Building America Together

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

During the spring months, members of the Los Angeles Area Chamber of Commerce were actively advocating on behalf of Southern California businesses in Washington, D.C. and Sacramento during the Chamber's Access trips—the premier advocacy trips in our region.

Our Nation’s Capital

This year’s Access Washington, D.C. trip, led by the Chamber in partnership with 20 other Southern California business organizations, brought more than 200 business and civic leaders to our nation’s Capital to advocate on key issues in the region.

Delegation members met with numerous leading officials including: U.S. Sen. Dianne Feinstein (D-CA); House Speaker Nancy Pelosi (D-CA); U.S. Trade Representative Ambassador Susan C. Schwab; House Majority Whip James E. Clyburn (D-SC); House Transportation & Infrastructure Chairman James Oberstar (D-MN); U.S. Rep. Lucille Roybal-Allard (D-CA) and U.S. Rep. Ed Royce (R-CA).

“...and the people listen,” said House Speaker Pelosi at a breakfast briefing during the trip. “When you come, know your power,” said House Speaker Pelosi at a breakfast briefing during the trip. “When you come, it makes a big difference. People listen.”


Reforming California’s State Budget

Chamber members weigh-in on budget proposals

California is no stranger to budget deficits. A recent editorial in the Los Angeles Times highlighted the economic circumstances and politically-difficult solutions of at least four former Governors faced with similar budget crises – Governors Earl Warren, Pat Brown, Ronald Reagan and Pete Wilson. And today, Governor Schwarzenegger and California’s lawmakers face a $17 billion budget deficit.

As the Summer budgeting season headed into full swing this June, Chamber members made their voices heard through a survey on the various spending cuts and tax/fee increase proposals being discussed in the Legislature.

Nearly two thirds of Chamber members responding to the survey support a combination of spending cuts and tax/fee increases to address the current fiscal crisis. Thirty-two percent favored spending cuts alone. Fifty-six percent said they would support reinstating the vehicle license fee to the pre-1998 level of 2 percent of vehicle value.

Continued on page 4
A better L.A. is our business

Thank you to all of our members who participated in Access Washington, D.C., April 15 - 17, and Access Sacramento, June 16 - 17. Everyone who joined us on these important advocacy trips invested their precious time into building a stronger economy and better quality of life for all Southern Californians.

Several elected officials were instrumental to our trips’ success. U.S. Rep. Lucille Roybal-Allard and her staff are always the first to assist when our delegation heads to Washington, D.C. The Congresswoman hosted our delegation’s news conference at the Capitol and was personally involved in helping us plan key events.

U.S. Sen. Diane Feinstein and Speaker of the House Nancy Pelosi also took the time to meet and discuss key issues with our delegation. Access Washington, D.C. participants met with more than 125 members of Congress and Administration officials – an enormously strong statement about the importance of Southern California to the nation’s economy.

Access Washington, D.C. would not have been possible without strong partnerships with nearly two-dozen fellow business advocacy organizations, local agencies and elected officials. Los Angeles Mayor Antonio Villaraigosa and his staff as well as leaders from the Metropolitan Water District of Southern California, including Steering Committee Chair Gilbert Ivey, were especially instrumental throughout the planning process.

Later in June, our Access Sacramento delegation met with more than 50 members of the state Legislature including State Senate President Pro Tempore-elect Darrell Steinberg (D-Sacramento), Assembly Speaker Karen Bass (D-Los Angeles), Outgoing Senate Minority Leader Dick Ackerman (R-Irvine) and State Senator Denise Moreno Ducheny (D-San Diego), Chair, Senate Budget & Fiscal Review Committee on key issues including the state budget deficit, transportation, education and health care.

Access Washington, D.C. and Access Sacramento serve as the cornerstones of our year-long efforts to make sure that Los Angeles and Southern California have a strong voice in the federal and state decisions that affect our members and our community. The ability of local business leaders, elected officials and concerned citizens to coalesce around a consensus advocacy agenda is essential to making sure lawmakers address our concerns.

Thank you for giving your time to represent business and our community. We invite you to join us again next year.

Gary L. Toobben
President & CEO
Los Angeles Area Chamber of Commerce
A better L.A. is our business

10 ways the Chamber helped your business

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

1. Helped place redistricting reform on the November ballot

   The Chamber together with the AARP, Common Cause and the League of Women Voters are sponsors of a ballot initiative that will provide Californians with more competitive and politicians more accountable. The coalition gathered 1.2 million signatures to qualify the act for the Nov. 4, 2008 ballot. The California Voters FIRST Act will create a 24-person independent commission to draw district boundaries for the State Senate, State Assembly and State Board of Equalization.

2. Advocated for funding in Washington, D.C. and Sacramento

   The Chamber visited Washington, D.C. in April and Sacramento in June for the Chamber’s annual Access advocacy trips. Both trips included large delegations of business and civic leaders, who met with leading legislators to urge funding for critical projects and issues affecting our region.

3. Ushered in Green Growth

   The Chamber-supported TransPac project at the Port of Los Angeles, was approved by the Board of Harbor Commissioners in April. The agreement sets a precedent for future green growth projects at the port, and creates a forum that will fund substantial research and environmental mitigations based on future growth of container traffic.

4. Called for strong health care infrastructure

   The Chamber testified at the State Assembly Health Committee to support needed health care infrastructure that is vital to the economic well being of our region. The Chamber, in partnership with the Hospital Association of Southern California and Community Clinic Association of Southern California, held a legislative briefing in Sacramento to discuss health care delivery in Los Angeles. Bottom line: Over the last three years, L.A. County has lost eight emergency rooms as hospital closures increase. It’s important for the business community to continue to engage in discussions to develop a new delivery model that most effectively leverages public and private resources.

5. Sponsored education bills to advance Multiple Pathways approach

   The Chamber-sponsored AB 2648, (Bass), which requires the state to develop a long-range plan for developing multiple pathways to graduation, passed out of the Assembly Education Committee. Chamber-sponsored SB 1077 (Scott), which establishes an integrated teacher credential, passed out of the Senate floor. AB 2087, (Fuentes), will allow more high school students to earn academic credit for work-based internships, passed out of the Senate and Assembly Education Committees.

6. Recommended new L.A. city Web portal to help businesses

   At the Chamber’s Access L.A. City Hall event last year, members suggested to city officials a one-stop Web portal to assist local businesses. In May, Mayor Antonio Villaraigosa launched the new portal www.business.lacity.org, which centralizes content currently placed on more than 20 separate city Web sites, creating an easy way to find information in areas such as permitting, incentives, greening your business, job training centers and tax information. The Web site is the latest step in Mayor Villaraigosa’s effort to make Los Angeles a more business-friendly city.

7. Helped college-bound seniors and their families access college financial aid

   The Chamber is awarding 240 high school seniors in the L.A. region more than $320,000 in Cash for College Scholarships. The Chamber led an effort for College effort this year, hosting 552 workshops statewide and helping more than 22,500 students complete the forms needed to access state and federal financial aid. Bottom line: The future of our economy depends on an educated workforce. California students should have an opportunity to access college—it is an investment we should make in our region and state.

8. Voiced support of gang reduction programs

   The Chamber testified in support of L.A. City Controller Laura Chick’s report on anti-gang efforts and L.A. City Council President Pro Tempore Wendy Greuel’s three related motions before the city’s Audits and Governmental Efficiency Committee. The report and motions call for all existing gang-reduction programs to be consolidated and placed under one official in Mayor Antonio Villaraigosa’s office.

9. Co-released study on importance of sports in L.A. economy

   The sporting events industry provides a tremendous amount of economic growth to the region according to a field study released by the Chamber and the Los Angeles Sports Council. Sporting events in Southern California generate an all-time high of more than $5 billion in total economic impact last year. Bottom line: Key findings of the report show that the sports industry continues to be a source of economic growth for the region. The industry’s annual growth rate is double the annual growth rate of Californians’ personal income during this period.

10. Raised members’ awareness on L.A.’s economic outlook

   Chamber members heard from Dr. Christopher Thornberg, Beacon Economics, on what’s ahead for the economy at the Chamber’s Economic Outlook Briefing in the spring. The region is not in a recession yet, Thornberg told members, but the country is in the process of falling into one. Thornberg advised members to prepare for when the market improves in 2009.

   Bottom line: Hearing from economists keeps Chamber members engaged on issues affecting L.A.’s economy.

Hiring our youth. Earnings “Magic” Johnson joins youth at the Chamber in June to speak about the importance of providing all L.A.’s youth with a chance for employment.

The Chamber swung into spring, civic, and business leaders met to discuss the issues facing the region. In June, Los Angeles Mayor Antonio Villaraigosa, former Lakers star Earvin “Magic” Johnson and employers from the United Parcel Service and Vons joined the Chamber to urge youth and employers to participate in Hire LA’s Youth, a Chamber partnership that connects youth, ages 16-24, with local employers for paid full- and part-time jobs.

Later that month the Chamber and the Central City Association hosted a reception for a new California State Assembly Speaker Karen Bass. At a special briefing in April, Michael Lally, Commercial Counselor at the U.S. Embassy Commercial Service in Mexico City, gave his economic outlook for Mexico. In May, L.A. City Council President Pro Tempore Wendy Greuel hosted a reception with Yolanda Yaroslavsky and Los Angeles Planning Department Director Gail Goldberg joined the Mobility 21 Coalition to discuss improving mobility and bringing transportation dollars to the San Fernando Valley. At the Accenture Port of Los Angeles Quarterly Speaker Series in May, California State Superintendent of Public Instruction Jack O’Connell discussed the challenges of reforming the education system.

In June, Assemblymember Curren Price, presented AB 2078 (Fuentes), which will allow more high school students to earn academic credit for work-based internships, passed out of the Senate and Assembly Education Committees.

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The entertainment industry employs more than 250,000 in the Greater L.A. region, including thousands of self-employed workers.

A better L.A. is our business

Focus on public policy: Instant Runoff Voting - a good move for city of Los Angeles

Voters would have the opportunity to rank candidates, which will save millions of dollars

San Francisco and Oakland already use it. Come November, Los Angeles may join their ranks.

Los Angeles currently uses a two-round system to elect its mayor, city attorney, city council and controller. One election is held in early March, and if no candidate wins a majority of the votes, a second election between the top two candidates is held in May. The election process is not only expensive it also results in low voter turnout.

Instant Runoff Voting (IRV) would save voter time and taxpayer money while opening up the political process to more voters and candidates. IRV combines both the primary and runoff into a single election by having voters rank candidates for office by their order of preference.

If one candidate secures more than 50 percent of first place votes, he or she wins. If no one meets that threshold on the first tabulation then the candidate receiving the lowest number of first place votes is eliminated. Voters who supported the eliminated candidate will have their vote automatically shifted to their second choice and so on until one candidate secures more than 50 percent of the vote.

San Francisco adopted IRV four years ago to much success. Voter turnout has more than doubled citywide and taxpayers have saved millions of dollars by holding one election. In addition, candidates ran much more positive, issue-focused campaigns since appealing for second or third place votes has become an important election strategy.

"Instant Runoff Voting will create more competitive races, increase voter participation and save Los Angeles taxpayers up to $9 million next year," said Chamber President & CEO Gary Toebben. "The L.A. Area Chamber strongly urges the L.A. City Council and Mayor Antonio Villaraigosa to put IRV on the ballot this November."

With so much civic and financial upside for Los Angeles voters, IRV is a good government reform that we should all support.

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

Continued from page 1

and 55 percent opposed removing business properties from Proposition 13 protections.

The Chamber also issued guiding principles for long-term state budget reform. These principles, which call for bipartisan collaboration and long-term fiscal reforms, will be used by the Chamber’s Board of Directors in evaluating the specific legislative budget proposals on an individual basis through the summer.

Bipartisan collaborations are essential for a timely budget. As a result, the Chamber supports the recommendations of Assembly Speaker Karen Bass and Governor Schwarzenegger to establish a panel of elected officials from both parties to recommend long-term structural budget and tax reforms.

Another factor in the state’s long-term fiscal health is preserving federal investment. The Chamber cautions lawmakers not to cut programs that generate matching federal funds – which will only make worse the current ratio of 79 cents back on every dollar California sends to the federal government.

As the budget discussions continue through the Summer, the Chamber and its members will make our opinions and positions heard. The complete results of the Chamber’s member survey on the state budget are available at www.lachamber.com/accesssacramento.

For more information, contact VP of Public Policy Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.
## Public policy priority issues summer 2008

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<th>Issue</th>
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<th>Position</th>
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<tr>
<td>Unions FIRST restructuring relief ballot initiative</td>
<td>The Chamber is a principal author of the Unions FIRST Act, which would create an independent citizen’s commission to conduct fact-based, transparent, and accountable restructuring for state legislatures and the Board of Equalization. State lawmakers currently draw their own district boundaries following each census, which stifles competition and promotes extreme partisanship. Supporters of the initiative collected more than 5 million signatures to place the initiative on the November 2008 ballot.</td>
<td>SUPPORT</td>
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<td>Fundamental state budget reforms</td>
<td>With California facing more than $20 billion budget deficit, the Chamber is advocating for major reforms to stabilize the budget and ensure consistent fiscal responsibility. Strengthening budget reforms requires that the current “head ofliner” budget process, improving government efficiency and accountability, and strengthening the state budget reserves for difficult economic times are all key responsibilities. Sacramento must develop a bipartisan solution to achieve these long-term goals with a combination of spending reductions and increases in revenues.</td>
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<td>Re-open Martin Luther King Jr. Hospital in Los Angeles</td>
<td>The Chamber co-hosts more than 200 local business and civic leaders to Washington, D.C. in April to advocate for increased, consistent federal funding for local transportation, goods movement and other infrastructure projects. This summer, the Chamber in coordination with Mobility 21, will continue meeting with members of Congress to establish dedicated federal funding for critical infrastructure projects. The Chamber strongly supports reopening King-Harbor Hospital under a public-private partnership. Failure to do so will continue to negatively impact the community and exacerbate overcrowding at Los Angeles County General Hospital.</td>
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<td>Oppose rollbacks of workforce housing incentives</td>
<td>State efforts such as AB 2280 are underway to rollback market-based incentives for the construction of homes and affordable housing. In 2008, a state law requires local municipalities to offer developers incentives for housing for rent-as-you-agree units for lower-income residents. The goal is to incentivize local governments to “calibrate” rather than demand unworkable mandates in difficult economic times. The Chamber opposes these rollbacks, which will close further housing opportunities for multi-family housing projects and lead to further housing shortages throughout California.</td>
<td>OPPOSE</td>
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<td>Develop a comprehensive solution to state water crisis that focuses on the Delta</td>
<td>The Chamber is the primary sponsor of three bills aimed at improving public education and workforce development. AB 2078 will allow more high school students to earn academic credit for work-based learning. SB 1077 establishes an integrated teacher preparation program. The Chamber is working with Mobility 21, will continue meeting with members of Congress to establish dedicated federal funding for critical infrastructure projects. The Chamber strongly supports reopening King-Harbor Hospital under a public-private partnership. Failure to do so will continue to negatively impact the community and exacerbate overcrowding at Los Angeles County General Hospital.</td>
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<td>Modernize LAX and Port of Los Angeles</td>
<td>The Los Angeles International Airport (LAX) and the Port of Los Angeles are the region’s largest economic engines generating more than $160 billion in annual economic output. LAX is the busiest airport in the nation. These projects will ensure continued “green-growth” that will clean up the environment while stimulating economic development. The Chamber is an active proponent for continued terminal modernization and safety improvements at LAX. This is essential to ensuring a world-class passenger experience and ensuring safer goods movement and other infrastructure projects. This summer, the Chamber in coordination with Mobility 21, will continue meeting with members of Congress to establish dedicated federal funding for critical infrastructure projects.</td>
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<td>Support implementation of LA’s reform election initiative on the November 2008 ballot.</td>
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<td>Free Trade Agreements with key trading partners</td>
<td>The Chamber supports Congressional ratification of the pending free trade agreement between the United States and Colombia, Panama and South Korea. 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 this agreement will allow American businesses to export products almost tariff free.</td>
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**Big dreams for a better L.A.**

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

Edward K. Kim  
Executive Vice President  
U.S. Bank

“**My dream is that one day all Angelenos will realize that we live in a growing, changing and magnificent metropolis where we must embrace change in order to house and transport all of our people and provide for the continued prosperity and economic vitality of our great city. This will require a concerted effort towards dialogue and education that emphasizes long term improvement for all, rather than myopic opposition to progress based on fear and self interest alone.**”

Daniel Gryczman  
SVP of Development & Trical Construction, Inc.

“I believe that everything starts and ends with the quality of our education system. My dream is that one day we can create a public school system that truly is world class and allows equal opportunity for all without bias with respect to race, religion or social economic class.”

Maellia Macin  
Vice President &  
General Manager  
Univision Communications, Inc.

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**V**ideo games are an increasingly rich and multi-faceted form of interactive entertainment enjoyed by millions of adults as well as young people today. Many parents are understandably concerned, however, about children being exposed to inappropriate content in some games. A few games are particularly troubling because they let players pretend at violent and sexual behavior.

We at Microsoft agree that not all games are appropriate for all ages. We are committed to providing technology and tools that help ensure safe, age-appropriate gaming experiences.

For example, Xbox was the first gaming platform to offer built-in parental controls. These user-friendly family settings allow parents to set limits—different ones for each child—on access to games, movies and TV content. A new Family Timer feature even lets parents put overall limits on how long kids can play.

Xbox Live allows parents to manage their children’s online communication and the people they play with online. Easy-to-use parental controls are incorporated into Windows Vista, as well.

These controls support the leading game ratings systems in use around the world, including the Entertainment Software Rating Board (ESRB) system used in the United States. Games with an ESRB rating of AO, for “adults only,” are simply not allowed on Xbox.

We encourage parents to talk with their kids about the rules of game play, to draw in these discussions, we created a parent-child contract called PACT. It helps families reach agreement on the level of Parental involvement; the amount of Access children can have, including who they are allowed to play and interact with online; the types of Content children are allowed to play or watch; and the amount of Time children can use media. (PACT can be downloaded at no cost via the URL below.)

We have joined with organizations such as the National PTA and Boys and Girls Clubs of America to help educate parents about safe and age-appropriate gaming.

We have partnered also with retailers such as Best Buy and Wal-Mart to ensure that age ratings of games are clearly explained and consistently observed in stores.

While we recognize the value of freedom of expression for game developers and publishers, we also actively support the right and responsibility of parents to make educated choices about interactive entertainment for their children. Informed and equipped with the tools they need, parents are the first and best lines of defense for ensuring that kids are engaged in safe and age-appropriate play.

We are committed to providing parents, teenagers, schools and others with the information and the tools. We are committed to developing interactive entertainment that is healthy and fun for the whole family.
Focus on education and workforce development:
Jobs for L.A.’s youth

Summer employment is more than a right of passage for youth entering the workforce. Summer jobs provide youth with new skills and productive activities to stay out of trouble when school is out of session. As Father Gregory Boyle of Homeboy Industries has said, “nothing stops a bullet quite like a job.” In addition, every $1 earned by a teen, generates $3 in economic activity in the local economy, according to the Center for Labor Market Studies at Northeastern University.

That is why the Chamber recently joined forces with House Majority Whip James Clyburn (D-SC) and U.S. Senator Patty Murray (D-WA) to help push a national youth summer jobs program that would prepare a stronger workforce and help repair a struggling national economy through the Summer Job Stimulus Act of 2008.

Summer Jobs. The Chamber is working with legislators and the mayor to create summer jobs for teens across the country.

“Economic experts have all made clear that a stimulus package must be timely, temporary and targeted,” Clyburn said at a press conference during Access Washington, D.C. “There’s no better program to implement such principles than a summer jobs program.”

In Los Angeles, Mayor Antonio Villaraigosa, the Los Angeles Community Development Department, the Los Angeles Workforce Investment Board and the Chamber have taken the lead to ensure that young adults have access to summer employment. By utilizing the Chamber’s LA Youth at Work and Work Readiness Certification (WRC) programs, the Mayor’s HIRE LA’s Youth campaign has mobilized businesses and provided jobs and training to youth.

These programs provide a win-win solution, allowing employers to save time and money by selecting qualified, entry-level candidates who have received a WRC and giving L.A.’s youth access to viable, skill-building employment and internship opportunities with LA Youth at Work and HIRE LA’s Youth.

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Youth jobs by the numbers:

One out of five, or 93,000, L.A. youth, ages 16 – 24 are out of school and out of work.

- Introducing teens to the work world early will help to reduce unemployment, and early work experience has been shown to raise earnings over a lifetime by 10 – 20 percent.  
- Every $1 earned by a teen generates $3 in economic activity in the local economy.  
- One of the biggest short-term needs of employers is the ability to hire qualified entry-level workers.  

To learn more about the Summer Jobs Program, visit www.lachamber.com/summerjobs. To learn how to shape a stronger workforce and provide jobs for our future CEOs, visit www.hirelasyouth.com or contact Education & Workforce Development Manager Maria Nieto, 213.580.7599 or mmnieto@lachamber.com.

Chamber Snapshots

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

Tourism continues to be a key economic driver, despite slowing economy and rising gas prices

To many in our region, summer vacation often means Hawaii, Mexico, the Grand Canyon and many other destinations easily accessible from Los Angeles. To the rest of the nation and the world, however, Los Angeles is a top vacation destination, with more than 25.9 million visitors traveling to the region last year. As the second largest export industry in L.A. County—second only to international trade—tourism is a key economic engine in the region.

Despite a slowing economy and rising gas prices, which are affecting tourism globally, travel and tourism continue to generate more than $400 million in local tax revenue and more than $300 million in state tax revenue each year. In 2006, more than 25.4 million visitors came to Los Angeles, with visitor spending totaling $13.5 billion, according to LA INC. The Los Angeles Convention and Visitors Bureau.

"Tourism is a big part of Southern California's economy—bringing dollars and jobs to our area," said Chamber President & CEO Gary Toebben. "We must continue to attract visitors to our region and show off what Los Angeles has to offer."

More than 260,000 people work in tourism-related industries in Los Angeles including the accommodation, amusement park and travel arrangement industries. The tourism industry is poised to create even more jobs in the future as the city continues to make improvements and add facilities to accommodate visitors.

"When we welcome more visitors to Los Angeles, we help boost our local economy. In 2007, we had 25.9 million visitors who spent more than $15 billion and it is expected that 2008 figures will surpass these record-breaking numbers."

- Mark Liberman, President and CEO LA INC. The Los Angeles Convention and Visitors Bureau

In downtown Los Angeles, an $800 million 1,001-room facility with 77,000 square feet of meeting space, is under construction as a key part of the L.A. Live sports and entertainment district, which will house two hotels, a JW Marriot Hotel and The Ritz-Carlton Hotel, Los Angeles. The 2 million square foot development, co-developed by KB Urban and Anschutz Entertainment Group (AEG), will open in 2010 at Olympic Boulevard and Georgia Street.

The development is already expecting thousands of visitors once the hotels are up and running. The L.A. Live development has already booked 25 conventions as far as 2024. The hotels have advance booking for more than 600,000 rooms, according to AEG.

Industry experts expect tourism to slow nationwide this year due to gas prices and the economy, but local tourism authorities remain optimistic about the summer season in Los Angeles.

"Tourism is Los Angeles' second largest industry and it is playing a vital role in today's challenged economy with a weak dollar," said Chamber Board Member Mark Liberman, president and CEO of LA INC. The Los Angeles Convention and Visitors Bureau. "When we welcome more visitors to Los Angeles, we help boost our local economy. In 2007, we had 25.9 million visitors who spent more than $15 billion and it is expected that 2008 figures will surpass these record-breaking numbers."

Fifty-nine percent of leisure travelers said they will travel as much as last year, according to a recent American Express Retail Index. Another 23 percent said they will travel more and only 18 percent said they expect to travel less than last year. Despite a slower economy, tourism is expected to continue to be a major economic engine in Southern California and the business community is working together to make certain this happens.

"We are working closely with Los Angeles World Airports (LAWA) to attract increased airline services to LAX," Liberman said. "And to promote the Los Angeles area abroad so potential visitors are educated about all of the great attractions, culture, hotels, dining and shopping Los Angeles has to offer."

Source: LA INC., The Los Angeles Convention and Visitors Bureau

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

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

ADVERTISING
Ballboard Connection Outdoor Advertising
Receive 25 percent off all production charges (includes design) with any advertising campaign placed with us. Let us create a cost-effective ad campaign to reach your target market using billboards, boxes, transit, mailers, or one of over 50 plus strategic products and programs. Minimum $80 total campaign budget. Contact Brian Alexander, 310.429.3500.

AUDIO VISUAL
CCS Presentation Systems, Inc.
Chamber members receive a 5 percent discount on projector rentals. Contact Gina Riberi, 323.954.7754, ext. 12.

AUTOMOBILE SERVICES
Enterprise Rent-A-Car
Receive 20 percent off our already low prices, mention code 322-636. 1-800-953-0520 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, 213.840.3179.

CLUBS/PRIVATE
LAACO, Ltd.
Join the Los Angeles Athletic Club and receive $200 of your initiation fee. Application subject to approval. Call 213.630.5200.

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For more information contact Membership Manager Pat Clark, 213.580.7595 or pclark@lachamber.com.

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For more information contact Membership Manager Pat Clark, 213.580.7595 or pclark@lachamber.com.

For more information about Kaiser Permanente, call 1-800-464-4000 or visit us online at kaiserpermanente.org.
Facing the challenge of South Los Angeles:

This quarter we ask Los Angeles County Board of Supervisors Chair Yvonne B. Burke, representing the 2nd District—Carson, Compton, Culver City, Gardena, Hawthorne, Inglewood, Lawndale, Lynwood, and portions of Los Angeles—about what she wants to accomplish in 2008 and what’s ahead for her after stepping down at the end of the year.

What do you see are the biggest issues facing Los Angeles County in 2008?

Supervisor Burke: Our biggest issues are financial. We depend on state funds so much, also sales and property tax. When you start talking about a reduction in property tax because fewer properties are being sold, that has a direct impact on L.A. County. When the state says they’re going to hold back funds that we will receive, that has a great impact on us. So we are faced with financial issues and the reality of them.

Health care is also a big one for us, with hospital closures. We get a difference in terms of reimbursements for Medicaid. We don’t get the same as they do in Northern California. Somehow, they’ve put in different levels of reimbursements.

The Chamber is a strong supporter of having a private firm reopen and operate Martin Luther King Jr. Hospital as soon as possible. How is the push for new reopening and what obstacles are still ahead?

Supervisor Burke: I think it’s going very well. I believe we’ll enter into some kind of contract. The biggest obstacle is how do you get the money to be able to reimburse a private operator or provider the amount that they feel is necessary to take care of the uninsured. I think we’ll find a private operator. We’ll negotiate and get the amount they should be reimbursed, and I think we’ll move in that direction very fast.

In what areas do you think the Chamber and the business community can be most effective in improving the economy and quality of life in the County?

Supervisor Burke: We have to have jobs here. The Chamber can emphasize to its members: Look very hard at your existing businesses and let them know that you would like to expand. We have to have jobs here. The economy and quality of life in the County?

Supervisor Burke: We have been trying to attract industries and companies to come in. The only way you get the jobs is if you can get companies to invest in South Los Angeles. I was there when they opened up the new Fresh & Easy market—the first market in Compton for ages, except for maybe a few mom and pops. I was very supportive of Target and Home Depot coming into Compton. That same thing has to happen in other parts of South Los Angeles.

Services have to be there and those services provide jobs. Not only do you get jobs you get the economic viability.

Ending the epidemic of gang violence is a top Chamber priority that requires a regional approach. What is the county doing in conjunction with local governments, law enforcement and the community to help end this lifestyle?

Supervisor Burke: We have to have an enforcement component. In some instances our office has been involved in checking on probationers and parolees. We have to make sure that they have adequate education and that they are directed into other kinds of future activities, monitoring them so that they don’t get into the same situation that they were in before. We have to have different components—enforcement, prevention and rehab for those young people who come through our system.

You have broken so many barriers in your career—you were the first African American woman elected to the California Legislature in 1967, the first African American Woman elected to the U.S. Congress from California in 1972, and the first African American Woman to serve as Chair of the L.A. County Board of Supervisors in 1993. How did these experiences shape your public policy views and your views of life in general?

Supervisor Burke: The opportunities that I have had have convinced me that I need to make sure that others realize they need to try things, even though we sometimes fail. Because I’ve failed many times. But the important thing that I hope I’ve gotten through to people of color and to women, is you have to give it a chance. I’m so pleased to see Karen Bass as the speaker of the Assembly. That says to women, you got to be there and you can do it.

You are stepping down at the end of this year. What are the challenges facing your successor and do you have any favorites in the race?

Supervisor Burke: The unfortunate part of it is that I don’t believe that when I leave that these financial crises will be over. I believe the health crisis, in terms of money, the state crisis will still be there—they’ll be giving us less money. I say to my successor: You’re going to have tough times. I came in 1992, the last recession, and it was not easy. Tough decisions will have to be made.

My successor needs to be someone familiar with budgets who has had this experience in terms of operating a large entity, and the experience in terms of making financial decisions. That’s why I’m supporting Bernie Parks. As police chief, he had the experience of dealing with a large number of employees, and he’s on the financial committee on the council. I came after being on the appropriation committee of the U.S. Congress. With the experience of being on the committee, I understood the finance and how to deal with a large entity on financial decisions—that’s what Bernie Parks will bring.

What’s next for you?

Supervisor Burke: I plan to do mediation and dispute resolution. I’m going to work part time. I’m a lawyer, but I don’t plan on going to a law firm.

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We’re committed to supplier diversity. And for several years running, that commitment has been honored by DiversityInc, DiversityBusiness.com, the Women’s Business Enterprise National Council and others. We’re proud of that recognition. And we’re proud of the performance of our diverse suppliers. They’re making us a better corporate citizen and a better company.
Focus on small business:
Small business gets social

Businesses are using social media as a tool to engage customers.

Social media, or online forums that allow people to interact, collaborate and network, is not just for individuals and bloggers. A growing number of corporations, traditional media outlets and even government Web sites are using social media to engage customers, readers and constituents. Small to medium-sized businesses are now getting in on the action and learning to utilize these tools to increase their visibility among potential clients.

"Today, consumers are going to different places to get educated on what they're interested in. They're going to the Internet and looking at specific niche sites," said Pete Nelson, Everywhere Marketing, and the facilitator of the Chamber's Connection Point series. "Social media gives consumers an opportunity to get information they need when they want it and gives businesses a channel of communication to get their message out!"

Many small businesses hesitate to get involved with social media because of a lack of media savvy and the budget to expand, but the upside for many of these Web sites is that they don't require a significant amount of time and financial investment. Nelson recommends understanding the value of your service, learning what kind of information your consumers are looking for and where they're looking for that information.

Social media is an opportunity to interact with the people who are most important to the growth of your business. Blogging has allowed many companies to host, from their own Web site, a commentary journal on a range of topics, giving them the chance to share knowledge and engage in conversations with their consumers.

The Chamber recently created a group on LinkedIn, an online network of more than 20 million experienced professionals from around the world, representing 150 industries. Many Chamber members are also on LinkedIn, including Beacon Management Group, MitraT, Women Media Pros and others.

Suzanne Spurgeon, CEO of media consulting firm Women Media Pros, has been using LinkedIn for six months, and says if she can do it, anyone can.

"It's the way you have to do business these days," Spurgeon said. "The traditional ways of doing business have to be supplemented and social media is the way it's going."

For more information on how to expand your marketing reach, join the Chamber for the Connection Point series, by contacting Program Manager Bridget Netter, 213.580.7576 or bnett@lachamber.com.

SCORE Spotlight:
Developing a Legal Plan

This quarter the Los Angeles Chapter of SCORE discusses why small businesses should have a legal plan.

Intellectual property – patents, trademarks and copyrights

Patents, trademarks and copyrights are collectively known as intellectual property. Ask the following questions to understand where your business stands on intellectual property issues.

- Has your business instituted a trade secret and proprietary information program?
- Does your business have any brands, logos, packaging or designs?
- Can they be trademarked or service marked and, if so, are they?
- Can your business obtain a patent for any idea, invention or discovery?
- Is your business planning to develop a new product or use a new process that may have been patented by someone else?
- Have you registered Internet domain names that may be important to your business?
- Do you have copyright protection for the text, graphic, software, audio or film materials that comprise the manuals, promotional or training materials of your business?

Human Resources - Employees and Contractors

Independent contractors are often an attractive option of small businesses that don't have either the resources or the need for full time employees. But if you hire contractors, make sure that the relationship fits within the IRS's definition of contract labor.

Hiring direct employees may be more appropriate for your business. To determine whether an individual is an employee under common law rules, the IRS has identified 20 factors that are used as guidelines to determine whether sufficient control is present to establish an employer-employee relationship including behavioral and financial controls, and relationships of the parties. More information on hiring contractors or employees is available at:

To learn more about having a legal plan for your small business, contact the Los Angeles Chapter of SCORE Counselors to America's Small Business at 818.552.3206.

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

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

"The L.A. Area Chamber’s advocacy speaks to the mission of my career-education practice."
Christine R. Bosworth, Ed.D
Professional Career Education, member since 2009

"As an active member of the Chamber, UCLA aligns itself with the Chamber as an advocate and engages in the various forums for discussions and issues committees. The Chamber has been a role model of advocacy and stature for all of my members and the communities of Los Angeles. Providing forums for discussion and events for networking, along with key information regarding the region, the Chamber has long been a leader in areas of growth and sustainability."
Felicia Brannon
Executive Director, University of California, Los Angeles, member since 2003

"It has been gratifying to participate in such a vibrant ‘can do’ atmosphere at the L.A. Area Chamber."
Michael C. Howard
Business Development Manager Intechna—Los Angeles Recycling Centers, member since 2007

"The L.A. Area Chamber consists of the city’s best and brightest who care deeply about the direction of the city." Brian Kite
Managing Principal & Vice President Lao & Daly
Member since 1948

"The L.A. Area Chamber works tirelessly for defensive interest issues, build relationships and celebrate the success created by its members." Kelly Yang
Marketing Manager, Southwest Airlines Co.
Member since 1999

Most of California’s film industry employment—more than 85 percent—is in L.A. County.
Los Angeles is the largest, most diversified economy in America. There's no other place like it in the world today. Entertainment, fashion and pop culture, of course. Manufacturing, services, exports and imports: Huge. An extraordinary mass of medical, scientific and high technology that dwarfs the Silicon Valley and Greater Boston combined. (Yahoo! planted a flag in Santa Monica. Ditto Microsoft, in downtown Los Angeles.) And, one constant in all the variables: a network of top-flight universities.

“Los Angeles is a mirror of Los Angeles. (Actually, maybe more like an IMAX.)” Richard Ziman is chairman of AVP Advisors, LLC, the exclusive advisor to American Value Partners. The Center for Real Estate at UCLA bears his name.

Los Angeles runs on a premium blend of expertise and innovation. Its unique, start-up-centric economy couldn’t work without a highly educated workforce. And vice versa.

“Consider UCLA. Uniquely, it’s a first-rank national university. There are very few in its class. A dozen, maybe. It attracts highly talented, highly motivated students and research fellows who involve themselves in the UCLA experience and go on from there with the UCLA attitude—a deep commitment to education and inquiry.

“UCLA ranks fourth in the country in research expenditures. The people who issue those competitive grants—NIH, DOD, NSF and all the others—look at UCLA as a very, very significant research institution with the collective intellect to accomplish what they want to accomplish.

“UCLA is a state institution—of, by and for the people of California. Certainly, you want students from other states, other nations, with different ideas and values and experiences. But when you educate Californians, there’s a bonus: They don’t leave. They stay in California. All of us share the benefits of their education.

“UCLA is a big-city school. It’s not out somewhere in No Man’s Land. It’s here in one of the most important metropolitan centers in the world. It feeds off that. The city and its entrepreneurs/creators feed off it, too. “Our company couldn’t exist without very capable people at every level. A very large percent of our senior staff are UCLA graduates. I suppose that indicates a certain lack of objectivity on our part.”

Richard S. Ziman. UCLA, Unabashed.

Welcome to the capital of Now.

“Universities raise the level of what’s possible. They can draw upon not just their own resources, but the community at large. Universities can get academics, researchers, politicians, entrepreneurs, dreamers and doers in the same room to seize moments, face issues, define problems, change priorities, do something.

“UCLA is a mirror of Los Angeles. (Actually, maybe more like an IMAX.)” Richard Ziman is chairman of AVP Advisors, LLC, the exclusive advisor to American Value Partners. The Center for Real Estate at UCLA bears his name.

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

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The 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.

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