The Business of...

Los Angeles is moving America forward
Area delegation takes historic advocacy trip to the nation’s capital

Last month, a bipartisan group of more than 150 business, civic and labor leaders joined the Chamber for the annual Los Angeles on the Hill - ACCESS Washington, D.C. trip. Aimed at ensuring that L.A. continues to drive the nation’s economic recovery, this year’s advocacy trip was focused on transportation, education reform, green jobs, water and homelessness.

The delegation, which took part in more than 70 meetings with Congressional and administration leaders, included Chamber Board Chair Joseph Czyzyk, Mercury Air Group; L.A. Mayor Antonio Villaraigosa; Glendale Mayor Laura Friedman, L.A. City Controller Wendy Greuel; L.A. City Councilmember Paul Krekorian; Los Angeles Unified School District Superintendent John Deasy; President Mónica García and Board Member Steve Zimmer.

At the top of this year’s agenda was investment in the America Fast Forward (AFF) transportation and infrastructure finance model. Better known in L.A. as 30/10, AFF is now a national initiative that will empower state and local governments to determine their own priorities and self-help funding mechanisms. Those projects will be accelerated through upfront bond and loan programs secured by local funding sources.

When people think of Los Angeles, they think of entertainment, and with good reason. For more than a century, entertainment icons – from Bugs Bunny to Buffy the Vampire Slayer, Kobe to KROQ, Marilyn Monroe to Mickey Mouse – have popularized the L.A. brand and captivated millions across the world.

What people don’t see is that behind the glitz and glamour is a serious business that pumps more than $100 billion into the local economy annually and employs more than 350,000 people in L.A. and Orange counties. The City is home to more working artists than any other major metropolis in the nation.

“Entertainment is the bedrock of the L.A. economy,” says FilmL.A., Inc. President Paul Audley. "With the best weather, most talented crews and studio infrastructure, our region is the best place to produce film and television projects. Our prominence in film and TV, combined with our music and sports industries, make this region a worldwide leader in entertainment.”

FILM

Film production creates more revenue than any other part of the entertainment industry, and the heart of the film industry is firmly situated in the L.A. area.

Though “Hollywood” is thought of as the capitol of film, production is spread throughout the region. In fact, of the “Big Six” film studios, only one – Paramount Pictures – is still located in Hollywood. The rest – Warner Bros. Entertainment, 20th Century Fox, The Walt Disney Company, Sony Pictures Entertainment and Universal Pictures – are located to the north in the San Fernando Valley and to the south in Culver City and Century City. These six companies and their various subsidiaries command approximately 90 percent of the U.S. and Canadian box office.

In Los Angeles: America’s Artist Super City, Ann Markussen points out that despite incentives offered to producers to make films elsewhere, many film-making functions (script-writing, financing, casting, sound tracks, editing) remain anchored in L.A. because of its heavily networked and highly trained talent pool. Though L.A. has lost some of the market to Canada and other states, the last decade has seen a number of efforts to address runway film production and keep this signature industry firmly in L.A.

The Chamber and FilmL.A., Inc. have been vocal supporters of the California film and television tax incentive program, which was approved by the State Legislature in 2009. Since then, incentivized projects have injected $2 billion in direct spending into California communities, including more than $697 million in wages paid to below-the-line workers. In 2010 alone, the State program attracted dozens of new feature film projects to L.A., which were responsible for 26 percent of the year’s local feature film production. Were it not for these projects, 2010 would have been the worst year on record for on-location feature filming in L.A. In May, the State Assembly voted to extend the incentives through 2019.

Continued on page 5

BidConnect

New Business Opportunities for L.A. Area Chamber Members

Sponsored by WELLS FARGO

The Chamber is aligning with Onvia to provide our members access to timely, relevant new business opportunities each weekday. In today's economic environment, businesses need to do all they can to seek and win new business. With BidConnect, Chamber members can do just that. This new benefit, valued at $2,200 per company, is offered at no cost to Chamber members and saves you time and money by finding information and opportunities that would otherwise be time consuming to research and gather.

Sponsored by WELLS FARGO, BidConnect provides members with the ability to view government spending with the purpose of bidding on relevant projects. Members who opt-in to receive a daily email notification will be alerted to how many new bids and RFPs are available, which includes projects funded by the government economic stimulus plan in Los Angeles and Orange counties.

For more information or to opt in now, visit lachamber.com/BidConnect

BidConnect Benefits

- Daily report of activity in L.A. and Orange Counties including advance notices, bids, RFPs and pre-bid notices
- Public sector focused (State and Local Government/Education/Health Care)
- Covers all the agencies in Los Angeles and Orange Counties including: Los Angeles County, City of Los Angeles, Los Angeles Unified School District, Orange County, Los Angeles County Metropolitan Transportation, City of Long Beach, Metropolitan Water District of Southern California, Los Angeles Community College District, Los Angeles City Housing Authority, Los Angeles County Sanitation Districts, and Los Angeles World Airports
- Chamber members receive 10 percent off other Onvia products
- Chamber members can opt-in to receive a daily email with updates on how many new bids and RFPs are available that day

Follow the Los Angeles Area Chamber of Commerce on Facebook, LinkedIn, and at lachamber.com.
A better L.A. is our business

Thank you for advocating for business in Los Angeles

This column is my opportunity to say thank you to the 1,600 member companies of the Los Angeles Area Chamber of Commerce and their 650,000 employees in L.A. County. The money you invest, the time you volunteer and the passion you bring to the work of the L.A. Area Chamber is building a better and more economically vibrant community.

The last three years have been very challenging for all of us, but you have continued to believe in the Chamber’s mission and our promise that by working together we could set the stage for an economic rebound. Let me give you a few examples.

As the great recession began, you joined together to support Measure R, a half-cent county-wide sales tax to build $40 billion worth of transportation projects to reduce congestion and pollution while putting thousands of people to work. Twice during the last 15 months, you traveled to Washington, D.C. to meet with members of Congress and the Administration to sell them on the importance of building these transportation projects in 10 years rather than 30 years.

Two years ago, at the urging of the Chamber and many other business groups, the State Legislature finally approved a film incentive package. This package sent a strong message to the entertainment industry that California wants to retain and grow jobs in the entertainment capital of the world. We now have 20,000 more entertainment jobs in L.A. County than we had two years ago, and the State Assembly just approved extending the incentives through 2019.

A year ago you joined with United Way of Greater Los Angeles to create a Business Leaders Task Force on Homelessness with the goal of ending chronic and veteran homelessness in L.A. County in five years. Hundreds of people and organizations are now a part of this effort, and on July 10, you have the opportunity to join 300 other businesses at a job fair for 1,500 veterans at Sony Studios.

From statewide efforts like redesigning and regulatory reform; to regional efforts like the modernization of LAX; to local efforts like the L.A. Educational Compact, you have joined us in our effort to create a better Los Angeles. Thank you for your time, your money and your collective moral support. By working together—as we have for 123 years—we will continue to build a region that offers economic opportunity and a quality of life that is the envy of the world.

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

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

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

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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 don’t want to miss:

Event Highlights

WED | JUNE 22
The Connection Point Series
Session One: The Power of Real-Time Social Media Marketing

Gain amazing insights into the “What, Why Now, and How” of global social media communities like Facebook, Twitter, LinkedIn and YouTube, and discover their impact on your long-term success in a 24/7 connected world. For more information on the Connection Point Series, “Social Media: The New Way to Connect with Customers,” see page 10.

THU | JULY 21
L.A.’s Largest Mixer

Join Los Angeles County chambers and business organizations plus hundreds of exhibitors for the ultimate business networking event. Mix and mingle with business people representing hundreds of industries and companies. This is a great opportunity to reach small to large companies, meet new clients and learn how to make your business grow. For exhibitor or general information, contact 323.230.5656. Make your reservation today at www.lamixer.com.

SEPT 2011 - JUNE 2012
Now Recruiting California Connections

Launching full-scale this year, California Connections is a first-of-its-kind, statewide, issues-based experiential learning program for both men and women in California. Join a cohort of diverse executives from across the government, business and nonprofit sectors who are enhancing their statewide leadership portfolios. Contact Talen Ananian, 213.580.7526 or tananian@lachamber.com.

NOV 2 - 12
Trip to China

Join the L.A. Area for an all-inclusive trip to China, where you will have the opportunity to see the changing business climate and gain insight into Chinese culture. Highlights include sightseeing in Beijing, a visit to the Great Wall, tour of the Economic Development Zone in Hangzhou, and several days of adventure in Shanghai. Contact Chamber Explorations toll free at 877.807.2249.

In the film industry’s early days, L.A.’s perpetual sunny skies and 840 miles of coastline were able to lure production away from New York City.
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. **Led region’s largest consensus delegation to Washington, D.C.**
   More than 150 business, civic and elected leaders gathered in the nation’s capital for Los Angeles on the Hill – ACCESS Washington, D.C. This regional consensus trip is the Chamber’s opportunity to advocate together for job creation and L.A.’s economic recovery. The delegation pushed for smart budget investments in infrastructure investment, education and workforce development. Delegates met directly with top national leaders, including White House Chief of Staff Bill Daley; the Secretaries of Education, Energy, Housing, Labor and Transportation; Senate Majority Leader Harry Reid; Chair of White House Council of Economic Advisors Austan Goolsbee; and many more.

   **Bottom line:** The Chamber is the region’s leading business voice in Washington, D.C., working with Washington-based and congressional leaders to get our economy moving again.

2. **Championed model for transportation investment**
   This Spring, Chamber President & CEO Gary Toebben and Mayor Villaraigosa joined congressional leaders to kick off “America Fast Forward (AFF):” the national version of L.A.’s proposed 30/10 Initiative. AFF will help fund per capita each year local transportation projects by using dedicated local tax revenue to secure upfront government grants and bonds for immediate construction. The innovative, budget-friendly proposal was endorsed by a bipartisan group of law makers as well as both U.S. Chamber President and CEO Thomas Donahue and National AFL-CIO President Richard Trumka. (pictured above center)

   **Bottom line:** Our region is taking a lead role in modernizing national transportation funding and is closer to building 30 years of local transportation projects within the next decade.

3. **Provided access to financial aid for college**
   In an effort to improve college attainment throughout L.A., the Chamber supported 127 Cash for College workshops in the greater L.A. region, helping nearly 11,000 students and families complete the Free Application for Federal Student Aid process and access financial aid assistance to pursue their college endeavors. Cal Grants offer up to $11,124 in free aid per year, but accessing College is college, but some of the aid goes unused because families either do not know about the program or are unable to complete thecomplicated application forms.

   **Bottom line:** By expanding students’ awareness of higher education and financial aid assistance to pursue their college endeavors, the Chamber is strengthening our future workforce.

4. **Kicked off America Fast Forward.**
   Local business leaders joined legislators on Capitol Hill to kick off “America Fast Forward.” (Photo courtesy of U.S. Chamber of Commerce)

5. **Paved way for L.A. Office of Economic Analysis**
   L.A. City Council President Eric Garcetti introduced a motion to identify funding sources for a permanent Office of Economic Analysis (OEA). This Chamber-initiated office provides city policymakers with a non-partisan, independent analysis of proposed ordinances for their impact on the City’s business climate and overall economic competitiveness.

   **Bottom line:** The OEA will finally give L.A.’s elected officials and the public the economic information necessary to evaluate the impact of new legislation.

6. **Building the Skyline.**
   The new Wilshire Grand Hotel brings more than $1 billion in investment to the local economy.

7. **Expanded civic leadership programs**
   The Southern California Leadership Network (SCLN) is partnering with the California Community Foundation over the next two years to expand its Global Connections program and launch the New American Leaders Fellowship. The expanded Global Connections program will foster cross-cultural collaboration while New American Leaders Fellowship will provide first- and second-generation Americans more opportunities to become regional civic leaders. SCLN also is gearing up for the second year of the California Communities program bringing together executives from around the state to foster collaboration on solving the challenges facing California.

   **Bottom line:** Strengthen your civic leadership skills through the globally-recognized programs of the Chamber’s Southern California Leadership Network.

8. **Promoted global business opportunities**
   More than 500 business executives and members of the diplomatic corps gathered for the 85th Annual World Trade Week Kickoff Breakfast at the Los Angeles Marriott Downtown. The annual trip is working with the City of L.A. and the Brookings Institute in Washington, D.C. for the seventh time.

   **Bottom line:** The Chamber discussed CEQA and pension reform, and endorsed his proposal for a special election to put the state anti-business regulation on the ballot.

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TELEVISION
The television and film industries in L.A. are closely related, as most of the motion picture studios produce television shows as well as movies, and many television studios actually started out making motion pictures.

One of the most talked about shows on television is filmed in the area, and production extends into all corners of the L.A. region, including recent efforts by companies like L.A. Center Studios (home of “Mad Men”) to bring production downtown.

Television production helps to fuel another economic engine, tourism, and long lines of fans waiting to see a taping of their favorite TV show are a common sight outside of studios.

SPORTS
Besides uniting city residents behind a common goal (rooting for their home teams), L.A.’s 18 professional teams, including college teams and more than a dozen large-scale annual sporting events have a tremendous impact on the economy. Sporting events in Southern California contributed more than $4.2 billion in total economic impact to the L.A./Orange County area in 2009, and had a combined attendance of 20.8 million people.

For more information on this economic engine, see page 7.

MUSIC
L.A. – home to the iconic Capitol Records building – is also one of the most important cities in the recording industry and has long been a breeding ground for internationally acclaimed musical talent.

Universal Music Group, the largest group of record labels in the recording industry, accounting for 31.71 percent of the U.S. market, has one of its headquarters in Santa Monica. It is the largest of the “big four” record companies. The second largest, Warner Music Group, got in Santa Monica. It is the largest of the “big four” record companies. The second largest, Warner Music Group, got in Santa Monica. It is the largest of the “big four” record companies.

The world’s largest music promoter and venue owner, Live Nation, is headquartered in Beverly Hills, and the second largest, the Anschutz Entertainment Group (AEG) is based in downtown Los Angeles. Annually, Live Nation promotes or produces more than 22,000 events, including music concerts, with total attendance exceeding 50 million – more than the NBA, NFL and NHL combined. AEG’s regional division, Goldenvoice, operates the award winning annual Coachella Valley Music & Arts Festival as well as Stagecoach: California’s Country Music Festival. This year, the Coachella Music Festival sold out its 75,000 tickets in less than a week and packed 146 nearby hotels (typically costing double what they normally would). While there are no specific economic impact studies available for these festivals, a multi-day festival with similar attendance numbers in Seattle had an estimated impact of $44.4 million in 2006.

Closely related to the music industry is the broadcast radio industry. Local stations such as CBSRadio’s “world famous” KROQ helped to launch the careers of previously low-key Southern California bands The Offspring, The Red Hot Chili Peppers and Sublime.

VIDEO GAMES/DIGITAL MEDIA
Relatively newer to the entertainment scene, the video game and digital media industry is growing, with 26,700 employees in 2009.

One unique feature of the entertainment workforce is the large number of "nonemployer firms," or self-employed workers. There were 112,467 nonemployer firms in L.A. County in 2008, and most are connected to the entertainment industry, particularly in motion picture and video production.

Entertainment has seen a drop in employment since 2004, when there were 137,600 jobs in L.A. County. The largest number of jobs was lost in motion picture and video production, which saw employment fall by 16.8 percent or 19,800 jobs. However, recovery is underway; 2010 saw employment growth in the sector, and economists project a 9 percent growth between 2009 and 2014.

Because of the important role entertainment plays in L.A.’s economy, supporting the entertainment workforce, investing in the creative economy and protecting the rights of copyright holders are vital steps to ensuring the long-term prosperity of the region and maintaining L.A.’s status as the entertainment capital of the world.

The entertainment industry not only has a direct impact on the local economy, it increases awareness of the L.A. brand throughout the world," says Chamber President & CEO Gary Toebben. "In today’s competitive global economy, this is an invaluable asset we cannot afford to lose."

For more information, contact Mandy Denoux, 213.580.7532 or mdenoux@lachamber.com.
Reforming the City of L.A.’s Uncompetitive Business Tax (Gross Receipts)

The City of Los Angeles levies an gross receipts tax on most businesses, making L.A. the second highest taxed city in L.A. County and near the top of national list. The Chamber successfully advocated for and approved a series of tax reform commission at City Hall and is now pushing for across-the-board reforms that will reduce the burden of business tax and business tax.

L.A. City Planning & Permit Reform

L.A. has one of the most expensive and confusing planning/permitting processes of any major U.S. city. Applicants often have to deal with multiple city departments with differing standards and timelines. The Chamber strongly supports the Mayor’s efforts to make the system more transparent and efficient, as well as provide certainty to all stakeholders.

The California Environment Quality Act (CEQA) Strengthening

CEQA was originally intended to ensure that development projects meet environmental standards. However, the law is often abused to stall projects for political reasons unrelated to the environment. In March 2010, the Chamber convened a wide variety of L.A. based CEQA experts and developed a working document entitled “CEQA Strengthening Recommendations.” Reaching out to build a statewide coalition of support, the goal is to fix CEQA so that it keeps up to its original intent.

LOCAL PORTS & GOVERNMENT MOVEMENT

The Port of Los Angeles is a $60 billion annual economic engine for our region and supports thousands of local jobs. The Chamber is proud of recent progress to modernize outdated terminals for a better consumer experience. However, there is still a pressing need to revitalize the Port of Los Angeles for greater passenger safety and to accommodate the next generation of larger, cleaner and quieter aircraft.

GOVERNANCE & FISCAL REFORM

L.A. City Budget Crisis & Public Pension Reform

In 2006, the Chamber and former Mayor Richard Riordan first raised concerns about the City’s unfunded pension liabilities. Today, the problem is the City’s single largest financial threat to the City’s solvency. Unfunded pension liability is lower than only a handful of pension funds, but are still generous pension benefits affect local businesses through reduced City services and higher fees, and could cost taxpayers and our city billions of dollars.

The Chamber supports structural reforms to the City’s budget process that includes: (1) reform the City’s pension system, including requiring current and former employees to contribute to their health care benefits; (2) focus on the delivery of essential city services; (3) implement performance-based, multi-year budgeting and improved accounting practices; and (4) strengthen the reserve fund.

REGIONAL STEWARDSHIP

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

The Chamber and United Way of Greater Los Angeles formed the Business Leaders Task Force and launched the Home For Good campaign to end chronic and veteran homelessness in L.A. via permanent supportive housing (PSH). Focusing on a chronically homeless individual in PSH costs taxpayers 42 percent less than when they are living on the street.

EDUCATION & WORKFORCE DEVELOPMENT

Local Education Leadership – Supports teacher development and creates a visible teacher pipeline for Linked Learning throughout California.

- AB 790 (Furutani) – This bill will implement 21st century standards and assessments and reengineer the current process of adopting instructional materials and textbooks.

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Focus on education and workforce development  
**Preparing future generations of Angelenos**

President Barack Obama emphasized the need to make education a national priority when he announced his Race to the Top initiative in 2009. And during his 2011 State of the City address, Mayor Antonio Villaraigosa expressed confidence that a quality educational system would produce a workforce capable of capitalizing on a global economy, which in turn would lead Los Angeles to prosperity.

“If L.A. is going to be competitive in a world economy that’s founded on intellectual capital, we’re going to have to do a lot better job to educate our kids, to graduate more of them, to set higher standards, to continue the reform efforts that we’ve engaged in the last five and a half years,” Villaraigosa said.

As a trustee for the welfare of the region since 1888, the Chamber is also invested in educating and preparing future generations of Angelenos. After all, the Public Policy Institute of California reports that if current trends persist, employers within the state will have one million fewer college graduates than needed in 2025. Fortunately, now more than ever, the Chamber is positioned to help increase educational attainment.

“We’re in a really good place to improve education not only locally, but at a state and national level now,” said Chamber Senior Vice President of Education & Workforce Development David Rattray. Rattray serves as co-chair of State Superintendent of Public Instruction Tom Torlakson’s transition team along with Linda Darling-Hammond, who led President Obama’s education policy transition team.

Recently, the co-chairs submitted recommendations to Torlakson, which call for improvements to teacher preparation and quality, curriculum, better cooperation and sharing of data between high schools and colleges, increased accountability, seamless inclusion of early education in the K-12 system, and increased investment.

“Everything we’re doing right now is focused on closing achievement gaps statewide,” Rattray said.

Locally, the Chamber works with signatories of the L.A. Compact, a commitment signed in February 2010 by city, business, education and community leaders to work together to make sure all students graduate from high school and college and have access to sustainable careers.

The strategy involves working with the Los Angeles Unified School District and new Superintendent John Deasy who — on his first day on the job — announced an ambitious agenda to increase graduation rates, attendance and test scores.

As part of the plan, which tackles objectives outlined in the L.A. Compact, graduation rates must rise from 55 percent to 70 in four years; the percentage of middle and high school students who test as “proficient” in math must nearly double, and the percentage of third grade students who test “proficient” in English language arts must rise from 35 percent to 62.

To tackle the reading challenge, the Chamber and L.A. Compact partners will work with the Campaign for Grade-Level Reading, a national effort to help find and enact solutions to three major obstacles to achieving grade-level reading by the end of third grade:

- **School readiness challenge**: too many children showing up for kindergarten not ready for what school has to offer
- **Chronic absence challenge**: too many children missing too many days of school and too much instructional time
- **Summer learning loss challenge**: too many children losing too much ground academically during the summer months

Students who don’t read proficiently by third grade are four times more likely to leave school without a diploma than proficient readers, according to a 2010 study by the Annie E. Casey Foundation. The study said third grade is an important pivot point in a child’s education, when students shift from “learning to read” to “reading to learn.”

For the Chamber, a student that leaves school prior to graduation is the sign of a failed system. “Our entire education & workforce development effort is dedicated to ensuring that this doesn’t happen,” Rattray said. “We want them graduating high school and college, and on a fast track to great careers so they can be successful and power our economy.”

For more information, contact David Rattray, 213.580.7515 or drattray@lachamber.com.

Wearing the Chamber Hat

Pamela Farber, above, may be the president of the Small Business Organization of Los Angeles. In 2011, L.A. Area Chamber Ambassador, she puts on her “Chamber hat.” It’s one that she’s been wearing for more than 10 years.

“Being an Ambassador is not about what you can get out of it, rather, what you can give — the more you give, the more you seem to get in return,” Farber said. “It’s about genuinely caring to make a contribution to someone else.”

Chamber Ambassadors help members maximize their investment in the Chamber by facilitating member-to-member communication, and supporting and encouraging member involvement in the organization. Ambassadors greet members at Chamber events and special sessions throughout the year, and often serve as official representatives of the Chamber at community events.

Farber volunteered to become a Chamber Ambassador as a way to reach out to new and existing members to actively engage them in Chamber activities and to help make membership a more personal experience. And along the way, Farber has established lasting relationships with fellow Chamber members.

“I have formed a stronger bond with the Los Angeles business community,” she said. “Meeting and interacting with the people shaping and growing our community has been a very worthwhile opportunity.”

Farber’s experience is one that she hopes other Chamber members will be able to benefit from. Ambassadors meet once a month and are required to serve a one-year term.

“We are very lucky to have the Ambassadors as a part of the Chamber family,” said David Eads, executive vice president & COO of the Chamber. “They are often the first face that members see when they come to a Chamber event and they provide us an added touch to the Chamber experience.”

The Chamber is currently recruiting for Ambassadors. If you’ve been a Chamber member for at least one year and would like to apply for the Ambassadors Club, visit lachamber.com/ambassadors.

“The best part about being an Ambassador has been the relationships I have formed and the life-long friendships I have made,” Farber said. “I know that whenever I need a business perspective, or even sometimes a personal one, I only need to reach out to a fellow Chamber member.”

Become an L.A. Area Chamber Ambassador today. Contact Bridget Netter, 213.580.7576.

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**Special Mention**

The Hollywood Chamber of Commerce proposed the Walk of Fame in 1953 to “inspire the glory of a community whose name means glamour and excitement.”

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**Chamber Snapshots**

Scenes from some of the Chamber’s key events in 2011

1. More than 100 business and civic leaders advocated for pro-jobs legislation during the Chamber’s annual ACCESS Sacramento trip. The delegation held more than 70 meetings with state lawmakers and senior officials from Gov. Jerry Brown’s office, including Director of the California Department of Finance Ana Matosantos (above). 2. More than 1,400 business and civic leaders welcomed 2011 Board Chair Joseph Czyzyk, Mercury Air Group, Inc., at the 122nd Annual Inaugural Dinner at JW Mariott at L.A. LIVE. Many elected officials were in attendance, including Gov. Jerry Brown (above). Photo by InsightMedia. 3. On Principal for a Day, nearly 1,400 business and community leaders headed back to school to learn more about public education in Los Angeles and to begin a conversation on how the business community can support public schools. Above, Michael Kives of Creative Artist Agency meets with students.
Southern California's economic engines:

Sports are heavy hitters in the Los Angeles economy

Next time you're at Staples Center, wearing your lucky jersey and enjoying a hot dog while watching Kobe dunk, you can also relax knowing you are doing your duty to pump up the Los Angeles economy.

Sports are a serious business in L.A., contributing $4.2 billion in economic impact and drawing 20.8 million people to sporting events in 2009. "Like most other industries, sports has seen its revenue and attendance impacted by the economy," says Alan Rothenberg, chairman of the Los Angeles Sports Council. "However … even as people are making tough decisions about where to spend their money, they’re still invested in the sports industry."

The region boasts 18 professional sports teams, 11 college teams and 21 championship wins. L.A. is one of four metropolitan areas to host two Major League Baseball teams: the Dodgers in the National League and the Angels of Anaheim in the American League; and also has two NBA teams: the Lakers and the Clippers; a WNBA team: the Sparks; two NHL teams: the Kings and Anaheim Ducks; and two professional soccer teams: the Galaxy and Chivas USA. With Chamber-supported projects in the works to build a NFL stadium, the area may soon claim a professional football team as well.

L.A. also hosts more than a dozen large scale annual sporting events. One such large event is the Summer X Games, held every July since 2003. Hundreds of thousands of fans attend the event broadcast on television and online, which features the best of skateboarding, motocross, BMX, rally car racing and surfing. Skateboarding itself is a homegrown popular spin class of today.

Many companies have been attracted to the area's thriving sports industry, including most notably The Anschutz Entertainment Group (AEG), the world's largest owner of sports teams and events and the owner of the world's most profitable sports and entertainment venues. It owns and operates Staples Center and The Home Depot Center, and manages the XI Center, the Rose Garden and Rentschler Field.

Creative Artists Agency, called "the dominant sports agency in the United States" by the Sports Business Journal, represents sports stars as well as A-list actors and musicians and is also headquartered in L.A. The agency represents such professional athletes as David Beckham, Eli Manning, Derek Jeter, LeBron James and Tony Hawk.

"The impact of sports is hard to quantify," says Chamber President & CEO Gary Toebben. "Not only does the industry contribute enormously to the wealth of the region, but it creates a forum for all of Los Angeles to come together."

With its unique ability to turn a rambling city into a united community, the sports industry is one of L.A.’s most important and impactful economic engines. For more information, contact Mandy Denaux, 213.580.7532 or mdenaux@lachamber.com.

—as quoted by Los Angeles Sports Council Chairman, Sports Council — Alan Rothenberg

Like most other industries, sports has seen its revenue and attendance impacted by the economy. However … even as people are making tough decisions about where to spend their money, they’re still invested in the sports industry.

Some highlights from the history of sports in L.A.

1900 The City of Los Angeles opens the Riverdale Golf Course at Griffith Park—the first municipal golf course in the nation.

1907 George Fitch introduces surfing to California at Redondo Beach.

1910 Los Angeles Football Club to host West Coast Football League games.

1922 The Rose Bowl is completed.


1938 Golfer Babe Didrikson becomes the first woman to ever play in a men’s PGA Tournament when she plays at the Los Angeles Open at Griffith Park. A woman didn’t play in the PGA again until 2003.

1958 The Dodgers move from Brooklyn, N.Y. to L.A.

1960 The Lakers move from Minneapolis to Los Angeles.

1966 The first City of Los Angeles Marathon is held.

1979 Ultra-endurance cyclist and athlete Jonathan Goldberg opens the first ‘spinning studio’ in Santa Monica, paving the way for the popular spin classes of today.

1994 The Soccer World Cup is hosted by Pasadena at the Rose Bowl, drawing a crowd of 94,194.

1999 Staples Center opens in downtown L.A.

2001 The Los Angeles Sparks become the first WNBA team to go undefeated at home for an entire season.

2003 The Los Angeles Athletic Club is founded.

2014 The first Tournament of Roses Parade is held which included chariot races.

3. At the Third Annual The Americas Business Forum, U.S. Under Secretary of Commerce for International Trade Francisco J. Sánchez, above, told business leaders that emerging markets in Canada, Mexico and Latin America present significant opportunities for economic growth in California.

4. From left, L.A. City Controller Wendy Greuel, chairman and CEO of the Motion Picture Association of America and former Sen. Christopher Dodd, President & CEO Gary Toebben, and Chamber Board Chair Joseph Czyzyk meet during the ACCESS D.C. trip.

5. At the World Trade Week Kickoff Breakfast, Chamber President & CEO Gary Toebben presented the prestigious Stanley T. Hartson Award to Dr. Richard Drobnick, director of the Center for International Business Education and Research at the University of Southern California’s Marshall School of Business and managing director of the Association of Pacific Rim Universities World Initiative.
**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 another member a discount on your products or services, contact Pat Clark, 213.580.7595 or pclark@lachamber.com.

**ACCOUNTING**

Jackson Hewitt Tax Services
15 percent off all tax preparation fees. Contact Robert Quale, 562.423.3140 or robert@quale.com.

**ADVERTISING**

Billboard Connection Outdoor Advertising
40 percent off all production charges plus five free graphics design with any advertising campaign. Minimum $3,500 total campaign budget. Contact Brian Alexander, 320.429.3900.

**ADVOCACY**

Mone LA
20 percent off events for the next 12 months. Contact Amy Williams, 310.303.2390 or amy@linovia.org.

**ATTORNEYS**

Dickerman & Associates
20 percent discount on hourly rate for business, real estate and general civil litigation. Contact William Dickerman, 320.258.6666 or waldickerman@me.com.

**COMMUNICATIONS**

The Macallans Law Firm
30 percent discount. Contact Tessa Macallans, 320.399.8585 or tessa@macallanslaw.com.

**AUDIO VISUAL**

CCS Presentation Systems, Inc.
$15 off projector rentals. Contact Gina Ruben, 323.954.7754, ext. 12.

**AUTOMOBILE SERVICES**

Enterprise Rent-A-Car
20 percent off with code 32x3623. Call 1.800.593.0505 or your local office.

**High N Mobile Auto Detailing**
20 percent off auto wash and detail services. Provided at your location. Contact James Douglass, 213.840.3379.

**BUSINESS DEVELOPMENT**

All City Employee Benefits Service Association (ACEBSA)
10 percent off of ACEB move tickets, 10-40 percent off Disneyland, Knott’s Berry Farm, Magic Mountain Tickets, and 25 percent off Sea & Sun’s Carnival 321 Certificates. Contact Stephanie Rodriguez or Rhanna Castro, 213.455.2465.

**Co-Pilots Advisory Boards & Business Services**
Special Pilot 101 Advisory Board: $395 per person for all (4) sessions
Co-Pilots Advisory Boards & Business Services
Castro, 213.485.2485.

**CASTRO, 213.485.2485.**

**CLUBS/PRIVATE OFFICE**

Los Angeles Athletic Club
Join the Los Angeles Athletic Club and receive $200 off your first year of membership. Application subject to approval. Call 213.630.5200.

**COMPUTER & AV**

SmartSource Rentals
20 percent off all rental equipment. Restriction: Discount is on equipment subtotal only. Contact Kim Web, 312.273.5024

**CONSULTANTS**

**MAJESTIC Hospitality**
10 percent off all hotel fee bids. Contact Christopher Henry, 310.859.7925 or chris.henry@majestic-hospitality.com

**EDUCATION PROGRAM**

UCLA Anderson School of Management

**CHAMPIONS: Adventure, After School & Sports programs**
25 percent off team building fee rates. Contact Kim Web, 312.273.5024

**FINANCIAL**

Los Angeles LDC, Inc.
$250 off any loan application fee or loan documentation charge. Loans must be $50,000 or less. Contact Rob Lowe, 213.312.6117.

**PHOTOS**

Melissa’s/World Variety Produce, Inc.
15 percent off fruit baskets. Contact Liz Hora, 888.588.0251, ext. 340.

**HOUSING**

Oakwood Worldwide
10 percent off daily rate for a fully-furnished one bedroom apartment in downtown Los Angeles. Contact Nancy Walsh, 800.595.3102.

**INTERIOR DESIGN**

Design Theory
15 percent off design hourly rate or 10 percent off design flat fees. Go to www.designtentionary.com

**JANITORIAL SERVICES**

Elitte Services
New clients receive two hours cleaning or janitorial services. May not be used with any other offer. Contact Rose Mc Coppin, 323.982.9500

**JENNIFER JANUARY SERVICES**

10 percent off daily rate for a fully-furnished one bedroom apartment in downtown Los Angeles. Contact Nancy Walsh, 800.595.3102.

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Face to face:

Paramount Pictures Chief Operating Officer Frederick Huntsberry

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

This quarter we spoke with Paramount Pictures COO Frederick Huntsberry about the state of Internet piracy and its effect on copyright industries in Southern California.

Frederick Huntsberry: Paramount Pictures will be celebrating its 100th birthday next year. We’re proud of our rich history and I consider it a privilege to be a member of the large team of people that has been given the opportunity to shape the films and the future of this studio.

You’ve spoken extensively on the issue of Internet piracy. A recent study estimates that almost a quarter of global Internet traffic today is now copyright infringing. How has the experience of downloading illegal content changed over the last several years?

Frederick Huntsberry: Innovations in technology are good for business and consumers, but they are also good for those who traffic in stolen content. As technology advances so does the ease by which stolen content can be delivered to consumers. Over the last decade, content theft has graduated from “geek to sleek,” from complex technologies that require IT know-how to applications that allow consumers to access stolen content in just a handful of clicks. Due to the fact that many rogue sites appear indistinguishable from legitimate sites, consumers often don’t even realize they’re purchasing illegal services.

Various sources have said that piracy is diverting millions of dollars from the economy. What do you see as the monetary impact of piracy to Paramount? What is the impact to workers in the entertainment industry?

Frederick Huntsberry: It is impossible to put a precise dollar number on the impact, but suffice it to say, it is big. For example, each month on average, more than 500 million individuals access those websites that we believe are responsible for the lion’s share of stolen Paramount films. The magnitude of this theft results in fewer films being produced. Our films employ between a few hundred and several thousand skilled workers who lose work for every film we end up not producing.

It’s also important to remember that the distribution of our films creates jobs and tax revenue not only in southern California but in all 50 states – ranging from substantial marketing expenditures to employment at movie theaters to retail jobs involved in the distribution of DVDs. Motion picture stories are shot in locations from coast to coast, creating jobs, supporting small businesses and generating significant revenue and tax dollars all across the country. In fact, research has indicated that industries nurtured and supported by copyright represent approximately 6 percent of America’s GDP – that’s nearly $1 trillion a year in business and 5.6 million jobs. When supportive industries are included, that number rises to more than $1.5 trillion, which was 11 percent of GDP in 2006-2007. Theft of copyright content has the potential to cause some serious damage.

Consumers have increasingly demanded cheap and easy digital access to copyrighted content, how has your industry responded to this demand?

Frederick Huntsberry: Digital distribution is critical to the future of our industry, and we embrace the ultimate transition from a hard goods era to a digital delivery era.

We are exploring and implementing many new ways to get our content to consumers via new media platforms that satisfy consumer desires. Paramount makes its films available over the Internet through services such as EPIX, Netflix, iTunes, Xbox and Vudu just to name a few. In fact, we have deals in place with more than 280 digital distribution platforms covering more than 700 of our films, in more than 70 countries and more than 25 languages. In addition, the industry is continuously experimenting with new digital offerings.

Before a house committee in March, you said that, “authorized online distribution of motion pictures via the Internet has the potential to be the future of entertainment.” How can legislation help make this a reality?

Frederick Huntsberry: Legislation can help level the playing field between content owners and content thieves. Just like in the physical world, there are laws to fight theft and the sale of stolen goods. Imagine what would happen if those laws didn’t exist. Laws keep the great majority of people honest, which is what we are trying to accomplish in the digital marketplace.

Sen. Patrick J. Leahy, chairman of the Senate Judiciary Committee, has said, “The Internet needs to be free and open — not lawless.” Is it possible to increase regulation while still advancing internet freedom?

Frederick Huntsberry: Absolutely. The two are not mutually exclusive. Creating an open Internet that promotes growth is in our interest. What we seek is legislation to constrain the trafficking of stolen copyright content. There is no protected right to steal or receive stolen goods, and no business can compete with “free by theft.” As I said before, it is no different than in the physical world. Legislation will not only benefit the thousands of American jobs and millions of dollars in tax revenue that are currently being lost, but it will also allow the internet to fulfill its full commercial promise.

The Chamber is advocating for a crackdown on copyright infringing websites. What else can the Los Angeles area business community do to support copyright protection?

Frederick Huntsberry: Companies can help by educating themselves, their employees and their business partners on the significant damage—including loss of jobs and tax revenues—caused by those who traffic in stolen content, and those who enable such trafficking to occur.

“Over the last decade, content theft has graduated from ‘geek to sleek,’ from complex technologies that require IT know-how to applications that allow consumers to access stolen content in just a handful of clicks.”

— Frederick Huntsberry
Chief Operating Officer
Paramount Pictures

Frederick Huntsberry:

The L.A. Area Chamber of Commerce is a non-partisan organization dedicated to promoting commerce and economic growth in Los Angeles County. We represent more than 970 member companies and thousands of individuals who participate in the world’s leading entertainment marketplace. We are dedicated to improving the economy, promoting the arts, and ensuring a strong civic fabric with a diverse and resilient community.

The Chamber is a strong advocate for fair and balanced copyright law to protect the creativity of Los Angeles businesses that invest billions of dollars into producing world-class entertainment products. Our advocacy is based on a commitment to economic growth, commerce, art and culture. We believe that a world-class content industry is good for both business and consumers, and that respecting the law is the expected norm. An infringed copyright is a stolen good. That’s why the Chamber is a leading voice in support of robust laws that protect content creators and legitimate distributors.”

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Editor’s Note: Frederick Huntsberry is the Chief Operating Officer of Paramount Pictures. He serves as a leader in you. Master the leader in you.
Los Angeles Area Chamber of Commerce

Focus on small business: Tired of red tape?

Regulation is costing California $492 billion—nearly five times the State’s general fund budget and almost a third of the State’s gross product—and with small businesses constituting 99.2 percent of employer businesses in the State, there’s little doubt of who is feeling the pain the most.

“Overregulation and mountains of paperwork leave a tremendous burden on the shoulders of small businesses, who are responsible for most the nation’s jobs,” says Chamber President & CEO Gary Toebben.

Firms with fewer than 20 people spend nearly 50 percent more per employee than larger firms to comply with federal regulations, four and a half times more per employee to comply with environment regulations and more than 60 percent more per employee on tax compliance. In 2007, business regulations cost the State more than $130,000 and one job per small business, resulting in a total loss of 3.8 million jobs—a tenth of the State’s population.

As California begins to recover from a great recession, now is the time to push for innovative, serious reform.

— Marty Keller
Director of the Office of the Small Business Advocate
Governor’s Office of Economic Development

“Overregulation and mountains of paperwork leave a tremendous burden on the shoulders of small businesses, who are responsible for most the nation’s jobs,” says Chamber President & CEO Gary Toebben.

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Welcome to the Chamber

Thanks to our new members who joined the Chamber during December, January, February, March and April. To learn more about Circle Level membership benefits, call 213.580.7952.

PLATINUM
Ernst & Young
Denny Zane, 310.310.2390

GOLD
Kleinfelder
Kevin Roche, 310.231.8000

SILVER
James P. Gubler, 310.448.5800

FUTURISTIC
James P. Gubler, 310.448.5800

“Mr. Henson is currently located in Hollywood in what was formerly Charlie Chaplin Studios, built in 1917 by silent film star Charlie Chaplin.”

“Jim Henson Productions is currently located in Hollywood in what was formerly Charlie Chaplin Studios, built in 1917 by silent film star Charlie Chaplin.”

“We need an environment that is conducive to business. The L.A. Area Chamber works tirelessly to ensure that is the case.”

Paul Audley
President
Audley, LLC
Member since 2006

As a former mayor of an east coast town, I know how vital it is for the business community to have the ear of elected officials at city hall, the state and in Washington. There are a lot of interests and officials must communicate, and the Chamber makes sure the concerns and needs of the business community are prominent among them. The Chamber is an outstanding voice for businesses of any size. That’s why I’m a member and why I am pleased to support the Chamber.”

“Working with the L.A. Area Chamber has been an ideal networking opportunity for me and our staff, and one that I can see growing.”

Mike Levy
President
Los Angeles Sparks
Member since 2007

“As we continue our participation with the Chamber, it has allowed us to tell the story of the WNBA and the Los Angeles Sparks – now in our 15th season. It has also opened up ticket sales and partnership opportunities. Ideally, by inviting my colleagues to participate in the Chamber, we get involved with the Chamber and I look forward to exploring them.”

“With working the L.A. Area Chamber has been an ideal networking opportunity for me and our staff, and one that I can see growing.”

Lisa Rawlin
President & CEO
Public Affairs Warner Bros.
Member since 2010

“We have a program – REACH – which offers scholarships and summer internships to students interested in business pursuits. We partnered with the Chamber to help recruit bright and excited students into Warner Bros. We opened doors for us with schools with whom we work closely, and we were warmly received by the students. The Chamber’s reputation and integrity served both the students and Warner Bros. very well.”

“Looking back, I can see that getting involved with the Chamber was an important step that helped me grow in my leadership and public relations roles.”

“I’m very pleased with the visibility the Chamber offers our company, and we look forward to our continued involvement on local and global fronts.”

Sharon Ward
Director of Public and Media Relations
Pacific Trade Partners
Member since 2007

“From networking opportunities to human resource matters to international trade, the L.A. Area Chamber has proven to be an invaluable resource.”

FACES OF THE CHAMBER

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

“Welcome to the Chamber”

“The L.A. Area Chamber represents an important part of the business community in Los Angeles.”

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Jim Persen Productions is currently located in Hollywood in what was formerly Charlie Chaplin Studios, built in 2007 by silent film star Charlie Chaplin. page 11

Chamber VOICE

Jim Persen Productions is currently located in Hollywood in what was formerly Charlie Chaplin Studios, built in 2007 by silent film star Charlie Chaplin.
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
Clear Channel Outdoor, Inc.
The Gas Company, a Sempra Energy utility
JP Morgan Chase Bank, N.A.
Kaiser Permanente
Majestic Realty Co.
Mercury Air Group, Inc.
Microsoft Corporation
Occidental Petroleum Corp.
Port of Los Angeles
Ralphs Grocery Company
Siemens Corporation
Southern California Edison
Southwest Airlines Co.
Time Warner Cable
Toyota Motor Sales, U.S.A., Inc.
Verizon
The Walt Disney Company
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.

Burying the “Little Man”

“I’m not a doctor. I don’t even play one on television. I’m a banker.

This is my story:

“A few years ago, as a result of a family member’s illness, I had a first-hand look at 21st century medical care. The skills, the facilities, the humanity and the outcome provided by the UCLA medical team were simply extraordinary. We were in the company of angels.

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

“We learned about the near-revolutionary curriculum at the medical school where first- and second-year students learn about women’s health care and gender-based differences in all their courses.

“But then we heard about the continuing barriers to better women’s health care.

“It turns out that—well into the last half of the 20th century—too much of the medical data still in use was developed by studying Caucasian males. Exclusively. Except for reproductive hardware and software, women were considered the same as men. But men were the norm, the standard.

“Today’s medical community knows that male and female DNA blueprints are different, that treatment responses for heart disease, cancer and diabetes are not the same. But, too often, doctors don’t know how the genders differ or what to do about those differences.

“One of the listeners asked, ‘How do you move forward?’ The doctors answered in unison: ‘More exclusive studies of men and women.’

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

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

“To date, our donor group—the doctors call us ‘the capitalists’—has underwritten 16 separate pilot studies. We’ve moved forward knowledge on why women can ‘do everything right’ and still get heart attacks, why taking hormones can cause a stroke, and how stress affects women’s immune systems. An investment of $340,000 has returned $2,400,000 in government and foundation grants. And we’re helping train a new generation of researchers who know that women are not ‘little men.’

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

“Sounds like it’s just what the doctor ordered.”

Julia Gouw. UCLA, Unabashed.