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Chamber VOICE

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Leading the way, at home and beyond

The Chamber works to ensure a better business climate



A delegation of 225 business, civic and community leaders from across Southern California joined together to urge federal legislators to make jobs a top priority and invest in our region during the annual Southern California on the Hill - ACCESS Washington, D.C. advocacy trip.

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.

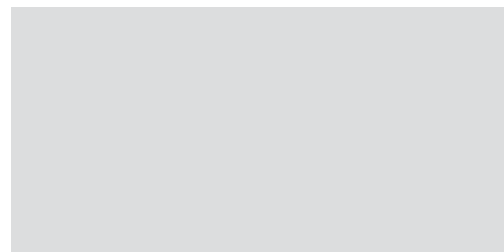
Taking our agenda to Washington, D.C.

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 70 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, Dianne Feinstein, John McCain and

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A publication of the Los Angeles Area Chamber of Commerce



A united voice to fight homelessness

Business and community leaders are joining together to develop solutions

When 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

“The involvement of the business community is a critical means of leveraging political power and political will.”

— Renee Fraser
Co-chair of the Business Leaders
Task Force on Homelessness

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.

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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.

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



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 capitol for Southern California on the Hill — ACCESS 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-aware 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 L. Toebben
President & CEO
Los Angeles Area Chamber of Commerce

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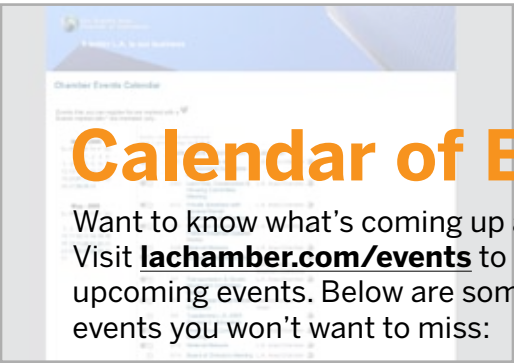
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Calendar of Events

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

Event Highlights



MON | MAY 3
84th Annual World Trade Week Kickoff Breakfast

Southern California's World Trade Week observance is the most extensive and unique program of its kind in the country. More than 500 executives and members of the diplomatic corps will gather at the annual breakfast that launches the 40-plus trade events in May, including the presentation of the prestigious Stanley T. Olafson Award to Dr. Abraham Lowenthal and the California Global Ambassador Award to Gov. Arnold Schwarzenegger. The breakfast will feature keynote speaker Dr. C. Fred Bergsten, director of the Peterson Institute for International Economics. Contact Jasmin Sakai-Gonzalez, 213.580.7569 or jgonzalez@lachamber.com.



TUE-WED | JUNE 1-2
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. Contact Jessica Duboff, 213.580.7558 or jduboff@lachamber.com.



THU | JUNE 17
29th Annual Small Business Awards

Join the Chamber and the **U.S. Small Business Administration-Los Angeles District Office** as we celebrate 29 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. Contact Michelle Attebery, 213.580.7585 or mattebery@lachamber.com.

Chamber e-newsletters and Web site win accolades at WACE conference

The Western Association of Chamber Executives recently honored the Chamber at its annual conference for several publications. The Chamber received first place for its electronic newsletters, *L.A. Business This Week* and *The Business Perspective Blog*, a special merit award for lachamber.com and an honorable mention for member marketing brochures.



Los Angeles Area Chamber of Commerce

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



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- ▶ *Chamber VOICE*, the Chamber's award-winning quarterly newsletter
- ▶ *L.A. Business This Week*, the Chamber's award-winning weekly email newsletter
- ▶ lachamber.com, the Chamber's nationally recognized Web site

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

10 ways the Chamber helped your business

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



SUPPORTING INTERNET-BASED BUSINESSES. L.A. Mayor Antonio Villaraigosa, L.A. City Council President Eric Garcetti, Councilmember Bill Rosendahl, Shopzilla President Bill Glass and General Counsel Blythe Holden, and Chamber President & CEO Gary Toebben witnessed the signing of the Internet Business Tax Ordinance.

1 Successfully reduced LADWP electricity rate hike

The L.A. City Council approved a 4.5 percent electricity rate hike, which will go into effect on July 1. The Chamber advocated strongly against the original proposal to raise rates by up to 28 percent on businesses and residents. This smaller increase is necessary to preserve the **Los Angeles Department of Water & Power's** (LADWP) bond rating. **Bottom line:** Future rate increases must include a plan to create greater savings and transparency and a clear strategy for converting to more renewable energy sources.

2 Continued to compete for Race to the Top funding

The Chamber is continuing to work with legislators, educators, parents and community members to improve California's chance of qualifying for the second phase of funding after the State was not among the 16 finalists for phase one of the Race to the Top funding. "We need to stay focused to learn where our application fell short and then continue our collaborative efforts to ensure we're not left off again," said Chamber President & CEO Gary Toebben. Applications for phase two are due June 1, with finalists announced in August and winners in September. **Bottom line:** Investing in our education system is an investment in the future workforce of California.

3 Successfully lobbied in support of Internet-based businesses at City Hall

The Chamber testified at L.A. City Hall to lower Internet business tax category, which will help attract and retain jobs in the City of Los Angeles. A number of Internet-based companies that were looking to relocate outside of Los Angeles after the City's decision to reclassify their businesses into a higher tax bracket, but the new tax category will keep many of these jobs and businesses in Los Angeles. **Bottom line:** The lower tax rate is considered a key step to attracting and retaining well-paying jobs in Los Angeles.



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

4 Launched comprehensive reform in L.A.'s public schools

The Chamber, in partnership with leaders representing 18 major L.A. institutions from both the public and private sector, signed an unprecedented agreement 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 to 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.



REFORMING L.A.'S PUBLIC SCHOOLS. Associated Administrators of Los Angeles President Judy Perez; Chamber President & CEO Gary Toebben; Executive Secretary-Treasurer of the L.A. County Federation of Labor, AFL-CIO Maria Elena Durazo; **UCLA** Chancellor Gene Block, **LAUSD** Board President Mónica García and LAUSD Superintendent Ramon Cortines.

7 Expanded trade through meetings with U.S. Commercial Officers

The Chamber convened businesses seeking to expand their trade opportunities at the second annual The Americas Business Forum at **UCLA**. The forum supports President Barack Obama's National Export Initiative and included one-on-one meetings with U.S. Commercial 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 for development projects under 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 which hurts L.A.'s job creation climate. **Bottom line:** The Chamber is working to support businesses from industry sectors poised for sustained economic growth, such as green technology.

9 Endorsed Proposition 14 for California Open Primary

The Chamber endorsed Proposition 14, which would establish a top-two open primary in California for statewide offices, state Legislature and Congress. Under the new system, voters would choose from all candidates regardless of political affiliation. The top two vote-getters would then face off in the general election. The initiative will be on the June ballot. **Bottom line:** This initiative is a critical step to reducing partisan gridlock and ensuring a more moderate, efficient state Legislature.

10 Led statewide 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 current dysfunction.

Seen + Heard at the Chamber



Huell Howser, PBS Television host of *California Gold*, at the **Occidental Petroleum** Power Hour Series.

The Chamber has been busy this spring as state, civic and business leaders met to discuss the issues facing the region.

IN JANUARY ... L.A. Department of Building and Safety General Manager **Bud Ovrom** discussed his plans for implementing development reform in Los Angeles. L.A.'s Deputy Mayor for Transportation **Jaime de la Vega** shared details of Mayor Antonio Villaraigosa's "30/10" plan to implement Measure R projects. **Loren Kaye**, president of the California Foundation for Commerce & Education, talked about open primaries. **Denny Zane**, Move LA executive director, reviewed a collaborative strategy for transportation solutions. **Dale Shimasaki**, CEO, Strategic Education Services, discussed education reform and Race to the Top funding. **Mark Lacter**, editor, *LA Biz Observed*; **Rick Orlov**, City Hall reporter, *Los Angeles Daily News*; **Frank Stoltze**, reporter, KPCC 89.3; and **David Zahniser**, reporter, *Los Angeles Times* discussed the role of new media and the changing reporting landscape in Los Angeles at the **Accenture** Pancakes & Politics Breakfast Speaker Series. **IN FEBRUARY ...** Assemblymember **Ed Hernandez** discussed the disparities in health care access in low-income communities. Chamber Board Member **Thomas Priselac**, **Cedars-Sinai Health System** president & CEO, discussed health care reform. Chamber Board Member **Geraldine Knatz**, executive director of the **Port of Los Angeles**, discussed the economy and the impact on ports and goods movement. Ambassador **Charles Ries**, **RAND Corporation**, discussed international economics and trade. Chamber Board Member **Ron Gastelum**, **Cordoba Corporation**, and interim director of the Southern California Water Committee explained The Safe, Clean and Reliable Drinking Water Supply Act of 2010, which will be on the November statewide ballot. **IN MARCH ...** **Rick J. Caruso**, president & CEO, Caruso Affiliated, discussed how to improve City Hall at the **Accenture** Pancakes & Politics Breakfast Speaker Series. First Deputy Mayor and Chief Executive for Economic and Business Policy for the City of Los Angeles **Austin Beutner** discussed changing the business culture of Los Angeles at the Board of Directors meeting. **Jonathan Fielding**, director of public health for the **Los Angeles County Department of Public Health**, discussed how smoking influences public health. Small business owners heard from **Douglas Kolker**, Summit Selling Systems, Inc., on what the future holds at the Small Business Council and Small Business Owners Roundtable. **IN APRIL ...** **Rep. Nydia Velázquez** (D-NY), chair of the House Small Business Committee, and **Rep. Lucille Roybal-Allard** (D-CA) talked about how the federal government can better support small businesses. L.A. City Councilmember **Jan Perry** and **Jay Carson**, chief deputy to Mayor Villaraigosa, discussed the LADWP rate increase at the Business Ratepayers Briefing. Author and Journalist **James Flanigan** outlined investment and collaborations between companies in Southern California. Ex-Im Bank Chairman and President **Fred P. Hochberg** discussed improving access to credit and financing for small- and medium-size businesses. L.A. City Councilmember **Paul Krekorian** discussed the crisis at City Hall at the **Accenture** Pancakes & Politics Breakfast Speaker Series.

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

A better L.A. is our business

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“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.

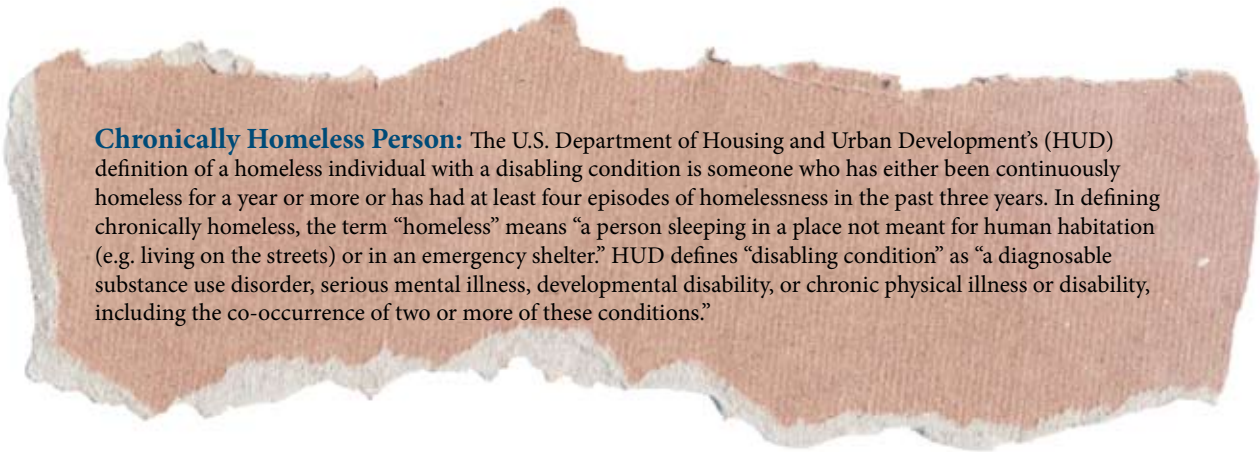
The Chamber convened business leaders from 26 organizations to form the task force, and progress has been steady. During the Chamber’s annual advocacy trip to Washington, D.C., several issues relating to homelessness were top priorities, including the increase of McKinney-Vento Appropriations for homeless 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.



Chronically Homeless Person: The U.S. Department of Housing and Urban Development’s (HUD) definition of a homeless individual with a disabling condition is someone who has either been continuously homeless for a year or more or has had at least four episodes of homelessness in the past three years. In defining chronically homeless, the term “homeless” means “a person sleeping in a place not meant for human habitation (e.g. living on the streets) or in an emergency shelter.” HUD defines “disabling condition” as “a diagnosable substance use disorder, serious mental illness, developmental disability, or chronic physical illness or disability, including the co-occurrence of two or more of these conditions.”

A selection of Chamber-member service organizations on Skid Row:



Union Rescue Mission
Established in 1891, the Union Rescue Mission is one of the largest rescue missions of its kind in the United States and the oldest in Los Angeles. The Mission provides an array of emergency and long-term services including food, shelter, clothing, medical and dental care, recovery programs, transitional housing, legal assistance, education, counseling and job training.

Los Angeles Mission
The Los Angeles Mission serves the homeless living on the streets of downtown’s Skid Row. The Mission focuses on emergency services, drug and alcohol rehabilitation, education, employment and spiritual life. The Mission seeks to take individuals from the street to being productive citizens.



The Midnight Mission
Centered in the Skid Row area of downtown Los Angeles, the Mission runs a direct service operation. The Mission’s immediate goal is to bring comfort, and by supplying much-needed services, it is able to start building the trust necessary to bring people into life-changing programs and services.

Weingart Center Association
The Weingart Center Association is the largest human services agency of its kind in Los Angeles and includes an 11-story residential building that houses 600 men and women daily. More than half are chronically relapsing substance abusers. The Weingart Center Association assists 6,000 homeless individuals each year.



Downtown Women’s Center
Founded in 1978, the Downtown Women’s Center (DWC) is a nationally recognized nonprofit organization that provides 40,000 meals, 47 permanent supportive housing apartments, and a wide array of health, education, and other supportive services to more than 2,000 homeless and very low-income women each year.

Skid Row Housing Trust
The Skid Row Housing Trust develops, manages and operates homes for the homeless of Los Angeles. The Trust’s permanent supportive housing provides a complete range of support services necessary to move beyond poverty, illness and addiction. During any given year 1,500 men and women call Trust buildings home, with more than 80 percent of those residents staying for more than one year.

For a complete list of community organizations supporting the homeless population of Los Angeles, go to members.lachamber.com.

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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 partnerships 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'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 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 nonpartisan 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 tax revenue for the City.	SUPPORT
Develop technical education and real-world experience for students	The Chamber is sponsoring a package of four bills centered around Linked Learning which brings together strong academics, demanding technical education and real-world experience to help students gain an advantage in high school, postsecondary education and careers. AB 1223 supports teacher knowledge, development and implementation of applied learning strategies in the classroom, AB 2211 expands work-based learning programs, AB 2172 and AB 2445 are spot bills for the recommendations that come from the AB 2648 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

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



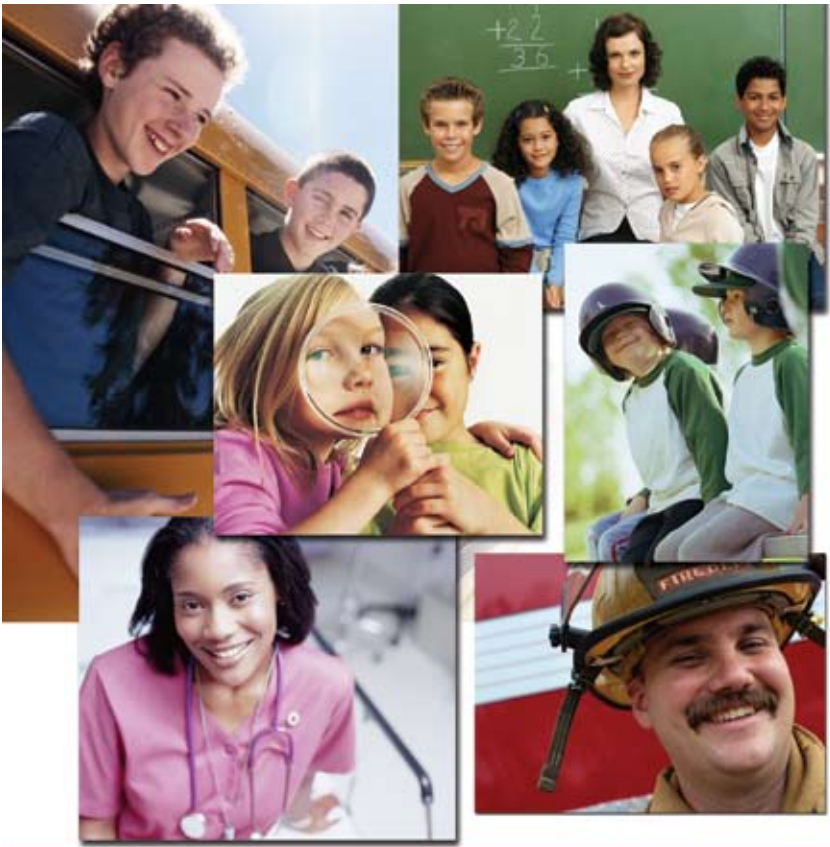
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“ My dream for Los Angeles is to become the top city in the U.S. for business, creating an environment that is both employer and employee friendly. The result would be a Southern California economy that is strong, vibrant and the envy of the world. 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. ”

“ 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 adopt a universal standard for how they 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)



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A better L.A. is our business

California Connections: Connecting leaders in the State's major markets

“ 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. ”

— Janet Lamkin
California President,
Bank of America



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 Gascón (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**

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.

America. Additional partners are still being added. For more information about the program, including how to participate or become a supporting partner, contact Kevin Cottrell, 213.580.7577 or kcottrell@lachamber.com.

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 LA's Youth program sponsored by Mayor Villaraigosa 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.



Sen. Dianne Feinstein (D-CA) discussed health care reform and a second jobs stimulus bill with the delegation.

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



1



2



3

Chamber Snapshots

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

1. More than 1,100 business and civic leaders attended the 121st Annual Inaugural Dinner at the **Beverly Hilton**. Many elected officials were in attendance, including Gov. Arnold Schwarzenegger, above, and Supervisor Gloria Molina. (Photo by ImageActive) 2. 2009 Board Chair Fran Inman, **Majestic Realty, Co.**, passes the gavel to 2010 Board Chair Matthew Toledo, **Los Angeles Business Journal**. (Photo by ImageActive) 3. Jefferson High School's basketball players receive guidance from three-time NBA champion and former **L.A. Laker** A.C. Green during the annual Principal for a Day event.

A better L.A. is our business

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**, 20 restaurants, a bowling alley and a 14-screen movie theater. When completed, L.A. LIVE is expected to draw more than 13.5 million visitors annually, have an economic impact of more than \$10 billion and create more than 25,000 jobs.

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 looking for total meeting value, and we are also finding that the hundreds of shops that opened downtown are giving our

guests more entertainment and after-business alternatives. Our 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.



Number of Academy Award Ceremonies held at the **Millennium Biltmore Hotel** in the 1930s and '40s.



Acres of property at **The Langham, Huntington Hotel & Spa, Pasadena**, the legendary landmark overlooking San Marino.



Stories in the **The Ritz-Carlton** and **The Ritz-Carlton Residences** at **L.A. LIVE**, designed by **Gensler**, making it one of the tallest mixed-use buildings in Downtown Los Angeles.



Rooms in the new hotel at the **Los Angeles Athletic Club**. Additionally, there are the sportier Trojan Club and Bruin Club, which offer USC and UCLA fans a place to sleep amid the colors they bleed.



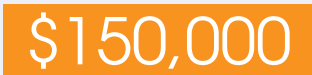
Separate styles in the **SLS Hotel at Beverly Hills** uniform collection designed by French fashion designer Pascal Humbert, with details that establish each position within the hotel.



Total number of rooms in the L.A. Area Chamber’s 34 member hotels.



Square footage of meeting space at the **Wilshire Grand Los Angeles**, including the premiere ballrooms – the Pacific and the Sierra – which total 10,000 square feet.



Upgrades to the presidential suite and three junior suites at downtown’s only four-diamond hotel, the **Omni Los Angeles Hotel** at California Plaza.



Cost of a recent renovation at the 8.9-acre **Beverly Hilton**, which includes 60,000 square feet of upscale indoor and open-air event space.



Member Advantage

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

ACCOUNTING

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

Jackson Hewitt Tax Services

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

Member Highlight

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, malls or one of more than 50-plus 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 Macellaro Law Firm

Chamber members receive 30 percent discount. Contact Teresa Macellaro, 310.399.8585 or tmacellaro@macellarolaw.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 our already low prices, mention code 32w2630. 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, 310.357.8659.

BENEFITS SERVICES

All City Employees Benefits Service Association (ACEBSA)

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

BUSINESS DEVELOPMENT

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 Sorola, 626.506.6284.

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. Restriction: Discount is on equipment subtotal only. Contact Kim Webb, 310.237.5324.

COMPUTER SOFTWARE PROGRAM

Computer Solutions Group, Inc.

Receive 10 percent off all procure IT support services. Contact Scott Spiro, 310.641.3274, Ext. 101.

DRY CLEANER

Urban Life Cleaners

Receive 10 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. Restriction: Cannot be combined with any other discount. Call 310.825.2001.

FINANCIAL

Los Angeles LDC, Inc.

\$250 off any loan application fee or loan documentation charge. Loans must be \$150,000 or less. Contact Michael Bunner, 213.362.2911.

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Receive 15 percent off any exotic baskets. Contact Lori Hirai, 888.588.0151, Ext. 340.

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

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Arbitration Mediation Group

Receive a 10 percent discount on hourly fee of \$250 per hour. Contact David Dresnick, 818.790.1851.

PHOTOGRAPHY, ARCHITECTURE & CONSTRUCTION

PBF Photography

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

PRINTING & COPYING

Universal Reprographics, Inc.

Receive 15 percent off color copies, posters, B&W digital printing and copying. Contact Madeline Wilson, 213.365.7750.

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 minimum "de-clutter" session within the greater L.A. area. Contact Regina Clark, 818.400.9592.

TRAINING PROGRAM

Newleaf Training and Development

Receive 30 percent off training and development public seminars. Contact Paul Butler, 661.288.1004 or paul.butler@newleaf-ca.com.

TRANSPORTATION

Prime Time Shuttle

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. Restriction: Can not be combined with any other discounts

SuperShuttle Los Angeles

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

TMO Business Capital

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

WallyPark

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

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 Chamber-organized lunch meetings. Visit lachamber.com/bottomline.



eCertify, the efficient way to process Certificates of Origin, saves you time and money.

Mailing or sending couriers to get your Certificates of Origin stamped is costly. That is why the Chamber has adopted the next generation eCert technology as our standard to process your Certificates of Origin. So eliminate your paper-based processing of Certificates and start saving time and money today! Find out more at lachamber.com/ecertify.



Los Angeles Area Rx Card provides up to 75 percent off prescriptions.

The Los Angeles Area Rx Card is a free prescription assistance program that provides Los Angeles County residents with discount drug cards. The Los Angeles Area Rx Card was launched to help the uninsured and underinsured afford their prescription medications. The program can also be used by people who have health insurance coverage with no prescription benefits, which is common in many health savings accounts and high deductible health plans.

Find out more about these and other Chamber benefits including



at lachamber.com/bottomline.



Los Angeles Area
Chamber of Commerce

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From the Los Angeles Area Chamber of Commerce & Microsoft

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- ▶ Get the most ROI from marketing
- ▶ Work better — even on the go!

Tuesday, May 25

Los Angeles Marriott Downtown

333 S. Figueroa St., Los Angeles CA 90071

7:30 a.m.	Registration and Continental Breakfast
8 a.m.-Noon	Educational Sessions
Noon-2 p.m.	Luncheon Program and Demo Stations

Registration for this event is \$20.

RSVP now at www.lachamber.com/events.



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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.

This issue, the Chamber asked the superintendent of the second largest school district in the nation what his plans are to reform the education system in Los Angeles.

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 our people. We need to do a better job of knocking down the walls between organizations and individuals so that we can partner more often. These are not LAUSD's schools — they are our schools. We need to maximize the expertise in this city to solve our most challenging problems.

How can we ensure that our partnership defined through the L.A. Compact reaches the promise of all students graduating and succeeding?

Superintendent Cortines: Together we are LAUSD. 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.



PRINCIPAL FOR A DAY. Chamber Board Chair Matt Toledo, Los Angeles Business Journal, recently shadowed Superintendent Ramon Cortines.

“ 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

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 by working with them and our other partners, we will be able to implement the strategies identified in the L.A. Compact which will allow us to realize our goals.

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 **Vons, Ralphs, H&R Block, Kaiser Permanente** and **Wells Fargo** see a win-win situation where they can meet their organizational needs while fulfilling a good deed for the community.

“Interns 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, unlike 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's 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 Nieto, 213.580.7599 or mnieto@lachamber.com.

**BUILDING SPACE FOR LEASE AT
THE LOS ANGELES AREA
CHAMBER OF COMMERCE**

**FOR FURTHER INFORMATION,
PLEASE CONTACT:**

Mark T. Lombardo
mark.lombardo@cushwake.com
Lic. #01354018

Richard B. Grande
rich.grande@cushwake.com
Lic. #01056963

350 S. Bixel St.
DOWNTOWN LOS ANGELES

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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) and 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/prescription 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 818.552.3206.

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

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 1990, 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 Ali Noller at 213.580.7548 or anoller@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 employers 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 meal 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 airline 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: 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 employee 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 employer 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 use it or lose it policies are prohibited by California law where vacation is paid out of payroll.



“ Employers Group helps members understand the complexities of California's dynamic employment laws, mitigate risk, manage the compliance burden, define priorities and minimize costs. ”

— Ryan Seals,
Manager of Corporate, Networks & Partnerships
Employers Group

Chamber members receive a free six-month membership with the Employers Group, California's preeminent human resources expert advocate and advisory. Members wishing to extend their annual service will receive a 25 percent discount through ongoing Chamber membership. For more information and to sign up, go to www.employersgroup.com/lachamber.

Q: Does the company have to pay unused accrued sick or vacation pay 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: Employees in California have a right only to copies of 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 terminated 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 employee, 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 employee is eligible for worker's compensation.

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 Mimi Donaldson of MimiSpeaks!
Noted speaker, author and business consultant
For more information contact Bridget Netter, 213.580.7576 or bnetter@lachamber.com.

A better L.A. is our business

Member Anniversaries

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

100-Year Anniversary

Forest Lawn Memorial Park & Mortuaries

85-Year Anniversary

Vulcan Materials Company
CalMat Division

80-Year Anniversary

Unified Grocers

75-Year Anniversary

See's Candy Shops, Incorporated

60-Year Anniversary

Printing Industries Association
of Southern California

50-Year Anniversary

Pepperdine University

30-Year Anniversary

Arden Group/Gelson's Market
United Teachers Los Angeles

15-Year Anniversary

Archdiocesan Youth Employment Services
of Catholic Charities of LA
Greif & Co.
Housing Authority City of Los Angeles

10-Year Anniversary

211 Los Angeles County
Consulate General of the Netherlands
El Taurino Restaurant, Incorporated
Evans Community Adult School
Los Angeles Unified School District
Medici Apartments
The Capital Group Companies, Inc.

5-Year Anniversary

AIMCO
Big Brothers Big Sisters of Greater Los Angeles
Broadway Federal Bank
Catholic Healthcare West
Cerrell Associates, Inc.
Holland & Knight, LLP
J & W International Group
LA County Community Development
Foundation
Maginnis Knechtel & McIntyre LLP
OPI Products, Inc.
Southland Credit Union
WallyPark

1-Year Anniversary

Alexander Henry Fabrics, Inc.
Bingham McCutchen LLP
Computer Solutions Group

ConocoPhillips

Crain & Associates
Donna M. Green & Associates, LLC
Falcon WaterFree Technologies
First Standard Bank
Korean Air
LA College International
Lamar Advertising of Los Angeles
Large Marge Sustainables
Latino Diabetes Association
Library Reproduction Service
Make-it-Fly
Maryann Maloney & Associates/Citizens
Against Lawsuit Abuse
Matt Construction
Munger, Tolles & Olson LLP
Pacific Federal Insurance Corporation
Prep-Tech Corp.

Raymond Realty Group
Sani & Associates
Staples Copy & Print Services
START THAT BUSINESS!
Swinerton Builders
Tilden-Coil Constructors
Torrey Pines Bank
Townsend Initiatives
Van Wagner Communications, LLC
Verizon Wireless
Virtual IT Shop
West Coast University
Western Convalescent Hospital
Zealxy, Inc.

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.

DIAMOND

JPMorgan Chase Bank, N.A.
Robert J. Lagace, 213.430.4100
Financial Services

SILVER

Abraxis BioScience, Inc.
Bob Peirce, 310.883.1300
Biotechnology

Apollo Group, Inc.
Tom Wright, JD, 866.810.8491
Education

Pacific Western Bank
Jared Wolff, 310.286.1144
Banks

Sheppard, Mullin, Richter & Hampton, LLP
Jerry Neuman, 213.620.1780
Attorneys

Warner Bros. Entertainment
Lisa Rawlins, 818.954.1990
Entertainment

BRONZE

Allison & Partners
Scott Pansky, 310.496.4440
Public Relations

Booz Allen & Hamilton, Inc.
Neil Peterson, 310.297.2100
Consultants/Management

Brownstein Hyatt Farber Schreck, LLP
Morgan R. Evans, 310.500.4600
Attorneys

CJ Foods, Inc.
Sang Yol Ma, 323.278.5200
Food Products/Wholesale & Distributors

Comren, Inc.
Karen Amstutz, 818.718.7500
Construction

Edelman
JP Schuerman, 323.857.9100
Public Relations

Encorps Teacher Program

Kathryn Hayes, 415.596.1278

Education/Programs

Evolve Discovery

Kelley P. Kilgannon, 213.892.0053

Attorneys/Services

Global Industrial Supply

Ben Walker, Jr., 800.301.2268

Industrial Supplies

Handelman Consulting

Ira Handelman, 818.990.0559

Consultants/Real Estate

The Harrison Law Group, P.C.

Jeff A. Harrison, 213.223.2006

Attorneys

High Lantern Group

Rob F. Gluck, 626.298.2938

Public Relations/Advocacy

London Consulting Group

Daniel Campos, 310.683.0594

Consultants/Management

Mollen Immunization Clinics, LLC

Brenda Taylor, 480.214.2000

Health Care

Process Improvement Consulting

Michael Cook, 626.345.0800

Consultants/Management

Sierra Systems

Renee Young, 310.536.6288

Consultants/Information Technology

Sims Recycling Solutions - Sacramento

Stephanie Souza, 916.772.5600

Recycling

Advanced Computing Institute

Dr. Jason Halasa, 213.383.8999

Education

ALC and Company, LLC

Linette Gregorian, 213.225.2250

Clothing/Wholesale & Manufacturers

American Direct Mail

Mike Spero, 818.843.6378

Mailing Services

Angels for Hire

Ms. Angel M. Scott, 310.397.4296

Consultants/Human Resources

Arts For LA

Danielle J. Brazell, 213.225.7580

Community Organizations

Asian American Economic Development Enterprise Incorporated

Norman Lee, 626.572.7021

Economic Development

Berkhemer Clayton, Inc

Betsy Berkhemer-Credaire

213.621.2300

Executive Search Firms

California Army National Guard

Sgt. Eugene Welch, 310.677.1241

Government Agencies

Changing Our World, Inc

Matthew P. Zarcufsky, CFRE

626.683.3200

Consultants

Charles Meany-A Means to Recruitment

Charles Meany, 323.683.8212

Staffing

Church of Jesus Christ of Latter-Day Saints

Ron Smith, 310.475.7018

Churches

City Year Los Angeles

Allison Gaff-Weisner, 213.596.5900

Education/Programs

Constant Contact

Kelly Flint, 310.844.5649

Email Marketing & Communication

The Corporate Storyteller

Cary Brazeman, 310.205.3590

Public Relations

Cremimex, Inc.

Guillermo Salinas, 323.235.0004

Food Products

ED Hardy Knit

Mario Jimenez, 213.745.2111

Clothing/Wholesale & Manufacturers

Executive Marketing Services

Mark E. Pettenger, 559.735.9712

Marketing and Design

Facing History and Ourselves

Marti Tippens Murphy, 213.202.2811

Promotional Products/Incentives

Flanders Investment & Trade

Tonia Van De Vyver, 323.857.0842

Consulate Offices

Global Green Partner

Renato Romano, 310.475.8121

Environmental Services

Great American Packing, Inc.

Greg Gurewitz, 323.582.2247

Packaging/Custom

Green Mochi, LLC

Linette Gregorian, 213.225.2250

Clothing/Wholesale & Manufacturers

GRID Partners

Rebecca Suter, 310.773.0074

Energy Conservation Services & Products

Healthy Life Acupuncture Center- Plaza Del Sol

Sarah Guevara, 323.246.3288

Health Care/Services

HG Litigation

Sage M. Sexton, 310.414.9460

Attorneys/Services

ICH BIN AIKO dba AIKO

Evelin I. Artiga, 213.896.0023

Clothing/Designer

International Computing Services, Inc. aka ICS

Maria Cervantes, 310.558.4864

Information Technology/Services

ISU Insurance Services - ARMAC Agency

Krystle J. McEachron, 888.850.6072

Insurance/Brokers

Kate Bartolo & Associates

Kate Bartolo, 213.896.8906

Government

Kindel Gagan

Maureen A. Kindel, 213.624.1550

Public Relations/Advocacy

Kneafsey & Friend LLP

Sean M. Kneafsey, 213.892.1200

Attorneys/Business & Civil Litigation

Kormark Strategies, Inc.

Eldrich R. Exequiel, 714.248.6044

Promotional Products/Incentives

L.A. Translation and Interpretation, Inc.

Jenny Park, 213.385.7781

Translation/Interpreting Services

Law Offices of Anahita Sedaghatfar

Anahita Sedaghatfar, Esq.

310.734.6713

Attorneys

Mandalay, Inc./Julian Joyce, Inc.

Eunice Kaz, 213.239.8818

Clothing

McDonalds-Carson aka NKP Management

Patricia G. Williams, 310.886.5411

Restaurants/Fast Food

Mercury Public Affairs

Vanessa Rodriguez, 213.624.1380

Public Relations/Advocacy

Network for Teaching Entrepreneurship (NFTE)

Estelle Reyes, 213.241.9011

Community Organizations/Youth Programs

Neuwaste Business Recycling

Joshua A. Kirschenbaum

310.734.6700

Environmental Services

New Visions Foundation

Kim McCleary A. La France

310.829.9877

Education/Services

Patel Valley International, Inc.

Mike Chen, 626.589.6529

Beverages/Wine Distribution

Faces of the Chamber

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



“The L.A. Area Chamber is clearly one of the most effective organizations 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 Advisor
Sunrider International

Member since 2008

I have enjoyed being a part of the Chamber's very dynamic Global Initiatives Council and have attended numerous Access L.A. City Hall events. Through the Chamber, I have had the chance to meet key decision makers and connect with other likeminded professionals who are interested in improving our communities and the economy. Being a part of the Chamber gives a sense of satisfaction in knowing that we are working together towards common goals.



“I am amazed at the opportunity to learn, network and rub shoulders with so many at the L.A. Area Chamber who have a heart for the City and want to make it a better place.”

Jeff Lee

Senior Director of Development
Los Angeles Mission

Member since 2008

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 of those living here. We at the Los Angeles Mission are working to bring a positive change for the future of those who are marginalized and are considered the least, last, lost and the 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.



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

Mitra Novin

Manager of California
Government Relations
The Boeing Co.

Member since 1963

We participate in key Chamber events and actively provide input to the Chamber's Aviation and Education & Workforce Development Committees. Also, as a current Leadership Southern California (LSC) Fellow, I'm experiencing firsthand the integral leadership role the Chamber plays in our region. So far, LSC has provided a great overview of the issues and opportunities Southern California encompasses. It also has connected me to other leaders who share similar interests and concerns.



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

Lawrence “LJ” Rivera

Account Executive
Honeywell

Member since 2009

The L.A. Area Chamber is as essential to business success as the five food groups are to a healthy lifestyle: networking with other members at events and mixers; showing up for the monthly **Accenture** Pancakes & Politics Breakfast Speaker Series with key local leaders; participating in Connect For Lunch with members in a more intimate and personal setting; building rapport and trust with fellow members; and ultimately mutually beneficial business with fellow members.



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

Susan Trigueros

Regional Public Affairs Manager
The Gas Company,
a Sempra Energy utility

Member since 1911

As the Regional Public Affairs Manager for The Gas Company, I am responsible for most of L.A. County, so it is critical to stay abreast of current business issues impacting Los Angeles. As an L.A. Area Chamber member I am provided the opportunity to educate others on energy issues that impact business. The Chamber has numerous vehicles to disseminate critical energy legislative and industry information.

A better L.A. is our business



Los Angeles Area Chamber of Commerce

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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

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.



Los Angeles Area Chamber of Commerce

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

World Trade Week Kickoff Breakfast | MAY 3

Access Sacramento | JUNE 1-2

Small Business Awards | JUNE 17

Different sponsorship levels are available. Contact Lee Lignons, 213.580.7523 or llignons@lachamber.com.

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.

“Nowhere 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.

“Who knows what my company’s going to be doing in 20 years? Probably something that was discovered at a university.”

“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 10- 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



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.

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.”

“Multidisciplinary centers like UCLA are replacing industry-sponsored research labs. That’s the future.”

Henry Samueli. UCLA, Unabashed.