Consulate General in Los Angeles; Rep. Jane Harman; Hon. Michael Wilson, Canadian Ambassador to the U.S.; Chamber Board Second Vice Chair Joseph Czyzyk, **Mercury Air Group**, **Inc.**; and Chamber President & CEO Gary Toebben at the Canadian Embassy Reception during Access D.C. **5.** L.A. City Council President Eric Garcetti addresses participants of the Principal for a Day event at a culminating luncheon and shares moments from his school visits earlier that day. **6.** Louie Vargas, **Merrill Lynch**, and Gabriela Teissier, KMEX-TV **Univision** 34, enjoy a lunch break with the students at Helen Bernstein High School during Principal for a Day.



Member Advantage

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

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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.

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

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Member Highlight

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the Greater L.A. Area. Contact Regina Clark, 818.400.9592.

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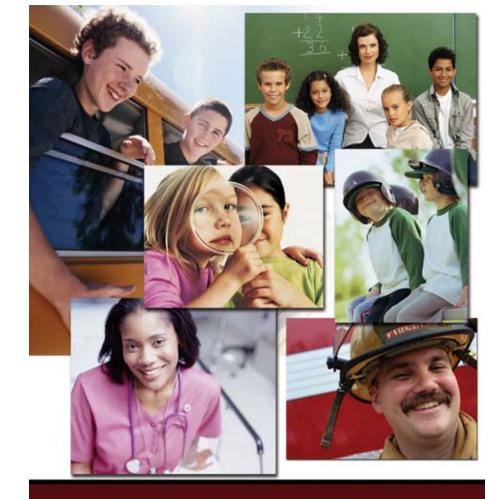
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Microsoft is pleased to support the Los Angeles Area Chamber of Commerce

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On behalf of all Microsoft employees in the Los Angeles area, we applaud the accomplishments of the Los Angeles Area Chamber of Commerce.

A proud part of the Southern California community for over 130 years.



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We share their passion for serving business customers and enriching our community. Together, we can make a positive and lasting contribution to the region we call home.





Face to face:

Los Angeles City Controller-elect Wendy Greuel

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

This quarter we ask L.A. City Councilmember Wendy Greuel who will take over the office of City Controller on July 1 — about L.A.'s business climate and what her plans are now that she's been elected.

You will be the taxpayers' chief watchdog for governmental efficiency and accountability during a difficult recession when the City of Los Angeles faces a \$1 billion budget deficit and a growing bureaucracy. What immediate steps will your office take to ensure that city residents are getting the most for their tax dollar?

City Controller-elect Greuel: The position of city controller is one of tax advocate and fiscal watchdog, ensuring that spending is done wisely and effectively with little fiscal waste. The ability to deliver city services and identify problems is the role of controller. As a City Councilmember, I've learned to follow a project from inception to completion. As city controller, I'll use audits to make sure we are implementing the recommendations of the City Council and look for common sense recommendations that have worked in one department and transfer those to another department to make structural change.

The audits will include legislative recommendations for the Mayor, and will include a scorecard for monitoring progress of the recommendations. If necessary, I'll put pressure on both.

I am going to focus on the economic stimulus money. We are going to get a lot of money, and we need to make sure we are spending those dollars as effectively and wisely as possible. This is going to have a large influence on how competitive we will be in the future.

Right now, we look to the transportation dollars provided by Measure R. The Chamber's support was instrumental in getting Measure R passed. We need to invest in the transportation projects that the public supported.

Los Angeles is still considered a difficult place to do business because of high taxes and bureaucratic red tape. You were a champion for business tax reform on the City Council. As city controller, what role can your office play to continue improving L.A.'s business climate? I'd also like to do a green audit of the entire city of Los Angeles. We've gotten a lot of positive feedback on greening our business practices, and this is another way to use our taxpayers' money more effectively.

Prior to elected office, you were a studio executive in Hollywood. As you know the entertainment industry and film production, especially, are critical to L.A.'s economy. What additional steps can the city take to keep filming — and jobs — here in Los Angeles?

City Controller-elect Greuel: The film industry has costs, like any other business. I've worked with the production side of things [at DreamWorks SKG] and it comes down to the cost of doing business. These film execs would rather do business in Los Angeles, but they've got to be competitive. It's about more than good weather and the proximity to the major studios.

They talk about how it's no longer runaway production, it's ranaway production. We need to take a look back at ways to reduce costs and adopt tax reform. We need to create tax incentives. It used to be we could argue that we had the best workforce and the most-friendly filming environment. We still have the best workforce, but states like New York are offering major tax incentives with the long-term benefits in mind.

As controller, I'll set up a piracy task force to ensure that the antipiracy laws are being enforced.

You are an elected official, small business co-owner and mother to a young child. How do you find balance, and is there a best practice that you can share with other working parents?

City Controller-elect Greuel:

I have an amazing husband and child, and we truly have a partnership. They've been really great and are fully supportive of this life we've chosen. I've also got a great brother, who is managing the family business [Frontier Building Supply Co.]. We've been asked if we are ever going to sell it, but our family has been creating these jobs and the best thing we can do is keep this business going. I grew up going there, and I want my son to be able to do the same thing.



• am going to focus on the economic stimulus money. We are going to get a lot of money, and we need to make sure we are spending those dollars as effectively as possible

> L.A. City Controller-elect Wendy Greuel

As the nation's leader in renewables and energy efficiency, Southern California Edison, an Edison International company, constantly seeks solutions to tomorrow's energy challenges.

Nation's largest solar installation

City Controller-elect Greuel: We are going to utilize the city audits to change the way we do business. As city controller, I'll be able to push the envelope and use the bully pulpit to question what we are doing and how we are doing it.

We need to revise the current business practice of permitting. Businesses might need the final signoff to open their doors and create jobs, but they are being held up by a single permit that might take weeks or months to get.

I want to schedule a day, once a month, that is a problem solving day. A small business owner could get 10 different permits taken care of in one day. We would have the Department of Water & Power there, the fire department, building & safety, public works ... they would all be part of the discussion. That way, small business owners could leave the room with approval for all the necessary permits. You have to sacrifice as a business owner, and you have to work seven days a week. But it's what you do and it's important to you, and it's important to bring that balance of juggling your job and your family life. Next generation advanced metering infrastructure
 Largest private fleet of electric vehicles in the U.S.
 Nation's largest green transmission project



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/

SCORE Spotlight:

Passing on the family business

This quarter the Los Angeles Chapter of SCORE provides suggestions for family business succession planning.





Counselors to America's Small Business FAMILY BUSINESS. Today's low interest rates and low valuations make it a good time for owners and their families to put a wealth succession plan in place.

Use these tips to ensure a smoother transition from one generation to another:

- Start business succession planning early. Five years in advance is good ten years is better. Build an exit strategy into your business plan.
- Involve your family in business succession planning discussions. Pay close attention to personal feelings and ambitions.
- Look at your family realistically and plan accordingly. Examine the strengths of all possible successors as objectively as possible. Think about what is best for the business.
- Get over the idea that everyone has to have an equal financial share.
- ▶ Train your successor(s), and work with them.
- Get outside help from professionals for a successful business transition.

Within the framework of your plan, you as the owner should pay close attention to the following:

- Commitment: Commit to the succession plan and communicate that clearly, extensively and often.
- **Development:** Invest time in developing family members, key employees and management team members and allow them to exercise authority and control.
- Selection: Empower a broad range of key people in order to simplify the selection process and enhance your options.
- Implementation: Be ready to step aside and allow the successor(s) to take over while you take on new challenges.

Finally, succession planning isn't something you can do once and forget. To be a conscientious business leader, you must continually revisit your plan, reviewing and updating it to reflect changes in company value, market conditions and your own health as well as the abilities and passion of the people you plan to pass it on to.

To learn more about family succession planning for your small business, contact the Los Angeles Chapter of SCORE Counselors to America's Small Business at 818.552.3206. SCORE counselors provide free, confidential business counseling and training workshops to small business owners. SCORE is a resource partner of the U.S. Small Business Administration.

Counselors are available at the L.A. Area Chamber. To make an appointment, contact Alice Ochoa, 213.580.7592 or <u>aochoa@lachamber.com</u>.

Focus on small business: Transferring wealth in today's environment: a window of opportunity for business owners

Guest column by L.A. Area Chamber Board Member Tony Buzzelli

Succession planning is an important consideration that is often overlooked by business owners until it becomes absolutely necessary. However, today's low interest rates and low valuations make it a good time for owners and their families to put a wealth succession plan in place.

Business owners often find it difficult to move forward with wealth succession planning. Many are concerned about losing control of the business, while others are unsure who should lead after they've stepped down. Some are simply too busy running the organization or have difficulty confronting the question of life after the business. Regardless of the reason, neglecting to put a wealth succession plan in order could be a costly mistake.

There are five steps to proper wealth succession planning:

- Identify a successor
- Devise a comprehensive exit strategy, including planning for the owner's retirement and cash flow
- Pursue wealth transfer ideas that can mitigate taxes without necessarily changing control of the company
- Address any family-related issues such as acclimation to wealth
- Manage gift and estate tax liabilities

Without careful wealth transfer planning, the tax effects could significantly jeopardize or even kill a business. There are three primary federal taxes on wealth:

- Estate tax, which taxes assets at fair market value upon death
- Gift tax, paid on the fair market value of assets transferred during your lifetime
- Generation-skipping transfer tax, which taxes the amount provided to an individual at least one generation removed from the giver, either outright or in trust

What can families do now to start developing a wealth succession strategy?

- Know the game plan. Owners must articulate their views about wealth in the family and act consistently based on these views.
- Set the stage for an effective transfer. Owners must evaluate the impact of certain factors — such as the organizational format of the company, how ownership is split among shareholders, and details of buy/sell agreements — early on.
- Think trusts. Trusts are a popular means for transferring wealth because they can protect the owner's intentions even after death.
- **Fund efficiently.** Owners should seek the greatest value possible from the exemptions provided by the tax code, taking advantage

SMALL BUSINESS CORNER Flanigan Farms

Patsy Flanigan has been in the business of family business for 39 years. Flanigan Farms started as a joint venture with her husband. When he passed away in 1992, Flanigan took over the role of President and has gotten each of her four daughters to be active in the business. "I'm a mom first, and a business owner second," Flanigan said of her plan for business succession. "If my daughters want to be a part of the family business I'd be delighted, but I'm happy to let them do what they want to do. They are all individuals." One of Flanigan's daughters is currently active in the day-to-day operations of Flanigan Farms, and another - inspired by her family's successful business — is a small business owner in Colorado. The business was certified organic in 1990, and products include dried fruits and nuts that are sold in grocery stores across the country. "We're great believers in the value of organic agriculture. And we use well water for extra sweet, clear taste. But taste isn't the only benefit of organic farming – there are the benefits to the soil as well." Flanigan Farms has been a Chamber member since 1991.

of such opportunities as lifetime giving, valuation discounts, or a grantor retained annuity trust, an IRS-approved wealth transfer idea.

Historically low interest rates and depressed market values make it a good time to focus on wealth transfer planning. Whether you represent management or shareholders, are a spouse or family member, or serve as a professional advisor, you have an opportunity to help the business owner build a bridge between their current vision and the long-term health of the company and the family.

Chamber Board Member Tony Buzzelli is a **Deloitte** vice chairman and regional managing partner of Deloitte in the Pacific Southwest. Denise Bustamante is the Pacific Southwest regional leader of Deloitte Tax's Private Client Advisors Group and a specialist in wealth transfer matters. If you have an idea for a small business feature, contact Marketing Communications Manager Ali Noller, 213.580.7548 or at <u>anoller@lachamber.com</u>.

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Chamber **VOICE**

Member Anniversaries

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

Affirmed First Aid & Safety Supplies - AFLAC

Surachi and Company, Incorporated

Architectural Photography & Design

Continental Development Corporation

Mani Brothers Real Estate Investment

The Muscular Dystrophy Association

UCLA Anderson School of Management

Alameda Corridor Transportation Authority

15-Year Anniversary

Insurance Products

10-Year Anniversary

Pareto Point Industries

Parsons Brinckerhoff

5-Year Anniversary

Beltmann Group, Inc.

Asian Journal Publications, Inc.

Ann Burckle

Barlow Respiratory Hospital Century Housing Corporation

Megatoys

115-Year Anniversary O'Melveny & Myers LLP

90-Year Anniversary

Los Angeles Public Library **70-Year Anniversary**

YMCA Metropolitan Los Angeles

55-Year Anniversary Newhall Land

40-Year Anniversary The RAND Corporation

30-Year Anniversary Roxbury Properties, Incorporated

20-Year Anniversary Mutual of America

Welcome to the Chamber

Thanks to our new members, who joined the Chamber during December, January, February and March. To learn more about Circle Level membership benefits, call 213.580.7592.

GOLD

Bingham McCutchen LLP Richard Welch, 213.680.6400, Attorneys ConocoPhillips Tony Cordero, 310.952.6038, Petroleum Dart Container Corporation Jonathan R. Choi, 949.262.3255

Manufacturers McKinsey & Company, Inc. Geno Fernandez, 213.624.1414 Consultants/Management

SILVER

Buena Vista Investments, Inc. Juan I. Toscanini, 213.985.5533 Real Estate/Investments

BRONZE

Anjac Fashion Building and The Orpheum Theatre Mrs. Cathy Needleman, 213.626.5321 Real Estate Celio Corp. aka REDFLY Colin Kelly, 801.596.2008 Information Technology CH2M Hill, Inc. Michelle Boehm, 213.538.1388, Engineers **Citizens Against Lawsuit Abuse** Maryann Maloney, 213.625.2620 Public Relations/Advocacy Cordoba Corporation Ron R. Gastelum, 213.895.0224 Engineers/Civil Falcon WaterFree Technologies James Krug, 310.209.7250, Manufacturers First City Credit Union Barbara J. Kuykendall, 800.944.2200 Credit Services/Unions Honeywell Lawrence Rivera, 714.562.3045 **Energy Conservation Services & Products** Jeffer, Mangels, Butler & Marmaro, LLP Peter C. Mieras, 310.203.8080, Attorneys Korean Air

Jeff Choi, 213.484.5709, Airlines Matt Construction Daniel M. Edwards, 562.903.2277 Construction Munger, Tolles & Olson LLP

Sandra Seville-Jones, 213.683.9100 Attorneys

Pacific Federal Insurance Corporation James E. Garrison, 818.243.0222 Insurance Steptoe & Johnson, LLP Michael F. Wright, 310.734.3200, Attorneys Sublimation Factory, Inc. Mae Chan, 323.231.3747, Clothing Swinerton Builders Emery G. Molnar, 213.896.3400 Construction Van Wagner Communications, LLC Peter Raulli, 818.508.8880 Advertising/Outdoor Verizon Wireless

Perry S. Mitchell, 949.275.0483 Telecommunications/Wireless Phones **West Coast University** William Brittain, 323.665.7583 Health - Education **Western Convalescent Hospital** Emma Camanag, 323.737.7778, Hospitals

STANDARD

A Clear Path Dr. Regina F. Lark, 818.400.9592 Consultants/Personal Life Management AccuDiagnostics Robert Duncan, 310.862.4333, Drug Testing Aeon Investments, LLC. Jim Clark, 323.758.2274 Real Estate/Developers Alexander Henry Fabrics, Inc. Kim Dunn, 818.562.8200, Fabrics **California Courier** Heather F. Allen, 909.941.2567 Delivery Services/Courier California Public Utilities Commission Stephanie J. Green, 415.703.5245 **Government Agencies** Canada California Business Council dba Canadians Abroad, Inc. Lee A. Fraser, 323.445.7150 International Trade **Catch Matchmaking** May C. Hui, 310.842.8475, Dating Service Crain & Associates Walter Okitsu, 310.473.6508 Engineers/Traffic CUAI & H Enterprises Herbert O. Okonko, 213.884.7218 Real Estate

Czone Legacy Consulting Robert J. Springborn, 310.914.0189 Consultants/Business Dave Smason - Sysco Dave Smason, 800.800.1199, Ext:4129 Food Products/Wholesale & Distributors Dunn Russell & Associates Steve Dunn, 818.846.6700, Mortgage Loans Edge Foundation Neil Peterson. 888.718.8886 Education/Services First Financial Credit Union Luisa Lichtl, 800.537.8491 Credit Services/Unions First Standard Bank Seo G. Kim, 213.892.9999, Banks Fitzgibbons Vein Center Teresa Hernandez, 213.482.8346 Health Care/Services Future Trends Technology Consulting James P. Walker, 888.298.3848 Information Technology/Services Gourmet Grindz Marianne Brooks, 310.658.1942 Beverages/Coffee & Tea **Grace Distribution** Nina Coffey, 818.788.3838 International Trade Heather Parlato Graphics Services Heather N. Parlato, 213.471.2756 Graphic Designers Innovation To Industry (i2i) Ken Eskenazi, 626.399.3307 Consultants/Environmental JeStar Group, LLC Gina Cano, 916.283.8670, ext:70, Software JPR Communications Joseph P. Reynolds, 818.985.7620 Training Programs LA College International Harish L. Amar, 213.381.3333, Schools Lamar Advertising of Los Angeles Ray Baker, 323.933.3222 Advertising/Outdoor Large Marge Sustainables Meg Dickler-Taylor, 310.902.4104 Caterers Latino Diabetes Association Yolie Acosta, 323.837.9869 Health - Education

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1-Year Anniversary

ACE Mentor Program, Los Angeles Metro Area Acetopia USA, Inc. Antex Knitting Mills Berger Kahn, A Law Corporation Bob Burke & Associates

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Faces of the Chamber

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













"Initially, I saw the L.A. Area Chamber as a source of business contacts. But over time, I have come to really see it as a valuable executive education tool."

Tom Anderson

President Anderson Associates Recruiting Corp. Leadership L.A. Class of 2005 Member since 1995

My goal is to invest an hour per week attending a Chamber event. Attending a breakfast meeting where I mingle, a lunchtime meeting where I participate in a stimulating business/political debate, and an evening networking event at an interesting location where I can enjoy the fellowship of other people working hard to be successful is time well spent. In each instance, I go in with no expectation except to learn one useful thing or meet one interesting person. Rarely are those two goals missed at Chamber functions. "I believe that active participation in the L.A. Area Chamber is essential to the continuous growth of a person as a professional and as a business person in Los Angeles."

Jay Fondevila

Vice President Facilities Design Services URS Corporation

Member since 1982

The Chamber facilitates networking opportunities for the members, and at the same time, promotes the interaction between industry representatives. Participation in Chamber committees gives members the opportunity to contribute and shape the legislative agenda. In addition, as a health care designer, I personally benefit from participation in the Health Care Committee because it gives me the opportunity to stay current on issues related to hospital operations and budgets. "I participate in the L.A. Area Chamber to meet business leaders who are concerned about environmental issues and their effect on the economy, and to gain support for development projects of interest to my clients."

Sharon Rubalcava Partner Alston & Bird LLP Member since 2003

Since I am an environmental attorney, I have represented the Chamber on several working groups at the South Coast Air Quality Management District when they are considering proposed rules or air quality planning issues. The environmental, community and labor groups are very well organized in their opposition to development projects and I believe that it is vitally important that businesses become more organized to support projects that will benefit the region and our economy. "The L.A. Area Chamber's commitment to the communities in which we live, work and raise our families is evident."

Emanuel Separzadeh

Chief Executive Officer Trimax Capital Group

Member since 2007

The primary motivation behind our involvement in the Chamber is Trimax Capital Group's commitment to client service excellence and personal development. We believe that our role is at the center of a broader professional network, and the Chamber provides and facilitates the resources and tools required to achieve the highest levels of client service excellence. The Chamber's policy committees and advocacy forums provide a platform for business development, allowing fellow members to form partnerships and build relationships. An investment in the Chamber is an investment in our community.

"In addition to serving as the engine that drives Los Angeles' economic vitality, the L.A. Area Chamber plays a key role in issues related to education, workforce development and health care."

Ellen Zaman

Director, Community Affairs Childrens Hospital Los Angeles

Member since 1992

The Chamber brings businesses and nonprofit organizations together for dialogue and collaboration. This year is especially important as we collectively address challenges in health care and education systems, which are vital for the future of Los Angeles. Serving on committees gives members opportunities to connect and become involved in initiatives to improve our surrounding communities.



Los Angeles Area Chamber of Commerce

350 S. Bixel St., Los Angeles, California 90017 213.580.7500 | Fax 213.580.7511 lachamber.com

Our Mission

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

Diamond Club

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

AT&T

Automobile Club of Southern California Bank of America Chevron Corporation Kaiser Permanente Majestic Realty Co. Microsoft Corporation **Occidental Petroleum** Port of Los Angeles **Ralphs Grocery Company** Southern California Edison The Gas Company, a Sempra Energy utility The Walt Disney Company Time Warner Cable Verizon Wachovia Bank, NA Wells Fargo

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



Los Angeles Area Chamber of Commerce

Be a part of the L.A. Area Chamber's signature events by becoming a sponsor.

83rd Annual World Trade Week | MAY 7 Kickoff Breakfast

The Americas Business Forum | MAY 27-28

Access Sacramento | JUNE 10-11

28th Annual Small Business Awards | JUNE 17

Different sponsorship levels are available. For more information, contact Lee Ligons, 213.580.7523 or <u>lligons@lachamber.com</u>.

Burying the "Little Man"

"I'm not a doctor. I don't even play one on television. I'm a banker. This is my story:

"A few years ago, as a result of a family member's illness, I had a first-hand look at 21st-century medical care. The skills, the facilities, the

How to tell men from women? Weigh them. 70 kilograms for men. 60 for women. Next question. humanity and the outcome provided by the UCLA medical team were simply extraordinary. We were in the company of angels.

"Shortly after, I was invited to a seminar at the Iris Cantor – UCLA Women's Health Center.

"We learned about the near-revolutionary curriculum

inclusive studies of men and women.'

"Bingo. A hundred-year-old political, societal, medical problem had just become a business problem.

"I said I thought I could get a small group of business and professional women together to donate to a fund that would finance some of this research.

"To date, our donor group—the doctors call us 'the capitalists'—has underwritten 16 separate pilot studies. We've moved forward knowledge on why women can 'do everything right' and still get heart attacks, why taking hormones can cause a stroke,

You need a pilot study to prove a cutting-edge idea. Then you can go for government or corporate funding. But without the seed money, you can't get there.

at the medical school where first- and second-year students learn about women's health care and gender-based differences in all their courses.

"But then we heard about the continuing barriers to better women's health care.

"It turns out that—well into the last half of the 20th century—too much of the medical data still in use was developed by studying Caucasian males. Exclusively. Except for reproductive hardware and

Most Medicare patients with coronary artery disease are women, but the treatment regimes and payments are based largely on studies of men. software, women were considered the same as men. But men were the norm, the standard.

"Today's medical community knows that male and female DNA blueprints are different, that treatment responses for heart disease, cancer and diabetes are not the same. But, too often, doctors

don't know how the genders differ or what to do about those differences. "One of the listeners asked, 'How do you move forward?' The doctors answered in unison: 'More exclusive studies of women. More



Julia Gouw is vice chair of East West Bank, headquartered in Pasadena. She serves on the boards of Iris Cantor – UCLA Women's Health Center and David Geffen School of Medicine at UCLA.

and how stress affects women's immune systems. An investment of \$340,000 has returned \$2,400,000 in government and foundation grants. And we're helping train a new generation of researchers who know that women are not 'little men.'

"From my perspective, UCLA's leadership in women's medicine is a blue-chip investment with unlimited growth potential, generating critical products and services to the world's largest under-served market.

"Sounds like it's just what the doctor ordered."

Julia Gouw. UCLA, Unabashed.