Leading the way, at home and beyond
The Chamber works to ensure a better business climate

During these tough economic times — as the City of Los Angeles faces a historic budget crisis and the State’s employment levels hover at 12.5 percent — the Los Angeles Area Chamber of Commerce’s efforts on behalf of the business community to grow business, maintain and create jobs, and stimulate the area’s economy are even more important in order for business to lead on the road to recovery.

In January and February, the Chamber successfully lobbied the L.A. City Council to lower taxes on Internet-based businesses. With the establishment of a new category, which offers the lowest tax rate available, Los Angeles sent a clear message that it is willing to compete for well-paying, high-tech jobs. In doing so, the City is providing fiscal certainty for dozens of L.A.-based Internet businesses, which pay an average annual salary of more than $75,000.

“We are sending a message loud and clear that Los Angeles will fight to keep good-paying and high-growth jobs in our city,” said Los Angeles Mayor Antonio Villaraigosa at the signing of the Internet Business Tax Ordinance.

Taking our agenda to Washington, D.C.
In March, the Chamber led a delegation of 225 business, civic and community leaders to Washington to urge elected officials to act on policies that would stimulate business growth and job creation. While there, the Southern California on the Hill – ACCESS Washington, D.C. group met with 76 members of Congress and Obama administration officials on priorities in the areas of aviation; economic recovery; energy, environment and green jobs; education; health care; homelessness; housing; transportation and goods movement; water; and workforce development.

High-profile speakers including Senators Barbara Boxer, Diane Feinstein, John McCain and... Continued on page 4

W hen the Los Angeles Area Chamber of Commerce and United Way of Greater Los Angeles teamed up last spring to tackle homelessness in Los Angeles, business leaders knew it was an enormous undertaking. As the "homeless capital of the United States," Los Angeles County has approximately 48,000 people who are homeless on any given night.

The Business Leaders Task Force on Homelessness includes leaders from the private and public sector who are evaluating best practices from around the country in order to provide directives for policies aimed at combating homelessness.

“The involvement of the business community is a critical means of leveraging political power and political will,” said task force Co-Chair Renee Fraser, Fraser Communications. “In the past, when the nonprofit sector has raised the concerns and the issues around homelessness, the City and the County listened but action has not occurred at the level that we expect it to.”

In addition to the unrivaled human cost of homelessness, it is costly for taxpayers and bad for business. After studying four formerly chronically homeless individuals before and after they were provided permanent supportive housing, the United Way and the University of Southern California released a report that showed the four individuals cost taxpayers $187,288 in public services, including hospitalization and detox admission, while on the street. While in permanent supportive housing, the cost was $107,032 — a cost reduction of 42 percent.

Rev. Andy Bales, president of the Union Rescue Mission on Skid Row, said that while permanent supportive housing is a fraction of the solution, the most integral way for the business community to be engaged is by providing employment.

June 8, 2010 California Election
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 June 8 California Election Ballot contains critical initiatives that will impact L.A. businesses and the economy for years to come. The L.A. Area Chamber 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 14
Primary Election Process Reform. Greater Participation in Elections.
Proposition 14 reforms the primary election process for congressional, statewide and legislative races, and allows voters to choose any candidate, regardless of the candidate’s or voter’s political party preference. This initiative is a critical step to reducing partisan gridlock and ensuring a more moderate, efficient state Legislature.

Continued on page 6

IN THIS ISSUE:
10 ways the Chamber helped L.A. business this quarter 3
A conversation with LAUSD Superintendent Ramon Cortines 9
Human Resources tips 10

SPRING 2010 · VOLUME 9 · ISSUE 2

Follow the Los Angeles Area Chamber of Commerce on Facebook, LinkedIn and at lachamber.com.
It's time to start growing business together again

Congratulations. If you are reading this column, it means that you and your company have survived the greatest economic recession of the past 75 years. Your business may be smaller and your compensation may have taken a hit, but you have realigned your company to survive and you have set a plan to begin growing once again as the economies of California and the United States begin to accelerate.

One of the star qualities of a successful entrepreneur is that they adjust their business to the needs of the marketplace and the economy. And while they have one eye on day to day operations, they have another eye on the future and a vision for the opportunities ahead.

The same holds true for the Los Angeles Area Chamber of Commerce. We have succeeded in reducing our costs during the past two years, and as a result, we have been able to respond to the needs of our more than 1,600 member firms for education, business advocacy, workforce development, and networking. While some of our members have been unable to continue their investment in the L.A. Area Chamber, other businesses have joined our ranks because involvement in the largest business organization in Southern California is part of their plan for growing their business in the future.

This spring, the strength of the Chamber’s collective efforts was on display as 225 delegates traveled to our nation’s capital for Southern California on the Hill — ACCESS55 Washington, D.C. Not only did these delegates make valuable business contacts for their own companies, they also played a leading role in advocating for a more economically viable Southern California in the future.

The range of issues that the delegation took to Congress and the White House also conveyed an important message. While the Chamber is a business organization, we are also well-versed that education and the social needs of our region contribute to the economic vitality and the quality of life of our individual communities. In addition to business issues like aviation, transportation, water and energy, the delegation to D.C. also focused on education, housing, homelessness and health care.

It is a powerful message when social service advocates join with business people to promote jobs and economic growth. And it is just as powerful when business people join with social service advocates to lobby for education and housing for the homeless.

The Chamber and its 1,600 members — with their 700,000 employees — are an amazing collection of people. All are working in their own spheres of influence toward a common goal: the creation of a community and a region that provides greater economic opportunities to more people and a quality of life that everyone has the opportunity to enjoy.

As members, you can be proud of this organization and the successful collaborations it has encouraged in so many areas. You can also be proud that together, we have navigated the rough waters of this recession and are poised to begin growing new jobs once again.

Thank you for your investment and participation in the Chamber.

Sincerely,

Gary 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 90007.

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

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

Mandy Derksen, Director of Marketing & Communications, 213.580.7652, mderksen@lachamber.com
Monica Medina, Senior Interactive Marketing Manager, 213.580.7565, mmmedina@lachamber.com
Alex Guzman, Communications Manager, 213.580.7544, aguzman@lachamber.com
Al Noller, Marketing Communications Manager, 213.580.7548, anoller@lachamber.com
Lily Tran, Graphic Designer, 213.580.7573, ltran@lachamber.com

Chamber Senior Staff
Gary Toebben, President & CEO, 213.580.7525, gtoebben@lachamber.com
Elke Rayment, Executive Assistant/Assistant Corporate Secretary, 213.580.7596, erayment@lachamber.com
David Eads, Executive Vice President & COO, 213.580.7546,akeds@lachamber.com
Nicky Lalanne, CFO & Vice President of Administration, 213.580.7521, nlalanne@lachamber.com
David Ratcliffe, SVP of Education & Workforce Development, 213.580.7535, dratcliffe@lachamber.com
Carlos L. Vaternora, SVP of Global Initiatives, 213.580.7570, cvaternora@lachamber.com
Kevin Connell, VP of Leadership Programs, 213.580.7577, kconnell@lachamber.com
Samuel Garrison, VP of Public Policy, 213.580.7568, sgarrison@lachamber.com
Lee Logans, VP of Business Development, 213.580.7583, llogans@lachamber.com
Alma Salazar, VP of Education & Workforce Development, 213.580.7566, salazar@lachamber.com
Michelle Attebery, Director of Events, 213.580.7585, mattlebery@lachamber.com

Chamber e-newsletters and Web site

• The Western Association of Chamber Executives recently honored the Chamber at its annual conference for seven publications. The Chamber received first place for its electronic newsletters. L.A. Business This Week and The Business Perspective recently honored the Chamber at its annual conference for seven publications. The Chamber received first place for its electronic newsletters.

The Chamber VOICE, the Chamber’s award-winning quarterly newsletter by advertising in the L.A. Area Chamber’s publications and Web site.

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

Contact Monika Medina, 213.580.7516 or mmmedina@lachamber.com.
The Chamber has been busy this spring as state, civic, and community leaders meet to discuss the issues facing the region.

IN JANUARY ... L.A. Department of Business and Operations Controller Bud Orom discussed his plans for implementing development reform in Los Angeles. The LA Fire Department and the California Fire Protection, talked about open primaries.

Denny Zine, Move LA, A policy director, reviewed a collaborative strategy for transportation and transit reform in California. The California Open Primary Act, "30-30" plan to implement Measure J projects was discussed, and strategies for the upcoming November election.

Bottom line: The Chamber is working to support businesses from industry sectors poised for sustained economic growth, such as green technology.

ENDORSED Proposition 14 for California Open Primary

The Chamber endorsed Proposition 14, which would establish a system of instant run-off voting for state and local offices. Proposition 14 says it is one of the most innovative state-level reforms ever. The Chamber believes it is a step forward for improving local government effectiveness in Los Angeles and throughout the state.

10 ENDORSED Proposition 14 for California Open Primary

The Chamber endorsed Proposition 14, which would establish a system of instant run-off voting for state and local offices. Proposition 14 says it is one of the most innovative state-level reforms ever. The Chamber believes it is a step forward for improving local government effectiveness in Los Angeles and throughout the state.

10 ways the Chamber helped your business

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

1. SUPPORTING INTERNET BASED BUSINESSES. L.A. Mayor Antonio Villaraigosa, L.A. City Council President Lee Harris, Commerce Secretary Bill Rosendahl, Shopzilla President Bill Glass and General Counsel Edward Holden, and Chamber President & CEO Gary Toebben witnessed the signing of the Internet Business Tax Ordinance.

2. PROMOTING INTERNATIONAL TRADE. More than 200 business leaders seeking to expand their trade opportunities attended the Americas Business Forum. "More people want to purchase U.S. products. It leads to key growth in the American economy," said Deputy Secretary of Commerce Dennis Hextorton, left.

3. REFORMING L.A.'S PUBLIC SCHOOLS. Associated Administrators of Los Angeles President Judy Panzo; Chamber President & CEO Gary Toebben; Executive Secretary Treasurer of the L.A. County Federation of Labor, AFL-CIO Maria Bland; and LAUSD's Sherman Block, LAUSD President Monica Garcia and LAUSD Superintendent Ramon Cortines.


The Chamber, in partnership with leaders representing 18 major L.A. institutions from both the public and private sectors, led an unprecedented conversation to reform L.A. public schools. The L.A. Compact is a collaborative agreement that includes a number of initiatives focused on boosting high school graduation rates, better preparing students for college and providing students more opportunities and access to meaningful jobs and careers.

Bottom line: The future of our economy depends on a workforce with the skills for today's jobs. The L.A. Compact will facilitate the growth of a skilled workforce.

5. CHAMPIONED lower business taxes at City Hall

The Chamber continued to work with the L.A. City Council on the newly established Business Tax Advisory Committee (BTAC), which will provide recommendations to improve the City's gross receipts tax to attract and retain business. The Chamber is working with the BTAC to encourage strong "customer-first" processes at City Hall; make it easier for businesses to learn about city services, apply for necessary licenses and pay fees/taxes; enact clear guidelines for how a business is classified under the tax code; and develop better criteria for determining which businesses are audited by the city.

Bottom line: The Chamber will continue to work closely with councilmembers on reforms aimed at lowering taxes in order to improve the business climate.

6. URGED federal legislators to act on job creation and homelessness

At the annual Southern California on the Hill — ACCESS Washington, D.C. lobbying trip, 225 local business leaders and elected officials urged federal legislators to make jobs a top priority and invest in our region. Additionally, the Chamber and the United Way of Greater Los Angeles briefed Congressional staff on innovative local efforts to reduce homelessness in Los Angeles through permanent supportive housing. Congressional staff praised the homelessness partnership, saying it is one of the most innovative partnerships they've seen on the issue in the nation.

Bottom line: Creating jobs — and providing an environment for downtown businesses to thrive by reducing chronic homelessness — are top priorities for the Chamber to lead the nation in economic recovery.

7. EXPANDED trade through meetings with U.S. Special Foreign Directors

The Chamber convened businesses seeking to expand their trade opportunities at the second annual Americas Business Forum at UCLA. The forum supports President Barack Obama's National Export Initiative and included one-on-one meetings with U.S. Commerce Officers stationed in 14 countries. Following the 2009 forum, several Chamber members, including Mercury Air Group, Inc. and Gensler, expanded their global export strategies.

Bottom line: Free and fair trade is a key component to economic recovery.

8. PUSHED changes in CEQA appeals process

The Chamber testified before the L.A. City Council in support of establishing a clear, reasonable appeals process in a policy document that will enter into the California Environmental Quality Act (CEQA). The goal is to improve the current process, where projects are often held up in their late stages following approval by a non-elected commission or decision-making body. This can add considerable time, cost and uncertainty for businesses that hurts L.A.'s job creation climate.

Bottom line: Freer and fairer trade is a key component to economic recovery.

9. ENDED Prop 14 for California Open Primary

The Chamber endorsed Proposition 14, which would establish a system of instant run-off voting for state and local offices. Proposition 14 says it is one of the most innovative state-level reforms ever. The Chamber believes it is a step forward for improving local government effectiveness in Los Angeles and throughout the state.

10. LED state wide term limits reform effort

In an effort to improve state government, the Chamber and the L.A. County Federation of Labor, AFL-CIO launched a joint effort to improve the State's term limits law. The proposal would limit state lawmakers to 12 years in the Legislature, but allow them to serve the entire period in one house. This would only apply to newly-elected lawmakers beginning in 2012 and would not affect current or former officials.

Bottom line: Statewide term limits reform will incentivize long-term policy making rather than the electoral "musical chairs" that has contributed to constant dysfunction.

A better L.A. is our business

The highest concentration of homeless people — more than 5,000 — in the City of Los Angeles are on Skid Row, a 52-city block area of downtown, also known as Central City East.
“If you want to end homelessness, you have to get people jobs as they transition out of being homeless. It can make a huge difference for the chronically homeless,” Bales said at a task force meeting last month. The Chamber convened business leaders from 26 organizations to form the task force, and progress has been steady. During the Chamber’s annual advocacy trip to Washington, D.C., several issues relating to homelessness were top priorities, including the increase of McKinney-Vento Appropriations for homeless assistance programs, coordination of federal funding for permanent supportive housing and the revision of the funding formula to ensure California’s fair share of funding to combat homelessness.

The McKinney-Vento Homeless Assistance Grants represent the primary source of funding for programs serving homeless people. On Feb. 1, President Barack Obama released his FY 2011 budget proposal, which included a funding level of $2.055 billion for McKinney-Vento Homeless Assistance Grants, an increase of 10 percent more than the 2010 level of $1.865 billion.

The task force is now working with key City, State and Federal elected officials to ensure that Los Angeles receives adequate funding for permanent supportive housing and other programs to help reduce chronic homelessness in downtown Los Angeles – an issue that must be approached with a united voice in the region. “We are developing a plan to hear what all stakeholders have to say and what we – as a community – need the most,” said Jerold Neuman, Sheppard Mullin Richter & Hampton LLP, a Chamber Board member and co-chair of the task force.

Contact Beverly Kenworthy, bkenworthy@lachamber.com or 213.580.7531.
A better L.A. is our business

Public Policy priority issues – Spring/Summer 2010

Issue The latest Position
Make Los Angeles more job and business friendly The Chamber advocates for simplifying the City's business tax system, streamlining planning and permitting processes, and partnering with key industry sectors to create more local jobs. This includes working with the City Council’s Business Tax Advisory Committee (BTAC) to recommend improvements to the city’s gross receipts tax to attract and retain business. The City’s recent decision to establish a business tax category for Internet-based companies was a significant victory to keep jobs in Los Angeles. 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 will be left paying for huge pension obligations through higher taxes and reduced public services. The Chamber is working with the L.A. City Council 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 system of levees. An earthquake or flood in the Delta will cut off water to the L.A. region for years and cause a drought 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 successfully partnered with lawmakers to establish a ballot initiative. The Safe, Clean and Reliable Drinking Water Supply Act of 2010 will go before voters in November. 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. The Chamber continues to encourage the Los Angeles 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
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
Make California competitive for federal Race to the Top funding Gov. Arnold Schwarzenegger announced adopting sweeping education reforms that would dramatically reshape California’s public education system and provide access to more than $4 billion in Race to the Top grants (SB19 and SBX52). More importantly, we need to continue to focus on transforming schools that consistently underperform and to increase the overall quality of our State’s education system. California must continue to compete for federal Race to the Top funds in order to improve California’s education system by offering the financial assistance to make improved and innovative changes. SUPPORT
Establish economic impact analysis on City initiatives The Chamber supports establishing a mandatory economic impact analysis for City initiatives that could affect private sector jobs, the business climate and the overall economy. This successful model is used in San Francisco, in which a team of nonprofit economists evaluate new legislation for its potential impact on jobs, the ability to keep businesses in the city, the amount of private sector investment attracted and the revenue for the City. SUPPORT
Develop technical education and real-world experience for students The Chamber is sponsoring a package of four bills focused on improving our regional education system so that we can compete in the 21st century. AB 1223 supports teacher knowledge, development and the implementation of a comprehensive, student-centered curriculum. AB 2215 expands work-based learning programs. AB 2172 and AB 2445 are spot bills for the recommendations that come from the AB 2146 Pathways Report by the California Department of Education. SUPPORT
Establish a framework for allocating state funds to community colleges The Chamber is sponsoring SB 1143 which would enact legislation to establish a framework for allocating state funds to community colleges. It would provide incentives for community colleges to assist students in completing coursework that requires them to earn a certificate or degree. SUPPORT

As a national 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
- Next generation advanced metering infrastructure
- Largest private fleet of electric vehicles in the U.S
- Nation’s largest green transmission project

Big dreams for a better L.A.

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

- The vision at the United Way through our Pathways out of Poverty plan is that the public, nonprofit and private sectors come together to ensure that fewer families live in poverty by ensuring that all our young people graduate high school, that our families have access to good-paying jobs and that individuals and families do not have to sleep on our streets. The Chamber understands that this is good for business and this is good for our community.

Elise Buik
President & CEO
United Way of Greater Los Angeles

- My dream for Los Angeles is to become the top city in the U.S. for business, creating an environment that is both employer and employee friendly. The result would be a Southern California economy that is strong, vibrant and the envy of the world. It will require strong leadership from the business community, working with government, along with active participation in the key elements of driving change — starting with education. There is no place with stronger potential than Southern California.

Kris H. Davis
Managing Director, Southwest Partnership Leader
Marsh Risk & Insurance Services

- I’d love to see more efficiency and cohesion between city departments — collaborative agreements in areas of operation that aren’t specific to agency purpose should be standardized. Each agency should procure business with all small, minority and women owned businesses, and agree upon the most reliable certifications per demographic group certificate. It’s time to end the unnecessary burden on the small business.

Jane Pak
CEO
National Association of Women Business Owners - Los Angeles (NAWBO-LA)
California needs more exemplary and diverse leaders, from business, government and community sectors, who can address the critical challenges facing the State.

The Southern California Leadership Network (SCLN), a partnership with the Chamber, has launched California Connections to expand opportunities and leadership development for a new generation of stewards of California’s future.

“California Connections facilitates leadership development and statewide collaboration on a variety of issues critical for the success of our state,” said Janet Lamkin, California president, Bank of America. “Now, more than ever, leaders from Southern and Northern California have the opportunity to connect with each other on a statewide level, with the goal of propelling California in a positive direction through new and innovative partnerships.”

One of the distinctive differences in all of SCLN’s leadership programs is the focus on place-based learning and building relationships. In April 2010, California Connections brought together 30 business, government and civic leaders from across California for a two-and-a-half day program that focused on the Bay Area. The program included keynote addresses from the region’s top civic and community leaders, including California Secretary for Service & Volunteering Karen Baker (Leadership Southern California 1991 graduate), former San Francisco Mayor Willie Brown, and San Francisco Chief of Police George Gascon (Leadership Southern California 1998 graduate). The program also included dialogue on state governance, excursions related to transportation and land use; science, technology and the business climate; and educational and social services, as well as a full day focused on water resource management in the Bay Delta.

Future program locations in 2011 will include Los Angeles, San Francisco and the Silicon Valley, the Central Valley, and the San Diego cross-border regions to explore how the issues faced in those areas relate to public policy and quality of life in California.

Founding program partners include Leadership San Francisco, the Metropolitan Water District of Southern California, Southern California Association of Governments, San Francisco Chamber of Commerce, VONS, The James Irvine Foundation and Bank of America.

Continued from page 1

Senior White House Advisor Valerie Jarrett speaks to the delegation during Southern California on the Hill – ACCESS Washington, D.C.

senior White House advisor Valerie Jarrett addressed the delegation and acknowledged California’s integral role in the nation’s success. “What happens in California happens in Arizona and the rest of the country,” Sen. McCain said. “You are one of the most powerful economic engines in our nation.”

At the top of that agenda was garnering support for Mayor Villaraigosa’s 30/10 proposal, which would create thousands of jobs, speed up traffic relief in L.A. County and reduce the unemployment rate without adding to the federal deficit or placing federal tax dollars at risk. To spur job creation in small businesses, the delegation promoted extending the Federal Empowerment Zone Tax Credits, which encourage small business loans and the streamlining of the U.S. Department of Energy’s loan guarantee program.

On the education front, the delegation secured the support of freshman Rep. Judy Chu (D-San Gabriel), who agreed to author new legislation that will help better prepare students for careers by linking high school academics to real world applications through an initiative called Linked Learning. In addition, the delegation met with U.S. Secretary of Labor Hilda Solis, who voiced her support for renewed funding for the HIRE L.A.s Youth program sponsored by Mayor Villaraiga and the Chamber.

Protecting a business-friendly L.A.

Upon returning from D.C., the Chamber objected to a proposed electricity rate hike, which would have resulted in a 9-28 percent increase in electricity rates for residential and business customers over the next year. The Chamber then worked with the L.A. City Council to make sure the voices of ratepayers were heard.

Southern California’s stake in the future of the State

Southern California is home to:
- one of America’s largest, fastest growing and most diverse populations
- the largest port complex—a cornerstone of major global goods movement
- the largest stake in natural resource solutions
- the largest consumer market for the Central Valley’s agriculture products
- a thriving creative economy that continues to define Southern California innovation

However, despite these traits, Southern California’s struggles with civic engagement at a statewide level on issues of mutual importance, such as governance, fiscal issues, transportation and natural resource matters. California Connections aims to bridge that divide.

Contact Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.
Southern California’s economic engines: L.A.’s hotel landscape gets a makeover

They’ve played host to a Pretty Woman, King Kong, Ghostbusters and Rocky, but it’s the more than 25 million visitors a year that keep the hotel industry thriving in Los Angeles.

In 2010, the opening of high-profile luxury accommodations including the W Hollywood and the The Ritz-Carlton and JW Marriott hotels at L.A. LIVE have boosted the profile of the nearly 1,000 hotels in Los Angeles County.

The Ritz-Carlton is the final piece of the burgeoning metropolis that has exploded surrounding L.A. LIVE, a mixed-use development that includes the STAPLES Center, Nokia Theatre, the GRAMMY® Museum, and the Sierra – which total 10,000 square feet of meeting space.

The addition of The Ritz-Carlton and the JW Marriott add to options available to downtown visitors, including the 1,354 rooms at L.A.’s largest convention hotel, the Westin Bonaventure, which has seen a five percent increase in occupancy in 2010 and will do $40 million in renovations in the next 18 months. The Bonaventure was an active participant in the announcement of the City of Los Angeles’ Green Business Certification program in 2009, and will invest $40,000 in additional energy management systems to improve sustainability.

“Great service, value and the new downtown are helping us gain market share in a down economy”, said Westin Bonaventure Managing Director Michael Czarcinski. “Meeting planners are especially important for the economy because they stay longer and spend more. New developments in downtown L.A. are helping enhance the economy because they stay longer and spend more. New developments in downtown L.A. are helping enhance the leisure travelers also like that they can take public transportation, which is only two blocks away, to Hollywood and Universal Studios, or they can hop on a free shuttle to L.A. LIVE.”

The good news for the hospitality industry as visitors begin returning to experience the beaches and culture of Los Angeles: the largest share of the L.A. visitor’s travel dollar is spent on lodging, $3.9 billion a year, accounting for 35 percent of total expenditures.

With plenty of options to choose from - L.A. County has nearly 1,000 properties and 98,180 rooms and is the fourth-largest lodging market in the U.S. - maintaining the average occupancy rate was a challenge in 2009.

Due to the economic downturn, the average occupancy rate in Los Angeles last year was down from 77 percent in 2007 to 64.3 percent last year.

Recent growth in the L.A. hospitality industry is also helping to boost the total tourism-related employment. 456,000 tourism, hospitality and leisure-related jobs make it the largest export industry for the Los Angeles metropolitan area.

“As L.A.’s leading industry, tourism and hospitality have a significant impact on the City’s economy, generating more than $14 billion per year, said Mark Liberman, president and CEO of LA INC, The Los Angeles Convention and Visitors Bureau. "International visitors are especially important for the economy because they stay longer and spend more. New developments in downtown L.A. are helping enhance the visitor experience. Visitors blend these new experiences with the historic and iconic L.A. attractions, which then benefit the greater Los Angeles area.”

A future bright spot for the hotel industry that is sure to bolster international visitors is the planned $1 billion redevelopment project at the site of the Wilshire Grand Los Angeles, which would include a 560-room luxury hotel, 65-story office tower and would create 8,000 construction jobs.

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

The Chamber’s member-to-member discount program offers a variety of savings, from hotel rooms to printing and shipping. If you’d like to offer other members a discount on your products or services, contact Pat Clark, 213.580.7995 or pclark@lachamber.com.

NEW CHAMBER BENEFITS:

**Connect 4 Lunch and make personal connections and learn about other businesses.**

Chamber members can now “Connect 4 Lunch” to make personal connections with three other members in an intimate lunch setting. Swap referrals and learn about each other’s businesses at these connections with three other members in an intimate lunch setting.

**ADVERTISING**

 Billboard Connection Outdoor Advertising
Receive 40 percent off all production charges plus free graphic design with any advertising campaign. Create a cost-effective ad campaign to reach your target market using billboards, bus ads, bus shelters, bus benches, walls or one of more than 50 strategic products and programs. Minimum $3,500 total campaign budget. Contact Brian Alexander, 310.429.3900.

**ATTORNEYS**

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

The Macfarlane Law Firm
Chamber members receive a 10 percent discount. Contact Terry Macfarlane, 310.399.8850 or terry@macfarlanelaw.com.

**AUDIO VISUAL**

CCS Presentation Systems, Inc.
Chamber members receive a $75 discount on projector rentals. Contact Gina Riberi, 323.954.7754, Ext. 211.

**AUTOMOBILE SERVICES**

Enterprise Rent-A-Car
Receive 10 percent off average before tax prices, mention code 3Z4c630c. Call 800.593.0505 or your local office.

High-N Mobile Auto Detailing
Receive 20 percent off auto wash and detail. Services provided at your location. Contact James Douglass, 310.357.8559.

**BENEFITS SERVICES**

All City Employees Benefits Service Association (ACCESSA)
Save 10 percent on AMC movie tickets, 10-45 percent on Disneyland, Knott’s Berry Farm, Magic Mountain tickets, and 25 percent on Save a Candles Gift Certificates. Contact Stephanie Rodriguez or Rhonda Casner, 213.465.2465.

**BUSINESS DEVELOPMENT**

Make it Fly
Special Petit 101 Advisory Board for L.A. Area Chamber members: Special price $395 per person for all four sessions (standard cost: $795). Contact Wade Sants, 626.506.5324.

**CLUBS/PRIVATE**

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

**COMPUTER & AV**

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

**COMPUTER SOFTWARE PROGRAM**

Computer Solutions Group, Inc.
Receive 10 percent off all pre-qualified IT support services. Contact Scott Sapp, 310.645.3274, Ext. 100.

**DRI CLEANER**

Urban Life Cleaners
Receive 20 percent off dry cleaning service. Pick up and delivery is available. Contact Michael Woods, 213.785.5132.

**EDUCATION PROGRAM**

UCLA Anderson School of Management
Save 10 percent on any Executive Education Program. Acquire management strategies and leadership skills to guide your organization. Restrictions: Cannot be combined with any other discounts. Contact 310.825.2000.

**FINANCIAL**

Los Angeles LDC, Inc.
$200 off any loan application fee or loan documentation charge. Loans must be $100,000 or less. Contact Michael Bunner, 213.362.2911.

**FRUIT & GIFT BASKETS**

Melissa’s World Variety Produce, Inc.

**FRONTIER 7**

WallyPark
Receive 10 percent discount on sedan, limo and shuttle services. Call or book online, 310.536.7922 or www.redvans.com and use code LAChamber. Restrictions: Can not be combined with any other discounts.

**FRONTIER 8**

SuperShuttle Los Angeles
Sedan Service: $30 discount on airport transfer. Book online at www.supershuttle.com; use discount code HRCKCA. Restrictions, if any: Minimum stay required.

**TRANSPORTATION**

TMO Business Capital
Receive $250 off any loan application or any business/equipment loan funded. Contact John McGarr, 310.222.5824.

**INTERIOR DESIGN**

Design Theory
Receive a 10 percent discount on hourly fee of $250 per hour. Contact Patrick Boto Forbes, 323.309.3322.

**LEGAL/ARBITRATION**

 Arbitration Mediation Group
Receive 15 percent discount on hourly rate of $250 per hour. Contact David Dreosnick, 818.790.3851.

**PHOTOGRAPHY, ARCHITECTURE & CONSTRUCTION**

PBF Photography
Receive 10 percent off normal hourly rates or 15 percent off packages. Contact Patrick Boto Forbes, 323.309.3322.

**PERSONAL SERVICES**

PRINTING & COPYING

Universal Reprographics, Inc.
Receive 15 percent off color copies, posters, B&W digital printing and copying. Contact Madison Wilson, 213.365.7751.

**PUBLIC RELATIONS**

Weisman Hamlin Public Relations
Receive 10 percent off Weisman Hamlin Public Relations’ full public relations and marketing services on an hourly basis. Contact Sydney Weisman, 323.730.0233.

**TIME MANAGEMENT**

A Clear Path Professional Organizing for Home, Work, and Life
Receive 10 percent off a four-hour “de-clutter” session within the greater L.A. area. Contact Regina Clark, 818.400.9950.

**TRAINING PROGRAM**

Novleaf Training and Development
Receive 30 percent off training and development public seminars. Contact Paul Butler, 661.288.1004 or paul.butler@novleaf.ca.com.

**WEB DESIGN**

Universal Reprographics, Inc.
Receive 15 percent off for graphic design services. Contact Madison Wilson, 213.365.7751.

**WEDDINGS**

Newleaf Training and Development
Receive 30 percent off training and development public seminars. Contact Paul Butler, 661.288.1004 or paul.butler@novleaf.ca.com.

**YOU TIME**

Make-it-Fly
Special Pilot 101 Advisory Board for L.A. Area Chamber members: Special price $395 per person for all four sessions (standard cost: $795). Contact Wade Sants, 626.506.5324.

**FLOOR PLAN ANNOUNCEMENTS**

Find out more about these and other Chamber benefits including Member Highlight.

**LACCHAMBER.COM/BOTTOMLINE**

**Member Highlight**

A better L.A. is our business
Face to face:

Los Angeles Unified School District
Superintendent Ramon Cortines

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

What is your vision for making the Los Angeles Unified School District a world-class education system?

Superintendent Cortines: I want us to focus on creating an organization where we personalize the learning experience for everyone in this great district, especially during these difficult times. We can never forget students are our number one priority. All of our energy needs to be focused on building and strengthening the relationships between our students, teachers and families.

How can the business community best engage in helping transform LAUSD?

Superintendent Cortines: We cannot do this alone. There are many ways the business community can get involved. They can ensure their children are supported as they receive their own education, adopt a school, tutor a child, volunteer their expertise to our schools and central office, learn more about the June 8 limited parcel tax and provide financial support to our strategic initiatives or schools.

We are excited about the recently signed L.A. Compact, which is a commitment to work together to achieve our vision of all students college-prepared and career-ready. This Compact was signed by the L.A. Area Chamber, United Way of Greater Los Angeles, the Mayor’s Office of the City of Los Angeles, institutes of Higher Learning, Los Angeles County Federation of Labor, and Associated Administrators of Los Angeles.

What are L.A.'s biggest assets, which we can better leverage to accelerate the achievement of our schools?

Superintendent Cortines: The biggest asset in this City is Los Angeles, institutes of Higher Learning, Los Angeles of Greater Los Angeles Compact was signed by the L.A. Area Chamber, United Way.

How can the district shift from a compliance-driven enterprise to one that's performance-driven, and how can the Chamber help?

Superintendent Cortines: I believe we are on our way. It starts with being focused on delivering high-quality instruction. Over the past year, I have stressed the importance of three key values – transparency, accountability and integrity. I feel that these values – coupled with our four key strategies of data-based instruction, supporting all of our employees, transparent budgeting and quality schools – will allow us to better support our students.

The Chamber has been a tremendous partner. I feel that these values – coupled with our four key strategies of data-based instruction, supporting all of our employees, transparent budgeting and quality schools – will allow us to better support our students.

We need to work together and learn from each other. This can only happen if we have open and honest conversations. We need to create a culture of autonomy and accountability for local decision making. If we do this and stay focused on our goals, our students will succeed.

— Los Angeles Unified School District
Superintendent Ramon Cortines

Chamber Members see opportunity with HIRE LA’s Youth

L.A. Area Chamber member companies are beginning to see firsthand the advantages of filling vacancies through HIRE LA’s Youth, the Chamber’s workforce development initiative with the City of Los Angeles, to place local youth in quality, entry-level work.

Companies including USA, Ralphs, H&R Block, Kaiser Permanente and Wells Fargo are all in a situation where they can meet their organizational needs while fulfilling a good deed for the community.

"Interests that have been referred to us through HIRE LA’s Youth are prepared and highly motivated to hit the ground running," said Chamber Board Member Bryan Moeller, Wells Fargo director of Small Business Banking for Los Angeles Metro. "The Chamber’s intensive Work Readiness Certification does an excellent job in preparing young people for the working world."

Aside from recruiting from a pool of qualified candidates, Moeller sees an opportunity for businesses to engage in the education and preparation of tomorrow’s workforce.

“It’s truly a win-win for any employer,” Moeller said. “The young people who are part of the program come from diverse backgrounds and greatly value the opportunities provided. For so many of them, these jobs represent the first time someone has given them a chance. As a result, the jobs can have a life-changing impact. At Wells Fargo, we feel fortunate to be part of that experience.”

Wells Fargo remains committed to HIRE LA’s Youth and recently donated $125,000 to support the job-training program.

Another supporter of HIRE LA’s Youth, Eileen Brown, district manager for H&R Block, has been impressed with what she’s seen.

“I have been privileged to work directly with HIRE LA’s Youth, interviewing and hiring students who have completed this program.” Brown said. “They are exceptionally well-prepared and have made many of their counterparts of this age bracket.”

She says that because of the preparation provided by the Chamber’s LA Youth at Work initiative, applicants come in well-spoken, “dressed to impress” and are eager to be employed.

Brown’s message to other employers resonates with what other Chamber members have been saying since the Chamber began the campaign.

“I would recommend interviewing from this source to any employer. The HIRE LA Youth program is quite structured producing an applicant who is able to meet our needs.”

This could be HIRE LA’s Youth biggest year yet, with a potential boost to the campaign being considered in Congress right now.

Federal legislators are considering investments in economic recovery and jobs similar to last year, when 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.

This was one of the Chamber’s key legislative priorities during its recent lobbying trip to Washington, D.C.

Congress is looking at approving the Disaster Relief and Summer Jobs Act of 2010 (HR 4899). In addition to $5 billion for disaster relief, the legislation appropriates $600 million for summer jobs. The Senate is considering a similar bill. Meanwhile, the White House has stated support for such legislation.

While the investment in HR 4899 is far below what is needed, it would support a Summer Jobs program for the summer of 2010, build upon the successes of the Recovery Act and set the stage for longer term investments for the future.

Members interested in helping the Chamber meet its commitment to placing 2,500 youth in summer employment can visit lachamber.com/education or contact Maria Nater, 213.580.7599 or mnater@lachamber.com.
Focus on small business: Human Resources Q&A with Employers Group

HOURS WORKED
Q: Are there any legal requirements to pay for holiday, vacations or sick leave?
A: No. Employers are not required to pay for these days. If employees voluntarily pay holiday, vacation and sick leave, then employers must follow the appropriate legal obligations such as payment of accrued but unused vacation time at termination.

MEALS, REST PERIODS AND MAXIMUM HOURS
Q: Is it permissible for employees to skip their lunch or break periods in order to leave early?
A: No. The California Labor Code invokes penalties against the employer if it fails to provide a meal or rest period. There are two exceptions to this rule: (1) if work hours do not exceed six hours in a day and (2) for shifts exceeding 10 hours in a day, the second rest period may be waived.

Q: Must employees have one day a week off?
A: Yes. but it can be averaged out over a month's time. In other words, employees must have at least four days off per calendar month.

Q: What are the maximum hours an employee is allowed to work in one 24-hour workday period?
A: There is no maximum number of hours. Exceptions exist for special occupations, including pilots and Class A commercial truck drivers.

FINAL CHECKS AND NOTICES
Q: When an employee quits, how much time does an employer have to furnish the employee with the final check?
A: At a resigning employee who provides at least 72 calendar hours of notice must be paid at the time of quitting. If an employee quits without giving notice, an employer must make payment within 72 calendar hours.

Q: If an employer gives two-weeks’ notice, can you let him/her go before the two weeks are up?
A: Yes, when an employee provides two-weeks’ notice you can terminate the employee before the effective date of the resignation. If, however, you don’t pay the employee and keep the employee on benefits through the date of resignation, then the employee may be charged for a subsequent unemployment claim.

VACATION
Q: Can employers cap their vacation accrual plan?
A: Yes, employers may place a cap or maximum on accrued vacation time, but one or two policies are prohibited by California law where vacation is paid out of payroll.

Q: Does the company have to pay unused accrued sick or vacation to terminated employees?
A: Employers are not required to pay unused sick time. Employers, however, must pay accrued and unused vacation pay.

PERSONNEL RECORDS
Q: If an employee requests a copy of their personnel records, does the company have to comply with this request?
A: Yes, employers in California have a right to copy documents they have signed. The employer can permit copies of other documents. One exception – employees are entitled to all copies of payroll records.

Q: Our handbook set out an introductory period of 90 days. We say we are “at-will” employers. Is this good?
A: Yes, but you must ensure that your at-will policy states that you may terminate under your policy at any time during the employment relationship, including during and after the introductory period. It is always advisable to have written documentation as to the reason for the termination, in case the former employee alleges harassment, discrimination or retaliation subsequent to the termination.

Q: What is a new hire report?
A: It is a report required by EDD to report all new employees hired. This assists California Department of Child Support Services and Department of Justice (DOJ) in collection of delinquent child support obligations.

WORKERS’ COMPENSATION
Q: What workers’ compensation notices must be given to employees?
A: Employers must provide three notices. One notice indicates that the employer has worker’s compensation insurance; the name of the insurance carrier and the date the policy expires. The second notice indicates that the policy, prior to the date of an industrial injury, may select a physician of his/her own choice to provide medical care from the date of injury. The third notice requires every employer provide to every employee who is a victim of a crime at the place of employment, a notice which indicates that the employer is eligible for worker’s compensation.

SMALL BUSINESS CORNER
Brotherhood Organization of A New Destiny (BOND)

BOND, the Brotherhood Organization of A New Destiny, is a national, nonprofit religious organization dedicated to “Rebuilding the Family By Rebuilding the Man.” BOND was founded by Rev. Jesse Lee Peterson in 1950, and since then, BOND has worked to help men prosper. “Rebuilding men and their families has never been so important,” said BOND Operations Manager Patrick Rooney, who encourages local business leaders to get involved in BOND’s programming. “Many are struggling inwardly during these hard times. We’re now placing a special emphasis on strengthening men through character growth, ownership/entrepreneurship, and employment assistance.” BOND holds regular meetings and Sunday services, operates the BOND Home for Boys, runs character, mentor, and entrepreneur programs, and offers individual and family counseling. The BOND Home for Boys was established in 1995 in Los Angeles. The BOND Home helps young men 16-25 with career, home and life skills, and residents of the BOND home come from foster care, group homes, juvenile detention centers, transitional housing, and sometimes the streets. BOND plans to start new homes in the future and will celebrate its 20th anniversary in October. BOND has been a Chamber member since 2007. Want to see your small business featured here? Contact Al Noller at 213.580.7548 or alan@lachamber.com.

The Connection Point
Build successful business relationships

Program kickoff is on Thursday, May 13, 5:30-7 p.m. at the Chamber

Learn how to:
>>> Define your personal action plan for success
>>> Motivate difficult people
>>> Protect and manage your time
>>> Master the skill of self-marketing when networking
>>> Personally manage your intention and opportunities

The program is facilitated by Mimmi Donelson of MimmiSpeaks! Noted speaker, author and business currusari
For more information contact Bridget Nettler, 213.580.7576 or bnettler@lachamber.com

A better L.A. is our business

SCORE spotlight:
5 tips on employee benefits basics

SCORE offers human resources tips for your small business

---

Time off: Comply with the law to give employees time off for jury duty, voting and military service.

Worker’s compensation: Follow all Occupational Safety & Health Administration (OSHA) & worker’s compensation rules. Remember to comply with tax law, withholding FICA taxes from payroll. Also, pay your part of FICA. Social security and Medicare are part of regular payroll taxes. Pay unemployment taxes and any additional state taxes. You can outsource your payroll to simplify this task and ensure compliance.

Family leave: Remember the Federal Family and Medical Leave Act (FMLA) applies to companies with 50 or more employees. For more information, go to http://www.dol.gov/esa/whd/fmla.

Employee benefits: Research employee benefits options. You can choose to offer retirement plans, health plans and dental/vision/precription drug plans. Often a cafeteria plan allows you to set a benefit cost level for the company and give employees a choice of benefits.

Employee handbook: Even if you are a very small firm, remember that all companies with employees should have an employee handbook that governs standards for your company and specifies vacation, sick leave and company policies related to personnel. To learn more about employee benefits basics in your small business, contact the Los Angeles Chapter of SCORE Counselors to America’s Small Business at 818.552.3296.

SCORE counselors provide free, confidential business counseling and training workshops to small business owners. SCORE is a resource partner of the U.S. Small Business Administration. Counselors are available at the L.A. Area Chamber. To make an appointment, contact Crystal Anthony, 213.580.7592 or canthony@lachamber.com.
**A Better L.A. is our business**

**Member Anniversaries**

Congratulations to our renewing members! We greatly appreciate your continued support and involvement.

- **100-Year Anniversary**
  - Firestone Tire and Rubber Co.
  - Mortar & Pestles

- **85-Year Anniversary**
  - Vulcan Materials Company
  - Callidus

- **80-Year Anniversary**
  - Unifed Grocers

- **75-Year Anniversary**
  - The Candy's Scones, Incorporated

- **60-Year Anniversary**
  - Procter & Gamble Foundation
  - The Salvation Army

- **50-Year Anniversary**
  - Pepperdine University

---

**Welcome to the New Members**

Thank you for joining the Chamber during January, February and March. To learn more about Circle Level membership benefits, call 213.580.7592.

---

**FACES OF THE CHAMBER**

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

**Jonathan Beutler**

Jonathan Beutler

Public Affairs Manager

Sueddeutsche Zeitung

“Through the Chamber, I have had the opportunity to be part of a region-wide effort to improve the region and help advocate on behalf of our members.”

**Mike Chen**

Mike Chen

Greenpac

“Partnering with so many at the L.A. Area Chamber has connected me to other leaders who share similar interests and concerns.”

---

**“The L.A. Area Chamber is clearly one of the most effective organizational voices in California and aims to have a strong positive impact on public policy, education and the overall quality of life in Los Angeles.”**

Jonathan Beutler

Public Affairs Manager, Sueddeutsche Zeitung

---

**“I am amazed at the opportunity to learn, network and rub shoulders with like-minded leaders. As a Chamber member, I have a heart for the City and want to make it a better place.”**

**Jeff Lee**

Jeff Lee

Senior Director of Development

Los Angeles Mission

**“The L.A. Area Chamber is a great partner. They understand how our clients help the region and help advocate on our behalf.”**

**Mitra Novin**

Mitra Novin

Manager of California Government Relations

The Boeing Co.

**“The benefits of investing my time and energy in the Los Angeles Area Chamber of Commerce are to say the least … priceless.”**

**Lawrence “JJ” Rivera**

Lawrence “JJ” Rivera

Account Executive, spicyb steals

Hockey

**“The Los Angeles Area Chamber of Commerce is one of the most effective advocacy organizations in California.”**

Susan Triqueroes

Regional Public Affairs Manager

The Weather Channel

**“I am involved in the L.A. Area Chamber because I think the Chamber and the Los Angeles Mission share the same values: to help advance the quality of life for those living here. As Los Angeles Mission is working to be a positive change for the future of those who are marginalized, and we are the last, lost, and little. We provide holistic assistance through our emergency services and rehab programs, to bring transformation by working to break the cycle of issues around homelessness.”**

**Ed Hardy Knit**

Ed Hardy Knit

“Having a Chamber provides a clear benefit to business success as the five food categories are a key part of our market.”

**“The benefits of investing my time and energy in the Los Angeles Area Chamber of Commerce are to say the least … priceless.”**

**Lawrence “JJ” Rivera**

Lawrence “JJ” Rivera

Account Executive

Hockey

---

**Member Services**

**1-Year Anniversary**

- **American Express**
  - The Boeing Co.

**5-Year Anniversary**

- **Crisco**
  - Ford
  - Investors Group

**10-Year Anniversary**

- **ConocoPhilips**
  - Ford
  - Investors Group

**25-Year Anniversary**

- **BP**
  - Ford
  - Investors Group

---

**Thank you for your support!**
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
The Gas Company, a Sempra Energy utility
JPMorgan Chase
Kaiser Permanente
Majestic Realty Co.
Microsoft Corporation
Occidental Petroleum Corp.
Port of Los Angeles
Ralphs Grocery Company
Southern California Edison
The Walt Disney Company
Time Warner Cable
Verizon
Wells Fargo

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

When invention becomes the mother of necessity.

“When you’re in a competitive business—high-speed data connections, for instance—life is very daily. As soon as something important is discovered, everybody knows about it, and the game starts over at that new place. Research and development has gone from important to critical to life-or-death.

“Here are the new stakes more obvious than at the world’s leading research universities. That’s where the biggest, fastest changes are taking place. That’s where the lion’s share of all research is migrating, bringing new roles and new rules.

“The only exception is new product development, the nearest of the near term. Private industry continues to control this, as it should. Companies may have very sophisticated, long-term strategies, but they need to concentrate their resources on their clearest possibilities. The horizon is usually two or three years. No more than that.

“At the other end of the parade, virtually all basic research today is university-based, with a 20- to 20-year horizon. As that work finds its way into applied research, the engineering schools pick it up and drive it to real-world applications.

“But the big middle, the vast majority of applied research, is in the 3- to 5- to 10-year time zone. These are high-priority, high-yield concepts that have been identified by industry or government. That’s where the universities have taken command.

“Bioengineering’s a great example. If you are looking to do a new artificial device—a heart, an ear, an eye—it’s going to involve a lot of engineering, physics, chemistry to create those artificial organs. No single human being has the knowledge to understand all aspects of what is required.

“UCLA has that breadth and depth: multiple departments and schools that are always in the top tier. Excellence across the board. That’s something that very few universities can claim.

“Our company readily funds research projects at UCLA and other UC campuses. We’ve done it for years—without any intellectual property restrictions, as unrestricted gifts. It’s a business strategy, pure and simple.

“Our payoff is for knowledge to be advanced and the very best students to be fully up to speed and ready to work at the leading edge. At a place like Broadcom, for example.”

Henry Samueli is co-founder and Chief Technical Officer, Broadcom Corporation. A noted scholar who received his B.S., M.S., and Ph.D. degrees from UCLA, he is also a distinguished faculty member and generous supporter of academic research at this university.

Different sponsorship levels are available. Contact Lee Ligons, 213.580.7523 or lligons@lachamber.com.