Mobility 21: More funds and smart growth are key to correcting L.A.’s traffic woes

500+ leaders get behind plan to fight for country’s fair share

“Uneasy” was the word of the day at the fourth annual Mobility 21 Coalition’s transportation summit, “L.A. County Moving Together,” held Nov. 14 at the Long Beach Convention Center. From keynote speaker – and former White House chief of staff – Leon Panetta to the county’s new champion for transportation fixes, Los Angeles Mayor Antonio Villaraigosa, one message was clear: Los Angeles area business leaders, public officials and transportation advocates must work together if they hope to claim the region’s fair share of new transportation funds.

“You absolutely have to unify,” Panetta said, urging the region to speak as one voice when seeking support in Washington, D.C. “You can’t just do it hit or miss.”

Of course, Mobility 21 at its core is a call for unity. Founded in 2002 by the Los Angeles Area Chamber and the L.A. County Metropolitan Transportation Authority (Metro), a strategic partner the Southern California Automobile Club, Mobility 21 is based on Tex-21, a similar organization. Mobility 21 works to educate state and federal policymakers about the region’s strategic importance to the national economy and to advocate for Los Angeles County’s transportation priorities at the federal, state and local levels.

The central objective is to rally the region’s lawmakers to work together on securing state and federal appropriations for the region’s transportation infrastructure.

Speaking before more than 500 regional leaders—the summit’s largest—ever-attendee—Mayor Villaraigosa voiced support for a proposed $10 billion state transportation-housing bond, which may appear on the June 2006 ballot. He also welcomed a possible $50 billion infrastructure bond recently proposed by Gov. Arnold Schwarzenegger.

“Jay’s off to the governor for thinking big,” he said. “To the extent he does it in collaboration with the legislature, the business community and all the stakeholders of the state, I think it’s something we have to look at.”

Los Angeles Area Chamber President and CEO Rusty Hammer, speaking to the conference via a video-recorded message, said when lobbying in D.C., L.A. County needs to emphasize its contributions to the national economy.

“With 43 percent of imports entering the United States through the Los Angeles area, our roads are literally driving the nation’s economy,” he said. “But for every tax dollar we send to Washington, less than 92 cents comes back to us to invest in our transportation infrastructure. That just doesn’t add up. Now more than ever, it is imperative that we get our fair share of transportation dollars.”

The Mobility 21 Coalition also awarded Toyota with its 2005 Julian Dixon Award, honoring the company’s leadership in revolutionizing mobility with its Prius hybrid vehicle.

For more information about Mobility 21, visit www.Mobility21.com or contact Chamber Public Policy Manager Elizabeth Warren at 213.580.7565 or awarren@lachamber.org.
A Message from Rusty

With the close of 2005 and 2006 just beginning, your Chamber is at work on aggressive plans to make the New Year even more successful. In all areas of our programming – from special events, networking, advocacy and public policy to leadership training and education and workforce development to meeting member needs on a daily basis, we are proud of the work we do.

You will see that this quarter’s edition of the VOICE, in addition to our regular news about the Chamber, focuses on our advocacy and public policy activities. This area is one of our major priorities because business comes under attack in the halls of government from all angles. As our elected officials weighs plans to increase business taxes or to overregulate business activities, as a Chamber and a steward of the business community, we must remain vigilant in ensuring our lawmakers at all levels know where we stand on the issues facing our region. In addition, we must continually remind our legislators that the prosperity of our region depends on a prosperous business environment, without which the jobs of tomorrow will not be created.

Our advocacy programs start with our policy committees, highlighted in the center spread. You will see the agendas we’ve set for these committees and the list of impressive committee chairs who will help steer our activities. I urge you to look at these committees and participate in one or more of them in areas that interest you. Our policy positions are only as good as the input we receive from our members and I urge you to connect with the committee that best suits your business and needs. Whether you can attend meetings in person or just weigh in via email or a phone call, your insights lend strength to our advocacy work.

Secondly, we take advocacy trips to Washington D.C. and Sacramento each, in addition to our annual trek to L.A. City Hall. On these trips we take Chamber members to meet with our legislators and reinforce our positions on the issues that are important to us and the region as a whole. Participating in a trip to our nation or state capital is a very worthwhile experience and goes a long way toward advancing our agenda.

So, please, read up on our advocacy agenda and our many plans for 2006. The VOICE exists to communicate our successes, challenges and opportunities with our membership, and in so doing, I hope we are giving you more tools and insights to better run your business and improve your life.

As we begin a new year I wish you, your family, friends, and business the very best for a successful 2006.

RUSSELL J. HAMMER
President & CEO
Los Angeles Area Chamber of Commerce

MEMBER ADVANTAGE

Did you know that the Chamber’s Member Advantage program can get you discounts on everything from hotel rooms, LAX parking and interior design consultations to IT services, office supplies and even teeth whitening? Your membership is your ticket to special offers and savings available from our fellow Chamber members to benefit your business and your life. To see a full list of special Member Advantage offers, visit www.lachamber.org/advantage. Or, if you want to offer other members a discount on your products or services, contact Membership Manager Pat Clark, 213.560.7995 or pclark@lachamber.org.

CALENDAR OF EVENTS

Go online to our new and improved calendar at www.lachamber.org to view a complete listing of this quarter’s Chamber events. Below are highlights to keep you up to speed on Chamber goings-on.

EVENT HIGHLIGHTS

Mark your calendars

January

THU | Jan. 19
Export Seminar Series Session #1: Fundamentals of Export
If you’re only selling your product in the United States, you’re reaching just five percent of the world’s population and only one-third of the world’s purchasing power. The Export Seminar Series will teach you how to expand your market. How exporting can take your business to a profitable new dimension in today’s global economy.

FRI | Jan. 20
Leadership L.A. Session #1
New recruits for the Chamber’s Leadership L.A. program will participate in a Los Angeles lesson at this session, the first of ten for 2006. Since 1987, Leadership L.A. has educated emerging civic leaders from all segments of the Los Angeles region, preparing them for decision-making positions and cultivating them for community service.

THU | Jan. 26
117th Inaugural Dinner: Right Here. Right Now.
The must-attend Chamber event of the year. Join more than 1,100 business leaders and public and elected officials at the nexus of L.A.’s business, political and civic leadership. To be held at the Hyatt Regency, the event will honor Sherry Lansing and Steven Sample, while swearing in 2006 Chamber Board Chair Dave Nishio, AT&T.

February

THU | Feb. 2
Groundhog Job Shadow Day
Make a difference in a student’s career development by participating in this annual program, in which students shadow workplace mentors as they go through a normal day on the job. Job shadowing provides students the opportunity to make tangible connections between the classroom and career skills, motivating them to learn.

March

WED – THU | Mar. 7-8
Accenture Pancakes & Politics
These popular monthly breakfast events bring together the Chamber’s Circle Level Members for face-to-face dialogue with some of the area’s most influential leaders.

THU | Mar. 16
Access Sacramento
Join 100 business leaders and public officials in the state capital for the Chamber’s annual lobbying trip as we advocate for L.A.’s fair share on issues related to transportation, housing, education, health care and more.

TUE | Mar. 28
Principal for a Day
The Chamber, in partnership with LAUSD’s Partnerships & Adapts-a-School Office, UNITE-LA and the Urban Education Partnership, presents this exciting initiative to give local business executives the opportunity to shadow a Los Angeles school principal and experience a typical day as an administrator and educator. Go beyond the headlines and the rhetoric to discover the treasures and challenges inside Los Angeles public schools.
Put L.A. youths on the path to college

The Chamber’s annual Cash for College Convention drew more than 10,000 students, parents and educators who visited more than 100 college booths and attended workshops on financial aid and college finance through workshops led by financial advisors from CAFATE and NABFA. By hosting the event in Ontario, the Chamber also turned focus to possibilities for freight movement through the Inland Empire (using Ontario International Airport) and LAX.

Bottom line: If infrastructure can’t keep up with the demands of international trade, Los Angeles—most notably the state of California and the U.S.—loses big. Our ports and airports are among the world’s busiest cargo centers and when they can’t meet the increasing demands of importers and exporters, the national economy suffer.

Acquainted new L.A. City Council members with business community

Three new faces in City Hall mean three new guests at the Accenture Pancakes & Politics series. At a full-house breakfast in December, Councilmembers Jose Huizar, Bill Rosendahl and Herb Wesson presented Chamber members with their goals and priorities.

Bottom line: Chamber Circle Level members had face-to-face dialogue with people who will impact the city for years to come. Business and politics don’t each operate in a vacuum; bringing the sectors together means better partnerships and understanding on both sides.

Championed success of Metro Orange Line

After months of debate and fruitless lawsuits by local homeowners, the Chamber hailed the opening of Metro’s Orange Line, a dedicated San Fernando Valley bus rapid transit (BRT) route extending Woodland Hills with North Hollywood. The Chamber continues to tout the success of the Orange Line, which also already exceeded ridership expectations by 100 percent. Despite a few accidents caused by drivers—net bus operators—ran smoothly, ridership volumes are on track to grow and help relieve Valley congestion.

Bottom line: Improving public transportation—and combating NIMBYs—continues to be a top priority for the Chamber and its Mobility 21 Coalition. With the recent openings of the Orange Line and Gold Line, the Chamber is shifting its advocacy efforts to development of the Expo Line and extending the Red Line into L.A. City.

Led talks on new entertainment revenue streams

In December, the Entertainment Industry Business Council kicked off a two-part series on changing mainstream entertainment content to attract diverse audiences. The first segment focused on broadening entertainment marketing and promotions to attract ethnic consumers, while a second part slated for February will look at the flip side: narrowing entertainment products to target niche consumer markets.

Bottom line: Entertainment is arguably one of L.A.’s—and the nation’s most profitable exports and employment sources. As the Chamber helps combat runaway production, through the EBC it works to keep those at the heart of the industry well-informed on the changing needs of customers.

Urged more effective county health care system

In November, the Chamber board voted to support creation of a new, independent, health authority for L.A. county health and hospital professionals, instead of the current system in which County Supervisors govern day-to-day operations. The committee also voted to recommend separation of Los Angeles County’s public and private health departments.

Bottom line: L.A. County’s health care system is in crisis and needs health professionals at the helm. Separation of the county’s personal and public health departments will create efficiency and facilitate concentration on what need to be two separate areas of the county’s health system.
Feature: Join the Chamber’s 2006 Advocacy Efforts

Through our lobbying trips to D.C. and Sacramento and our six policy committees, The Chamber is working for you to build a better L.A.

Access Sacramento
March 7-8
Access D.C.
May 15-18

Dates for the Chamber’s widely popular Access advocacy trips have been announced for 2006 and planning is well under way. Access Sacramento will be held March 7-8 and Access D.C. is scheduled for May 15-18.

“The Chamber’s lobbying efforts are most effective when we get the participation of our members,” said Chamber Board Chair Christopher Martin, AC Martin Partners. “Last year’s Access trips included 137 business leaders and public officials who, together, helped to keep the L.A. Air Force Base off of the Pentagon’s closure list and to restore $1.3 billion to the state’s transportation budget.”

The Chamber’s lobbying trips to the state’s and nation’s capitals date back to the 1890s when the organization led delegations to Washington to secure regulatory approval and funding to construct the L.A. Aqueduct and L.A. Harbor. In more recent years, the Chamber’s Access trips have directly resulted in securing $492 billion for the Gold Line extension as well as workers’ compensation reform.

“We believe that the Access trips are a very important aspect of the Chamber’s overall effectiveness. These trips not only offer our members the opportunity to meet with high ranking lawmakers and agency heads, but also allows our combined voices to communicate our region’s importance to the state’s and nation’s economy,” said Jon Inman, Majestic Realty Co. “We are thrilled to have Jerry Brown running again in 2006.”

Registration is available through the Chamber’s Web site. For more information about the Access trips and sponsorship opportunities, please contact Director of Public Policy Brendan Huffman, 213.580.7531 or bhuffman@lachamber.org.

2006 Policy Committees

Education & Workforce Development

Creates a strong business voice to drive and support pre-kindergarten through university education and job training systems that ensure every student and adult is prepared to succeed in tomorrow’s economy and contribute to our society. Last year, this committee was instrumental in pushing the Chamber’s board to support the Universal Preschool for All initiative as well as Measure V, the $3.9 billion LAUSD school facilities bond, which passed handily in the Nov. 8 special election.

From the Chair: Don Jett, IBM

“Without a highly skilled workforce, there is little hope for long-term economic growth. Our committee will continue to engage policymakers on the needs of employers and work to improve our education systems.”

What’s in store in 2006:

• LAUSD governance
• Small schools/small learning communities reforms
• Universal preschool

Vice Chair: Ed Avila, Project Restore.
Chamber Staff: David Retrany, 213.482.3987 or dretrany@laist.com

Environmental Quality

Focuses on policy issues related to the environment, including air, water, waste management, land contamination and energy at legislative and regulatory bodies and represents a balance between environmental goals and economic needs. Last year, the EG Committee addressed many important environmental issues including CEGA reform and better waste management practices by local waste handlers. Meets fourth Wednesday of each month at 12-1:30 p.m. (except for Jan. 26).

From the Chair: Robert Wyman, Latbam & Watkins, LLP

“There’s no more critical time for our committee to apply its expertise and give input on the business community’s behalf. We must find ways to help the state and region maximize economic opportunities offered by growing industries while minimizing the environmental impacts.”

What’s in store in 2006:

• Addressing air quality at the ports
• Increased water and energy delivery and storage capacity
• Expanding emission trading credits

Chamber Staff: Elizabeth Warren, 213.580.7558 or awarren@lachamber.org

Health Care

Addresses the region’s health care crisis, including rising costs, increasing numbers of uninsured residents, shortage of nurses and high cost of hospital operations to ensure that resources are maximized to result in as much universal access as possible. Last year, the Health Care Committee secured positions from the Chamber board to establish a separate county health department and to create an independent health authority. Meets second Thursday of each month at 9-10:30 a.m. (except for Jan. 6 and May 5.)

From the Chair: Tom Prisarchik, Cedars-Sinai Health System

“With health care costs and the number of uninsured both rising, we will address these issues and ensure that the business perspective is represented throughout the decision making process.”

What’s in store in 2006:

• Restructuring the county health care system
• Reducing the number of the uninsured
• Increasing medicare/medical reimbursements to doctors & hospitals

Vice Chair: William Caswell, Kaiser Permanente
Vice Chair: Robert Layton, Sheppard Mullin Richter & Hampton, LLP. Chamber Staff: Samuel Garrison, 213.580.7568 or sgarrison@lachamber.org

If you don’t speak up, you’ll never be heard. And right now, businesspeople in the L.A. region have a lot to say to help secure our fair share of state and federal funding. Did you know?

About California:

• California houses 12 percent of the nation’s population.
• California pays 13.4 percent of the nation’s total federal taxes.
• California is a donor state and has been for 20 years. For every paid federal tax dollar, California receives 79 cents back in federal expenditures, which amounted to $80 billion last year.

About Los Angeles County:

• Los Angeles County’s GDP ranks 17th in the world among countries.
• The county’s population is 10.2 million people, larger than 43 states.
• Largest major manufacturing center in the States, with 484,200 workers in 2004.
• Its ports, the Ports of Los Angeles and Long Beach, are the first and second busiest ports in the nation, and combined are the third busiest worldwide.
• The ports handle about one-third of all container traffic in the U.S. and 70 percent of all container traffic on the West Coast, moving more than $210 billion in trade each year and sustaining more than 2 million jobs nationwide.

2006 Policy Committees

Education: State Superintendent of Public Instruction Jack O’Connell meets with Education Committee Vice-Chair Norm Ross, Delon Hampton & Associates, following November’s Pancakes & Politics.

Environmental Quality: Committee members in August took a field trip to get an up-close look at Bradley Landfill, operated by Waste Management.

Health Care: Health Committee Chair Tom Prisarchik, Cedars-Sinai Health System met with guest speakers, state Assembly Member Daria Fronimer and U.S. Congressman Henry Waxman.
Top Ten Priority Issues (winter 2006)

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<tr>
<th>Issue</th>
<th>What's going on now</th>
<th>Position</th>
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<tbody>
<tr>
<td>City of L.A. Grocery Worker Retention</td>
<td>The L.A. City Council voted 12-2 for a mandate that all purchasers of grocery stores in Los Angeles’ city limits be required to keep their entire payroll of jobs for a 60-day period. This would be the first time the city has regulated private sector enterprise under police powers and the Chamber is working closely on a counter-effort with the California Grocers Association.</td>
<td>OPPOSE</td>
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<td>SB 1024, Infrastructure Bond (Porta)</td>
<td>A Chamber infrastructure task force is reviewing and providing input on a number of bonds related to transportation, housing, water and other issues, which range from $10-50 billion.</td>
<td>WATCH</td>
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<td>SB 1252, 405 HOV Lane (Pavley)</td>
<td>This bill, which was held up in the closing days of the last legislative session, will be back in January 2006 and seeks to expedite the use of $135 million in federal funds to construct a carpool lane through the Sepulveda Pass.</td>
<td>SUPPORT</td>
</tr>
<tr>
<td>AB 777, Film Production Credits</td>
<td>Although a bill to provide up to $13 million for film shoots in California died in the closing days of session, key lawmakers are working to include such a provision in the state’s 2006-07 spending plan.</td>
<td>SUPPORT</td>
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<td>L.A. City “Renew” Recycling Program (Smith)</td>
<td>The Chamber’s Environmental Quality committee is reviewing this proposal for increased recycling requirements to extend the life of L.A.’s landfills. Smith presented his plan on Nov. 17.</td>
<td>WATCH</td>
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<td>L.A. City Inclusionary Housing (Reyes)</td>
<td>An effort to require homebuilders to designate up to 20 percent of their units as affordable and could be considered by the city council in the coming weeks.</td>
<td>OPPOSE</td>
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<td>Expo Line</td>
<td>The Chamber recently testified at MTA in support of moving forward on this light rail project connecting Downtown L.A. with Culver City.</td>
<td>SUPPORT</td>
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<td>HR 4071, Red Line Extension (Waxman)</td>
<td>This legislation would lift a ban on Wilshire Boulevard tunnelling, making it possible to extend the Red Line subway to the ocean.</td>
<td>SUPPORT</td>
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<td>LAX Master Plan</td>
<td>The $11 billion LAX Consensus Plan has been significantly scaled back in favor of a more regional approach to seaport. Runway improvements and a modernization of the Bradley Terminal are the two remaining projects.</td>
<td>WATCH</td>
</tr>
<tr>
<td>CARB-Railroad MOU</td>
<td>The California Air Resources Board is considering an agreement with the railroads to reduce emissions ahead of the mandated federal timetable in exchange for protection from lawsuits.</td>
<td>SUPPORT</td>
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La Opinión
Nov. 15, 2005
“It’s time to get serious about traffic congestion... our highways are literally driving the nation’s economy.”
—L.A. Mayor Antonio Villaraigosa at the Mobility 21 Summit—presented by the Chamber, Metro and the Auto Club—highlighting the economic impact of L.A.’s infrastructure and noting that 43 percent of the nation’s imports enter through the L.A. area.

Land Use, Construction & Housing
Seeks to generate sound policy decisions that will help the region accommodate dramatic population growth in the next decade, particularly as they relate to housing and urban planning to promote more livable and economically sustainable communities. Last year, the committee addressed numerous mandates on developers including inclusionary zoning and proposals to restrict projects within 1,000 feet of schools. Meets third Thursday of each month at 8:30 a.m.

International Trade & Investment
Fosters the development and access to international markets by local companies and seeks to maximize region’s diversity to promote increased global trade opportunities, resulting in economic growth domestically and abroad. Provides business “match-making” opportunities so that importers and exporters here can find partner vendors and buyers overseas.

Transportation & Goods Movement
Directs Chamber actions on issues associated with road congestion, delivery of goods, airport modernization, seaport growth and increased efficiency of logistics as well as securing the region’s fair share of state and federal transportation dollars. Last year, this committee championed positions on design-build projects and provided input to lawmakers on the many proposals to fund our transportation infrastructure needs. Meets fourth Thursday of each month at 10-11:30 a.m.

What’s in store in 2006:
- Streamlining city planning processes
- More affordable housing
- CEDA reform

Vice Chair: Thomas McHenry, Urban Partners, LLC
Vice Chair: Andrew Adelman, L.A. Department of Building & Safety Chamber Staff: Samuel Barrion, 213.580.7568 or sbarrion@lachamber.org

From the Chair: Daniel Rosenfeld, Urban Partners, LLC
"With our region’s huge construction and population, we need to address and provide remedies to the lack of affordable housing and high construction costs and influence land use decisions as they relate to housing and smart urban planning."

What’s in store in 2006:
- Working with the mayor on his trade missions
- Strengthening our connections to global markets
- Making goods movement more efficient

Chamber Staff: Mirxes Cisneros, 213.580.7569 or mcisneros@lachamber.org

From the Chair: Carlos Valderrama, Cartwright Ball, LLP
"World Trade is Southern California’s fastest growing job sector, and this committee will capitalize on L.A.’s diversity and access to global markets so that we maximize opportunities for economic growth."

What’s in store in 2006:
- Influencing the drafting of a state infrastructure bond
- Implementing a goods movement action plan
- Securing funding for the Metro Expo Line

Vice Chair: Joe Czyzyk, Mercury Air Group, Inc.
Vice Chair: Jim Hernandez, Accenture Chamber Staff: Elizabeth Warren, 213.580.7558 or awarren@lachamber.org

From the Chair: Fran Inman, Majestic Realty Co.
"The Chamber has certainly delivered on transportation advocacy in recent years as we work with local, state and federal officials and key stakeholders to help solve our very challenging transportation issues."

What’s in store in 2006:
- Securing the closing of a major airport
- Striving to provide a high quality of life in the region
Resolve to get connected in 2006

Don’t make the same tired resolutions you did for 2005. Since the Los Angeles Area Chamber works to improve your business and your quality of life, connect with us. It’s the best decision you can make for the new year.

1. Mind your Business
(Perspective and Update, that is.)
An overflowing inbox is no reason to let yourself miss the Chamber’s award-winning weekly Business Perspective, penned by President and CEO Rusty Hammer, or the Business This Week update. Delivered Tuesday and Thursday, respectively, these communications lend insight to the Chamber’s priorities when it comes to legislation and securing the L.A. region’s fair share. Hammer’s column astutely examines one issue each week, while the update offers shorter nuggets spanning a handful of the Chamber’s many policy projects. Both pieces also keep members tuned in to upcoming committee meetings, signature events and mixers, so you can multitask by reading up and updating your calendar.

2. Make a commitment.
We know our members are busy. But even if you don’t have time to attend a meeting in person, stay up-to-date by reading committee briefings as a way to keep up with committee goings-on and to weigh in – even via email – on policy and issues. While we love to see our members at Chamber events, we’re just as happy to keep you briefed on the policy and legislation that matter most to your business.

Think what happens in Sacramento and Washington D.C. has no effect on you or your business? In reality, your voice matters, not just for your business but for your quality of life in the L.A. region. The Chamber’s 2006 Access trips (see signature events and mixers, so you can multitask) put members face-to-face with our state and national representatives to collectively lobby for the region’s fair share.

4. Have issues.
No, not like that. Instead, find an issue you care about – the region’s housing supply, mass transit projects, green technologies at the ports – and contact the Chamber’s public policy department. Every day, our policy staff analyzes legislation, talks to public officials and works to determine what projects and legislation are best for L.A. County’s business community – and its quality of life. They’re here to help, and many small business members can attest that the policy department has even gone to bat for them on issues specific to their business, like using their contacts and resources to influence votes on key issues.

5. Ask for help.
The Chamber’s myriad offerings can seem overwhelming, especially for a newcomer. Our Membership team is happy to help members navigate the wealth of resources available to Chamber members, while our Public Policy staff can help you choose what committee might best suit your interests and business.

Congrats to the 2005 Members of the Year

Ambassador of the Year
Diana Zschaschel Grob
L.A. Dental Day Spa

Zschaschel-Grob, owner of L.A. Dental Day Spa, was actively engaged with the Chamber through her role as an Ambassador, her participation in the Leadership L.A. program and her contributions and commitment to the Referral Network. As an Ambassador, Diana attended New Member and VIP receptions and the Chamber signature events, even while running her own business.

Volunteer of the Year
Gina Polizzotto
Thomas Properties Group, LLC

Polizzotto, director of construction management for Thomas Properties Group LLC, earned the Chamber’s Construction Industry Awards in October and participated on the event’s subcommittee, the Construction Industry Council, and the Economic Development and Land Use committee. He also played a critical role yielding tremendous support for the Chamber through his work on the 2005 Inaugural Dinner.

Board Member of the Year
Tom McHenry
Gibson, Dunn & Crutcher LLP

As the Chair of the Environmental Quality committee, McHenry brought in high profile legislators, agency heads, and industry experts to tackle tough issues head-on, discuss legislation with the business community and make progress in resolving the quality of life issues facing our region. He also led the Environmental Quality team at Access Sacraments 2005 and hosted the entire Access D.C. delegation at the D.C. office of Gibson, Dunn & Crutcher.

Traffic Gauge

The Chamber and its Mobility 21 coalition are big on tackling traffic. Until we find the solution to end freeway congestion, there will be road-blocks, sometimes quite literally. To that end, Traffic Gauge has developed a way to outsmart L.A. traffic. With the company’s Mobile Traffic Map, motorists receive real-time updates to pinpoint traffic slowdowns, plan quicker routes and view at-a-glance maps. Always in touch with Caltrans for up-to-the-minute traffic data, this valuable little gadget saves you time and stress. For more info, visit www.trafficgaugelca.com.

Traffic Gauge

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

MEMBER ANNIVERSARIES
95 years Forest Lawn
95 years Bobrick Washroom Equipment, Incorporated
55 years California Gift Show
45 years American Lung Association / Los Angeles County
35 years AIG Retirement Services, Inc.
30 years Carinthia International Service
15 years Act 1 Personnel Services

PDQ Personnel Services, Incorporated
Housing Authority City of Los Angeles
Oakline Capital Management, LLC
Belta Travel
BFI
Bread Provisions Catering
Career Planning Center, Incorporated
El Pato Loco
Fredrick/Biggins
Fitch-Hilland, Hillard, Inc.
Gold’s Gym Downtown LA
INFO LINE of Los Angeles
Los Angeles Regional Foodbank
Mc Cormick & Schmicks
Playa Vista
Toogood Investment Company
Tropical Sream Interiors, Inc.
Unite LA
United Commercial Bank
Washington Mutual Bank
Asian Journal Publications, Inc.
California Credit Union
Crestec Los Angeles, Inc.
Comfort Inn City Center
De Stefanis & Partners
Korve Engineering, Inc.
La Jolla Bank
SBA Department
Latissphere, LLC
Manchester Stitching Co.
Memorial Care Medical Centers
Merrill Lynch - Jason Nickels
Ogettean, Deansh, Nash, Smoak & Stewart, P.C.
Prime Aerotech Int’l, Inc.
Real Data Communications, Inc.
U. S. HealthWorks Medical Group
Uptown Drug & Gift Shop
David R. M. Enterprises
Miken Institute
Piney Bowes

WELCOME TO THE CHAMBER
Thanks to our new members, who joined the Chamber between October and December of this year. To learn more about Circle Level membership benefits, call 213.580.7546.

Silver Circle
Glendora (City of Los Angeles), Aven K. Mehrabian, 323.997.1111, Automobiles

Bronze Circle
Administrative/Accounts Receivable
California Food Service Packaging Association
Kabri Cafes, 916.395.2069, Food Service
Crown Plaza Hotel & Casino - Arosa Situgor, 323.729.3609; Hotels
Curiale Dellaverson Hirschfeld & Kraemer, LLP
Arleen M. Chikami, 310.432.1200, Web Development
E-Chx Inc. Payroll Solutions
District Sales Manager
The Leukemia & Lymphoma Society
Lance Slaughter, 310.218.9600, Corporate Development
Office Rental
Gary George
Jim McNally
Aileen R. Watanabe, 213.485.0927
Vicky Zhang, 626.675.2886
Beta Travel
Asian Journal Publications, Inc.
Lighter Chen, 310.996.2300
Arleen M. Chikami, 310.432.1200
Eric Linares
Bonique T. Edwards
Kimberlee White
Ronald Bush, 213.740.6262
Rachel Papp
Calvin Fu, 310.364.5258, International
Shaun D. Harris,
Housing Authority City of Los Angeles
Mayer Bassirat, 213.891.9030
Deborah Kwak
Lisa Smith
Veronique Chevalier
Christian Ambrosio
Rebecca Zhou
Act 1 Personnel Services
Gilberto Jimenez
Jason Borey, 213.891.0044, Staffing

“You get as much out of the Chamber as you put in.”

Stephen Williams
District Sales Manager
E-Core, Inc. Payroll Solutions Member since 2008

“You tell everybody, you have to get involved in the Chamber.”

Katherine E. Valenzuela
Educator
Abram Friedman
Occupational Center Member since 2002

“My business partner, Aaron Smith, and I...”

Jason McCabe
Owner, McCabe Design
Vice President of Community Relations Member since 2002

“You should join the Chamber...”

Jodi Sites, 925.997.2016, Training Programs
Virtucom, Inc., Kimberline White, 310.432.6977, Advertising/Internet
Westwood College, Carolyn Davis, 310.522.2005, Universities & Colleges
Worldwide Research, Robert Romano, 312.285.2725, Education/Programs
Zoexpol Community Learning Center, Robin Di Liberti, 310.249.2195, Youth/Community

PDG Personnel Services, Incorporated
Housing Authority City of Los Angeles
Oakline Capital Management, LLC
Belta Travel
BFI
Bread Provisions Catering
Career Planning Center, Incorporated
El Pato Loco
Fredrick/Biggins
Fitch-Hilland, Hillard, Inc.
Gold’s Gym Downtown LA
INFO LINE of Los Angeles
Los Angeles Regional Foodbank
Mc Cormick & Schmicks
Playa Vista
Toogood Investment Company
Tropical Sream Interiors, Inc.
Unite LA
United Commercial Bank
Washington Mutual Bank
Asian Journal Publications, Inc.
California Credit Union
Crestec Los Angeles, Inc.
Comfort Inn City Center
De Stefanis & Partners
Korve Engineering, Inc.
La Jolla Bank
SBA Department
Latissphere, LLC
Manchester Stitching Co.
Memorial Care Medical Centers
Merrill Lynch - Jason Nickels
Ogettean, Deansh, Nash, Smoak & Stewart, P.C.
Prime Aerotech Int’l, Inc.
Real Data Communications, Inc.
U. S. HealthWorks Medical Group
Uptown Drug & Gift Shop
David R. M. Enterprises
Miken Institute
Piney Bowes

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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.

Diamond Club

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.

"Consider UCLA.

"Unequivocally, 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 second 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—if 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. And 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.

Save these dates! Register at www.lachamber.org

January 26
Honoring
Sherry Lansing and Steven Sample

March 7-8
Amplify your voice on the L.A. business community’s annual advocacy trip!

May 3
Kick-off breakfast featuring
Erik Peterson
Director, Global Strategy Institute Center for Strategic & International Studies

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UCLA is a mirror of Los Angeles.
(Actually, maybe more like an IMAX®)