### Making California work for business

Building on last year’s successes, the Chamber continues to set public policy in 2008.

#### Business Climate

Many businesses still find it very difficult to navigate through L.A. City’s extensive bureaucracy. The Chamber has partnered with Mayor Antonio Villaraigosa and the City Council to encourage significant improvements to business licensing and the building permitting process. Priorities for 2008 include further reductions in the city gross receipts tax and making it easier to start or grow a business in L.A.

At the state level, the Chamber will continue to advocate for expanded research and development and manufacturing equipment tax credits, new tax incentives to keep film production in California, and more state contracting opportunities for small businesses.

#### Traffic Congestion

Being stuck in traffic costs businesses billions of dollars in lost productivity every year. The Chamber is proposing state legislation that will permit innovative methods to finance mass transit and highway construction such as public-private partnerships. Growing and greening our local ports will also take truck traffic off our roads and create thousands of new middle-class jobs for our region.

At the federal level, the Chamber has partnered with Southern California’s regional transit agencies and business organizations to fight for our fair share of federal investment. The Mobility 21 Coalition will lobby Congress in Washington, D.C. and also advocate for a regional approach to fixing transportation in Sacramento.

#### Education

In 2007, the Chamber sponsored state legislation, AB 1340, to make Cash for College an official state program. Cash for College has already connected more than 100,000 Los Angeles Unified School District high school students with college financial aid opportunities.

Now, more students throughout the state will be able to afford higher education.

The Chamber is working with the LAUSD, the city of Los Angeles, parents and community leaders to develop a citywide education compact to improve our public schools. Workforce development – including the Hire LA’s Youth summer jobs program – and the continued creation of career and themed small learning communities will also be a focus.

### Los Angeles schools excel through small learning communities

The Los Angeles Area Chamber of Commerce and the Los Angeles Unified School District in 2002 set out to reinvent public education by transforming large, comprehensive high schools into small schools and small learning communities.

Many education and business leaders viewed the large comprehensive schools and small learning communities.

By working together and fostering compromise, we can accomplish a great deal. The Chamber works closely with fellow business organizations, non-profits, community coalitions, neighborhood councils, and both Democrat and Republican elected officials to develop real solutions. For example, the Mobility 21 Coalition now includes Los Angeles, Orange, Riverside, San Bernardino and Ventura counties – and is a major step towards improving transportation in our region.

For more information, contact Director of Public Policy Samuel Garrison, 213.580.7546 or Garrison@lachamber.org.
An opportunity for our region in 2008

I am optimistic about the state of Los Angeles and California in 2008. Some economists are predicting that a continued downturn in housing sales and values will lead to a recession or near recession for our region, but to me, these predictions are a golden opportunity for California and the Los Angeles area.

Ever since I moved to California a year and a half ago, I have been amazed at how many elected officials take our economy and the businesses that create jobs in our communities for granted. “How will this legislative action affect business and the creation of new jobs?” and “How will this action affect the business tax base in California, and ultimately the amount of taxes collected by government at all levels?” are seldom asked questions.

Every unit of government in our state will have no choice but to ask these questions in 2008. This represents an opportunity for business taxpayers and voters to articulate explain the kind of actions that government can take to encourage new jobs and grow our tax base by helping businesses to expand.

Other cities and states in our nation will face these same challenges in 2008. I can tell you from personal experience living in three other states that they will roll out the money for marketing and the red carpet for quality service when they have the opportunity to create new jobs. Will California and its cities choose to do the same and compete with other regions for new jobs and investments or will we continue to count on our marvelous climate and beautiful physical assets to sell our state?

In Los Angeles, City Council President Eric Garcetti has announced a new council committee on Jobs, Business Growth and Tax Reform and Mayor Antonio Villaraigosa will unveil a new economic development vision in early 2008. These are steps in the right direction if they are accompanied by swift actions that indicate an urgent desire to attract more new investment and middle class jobs in our city and region.

In this issue, you will read more about the City Council’s new Jobs, Business Growth & Tax Reform Committee from Councilmember Greig Smith, who chairs the committee. You’ll also learn about what issues the Chamber will focus on in 2008, including redistricting reform.

If a slower national economy in 2008 helps California create a new focus on economic development and a more positive attitude toward business growth, our state will be the beneficiary.

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

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Contact the Chamber at 213.580.7546 or visit www.lachamber.org.

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Calendar of Events

Want to know what’s coming up at the Chamber this winter? Visit www.lachamber.org to view and register for upcoming events. Below are some key signature events you won’t want to miss:

Thu | Jan. 31
119th Annual Inaugural Dinner

Join more than 1,000 business leaders at the Chamber’s annual must-attend kick-off event for 2008. The Chamber will honor new 2008 Chamber Board Chair Tim McCullough, Verizon, Civic Medal of Honor recipient Father Greg Boyle and Distinguished Business Leader Award recipient Alfred Mann. For more information, contact Director of Events Michelle Atterbury, 213.580.7585 or matteberry@lachamber.org.

Sat | Feb. 9
L.A. Cash for College Day

Volunteer or sponsor a school at this annual event, which helps L.A. high school students and families complete their financial aid forms at dozens of L.A. locations. For more information or to sign up as a volunteer, contact Director of Education & Workforce Development Alma Salazar, 213.580.7566 or asalazar@lachamber.org.

Thu | Feb. 28
Principal for a Day

The future of our workforce depends on business and civic leaders building relationships with local schools. Now is your chance to connect with a principal and be a part of the conversation on raising student achievement, improving public education and creating a better-educated workforce. Shadow a Los Angeles school principal and experience a typical day as an administrator and educator. Principal for a Day allows you to be a part of the solution to strengthening public education. For more information, contact Director of Education & Workforce Development Alma Salazar, 213.580.7566 or asalazar@lachamber.org.

Access Washington D.C.

Tue – Fri | April 15-18
Access Washington D.C.

Join more than 200 business leaders and public officials in Washington, D.C. as we advocate on behalf of Southern California issues, including receiving our fair share of federal appropriations, relating to transportation projects; education; health care and other federal programs. For more information, contact Director of Public Policy Sam Garrison, 213.580.7560 or sgarrison@lachamber.org.

Be Principal for a Day

What are you waiting for?

Register for upcoming events. Below are some key signature events you won’t want to miss:

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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. Chamber-sponsored Cash for College bill signed into law
   - Gov. Arnold Schwarzenegger signed AB 1540, the Chamber-sponsored Cash for College bill, into law in October. Cash for College, co-founded by the Chamber, is now an official state program established within the California Student Aid Commission. Assembly Majority Leader Karen Bass authored the bill, with principal co-authors State Sen. Tom Tokanen and Assemblymember Mark Ken. Bottom line: Through the bill, the program will make more young people with access to financial aid and higher education.

2. Spearheaded securing more state funding for LAUSD school construction
   - The Chamber, together with business organizations, hospital workers, patient advocates and local neighbors, advocated for the expansion of the Mineral Hillside Providence Health Care Medical Center expansion. The Los Angeles City Council gave approval for the $1 billion project, despite the United Healthcare Workers union seeking to delay the expansion as an organizing tactic. Bottom line: The Chamber helped mobilize the business community to voice support for the hospital. The new beds are crucial to strengthening our hospital safety net that has suffered from 10 hospital closures since 2000.

3. Successfully fought for Providence Holy Cross Medical Center expansion
   - The Chamber continues to press the city of L.A. to implement a state-mandated local ordinance, SB 1818. It will provide much-needed incentives for developers to build additional housing in the city. After more than three years of negotiations, the City Council, led by City Council President Erenn Garcetti, is moving forward on the implementation. Bottom line: Housing continues to be unaffordable for too many Southern Californians including nurses, police officers, and teachers who may work in L.A., but are forced to live miles away. This ordinance will incentivize the development of new housing, and help reduce traffic on our freeways.

4. Advocated for more workforce housing
   - The Chamber continues to press the city of L.A. to implement a state-mandated local ordinance, SB 1818. It will provide much-needed incentives for developers to build additional housing in the city. After more than three years of negotiations, the City Council, led by City Council President Erenn Garcetti, is moving forward on the implementation. Bottom line: Housing continues to be unaffordable for too many Southern Californians including nurses, police officers, and teachers who may work in L.A., but are forced to live miles away. This ordinance will incentivize the development of new housing, and help reduce traffic on our freeways.

5. Worked towards protecting L.A. Department of Water & Power ratepayers
   - The Chamber endorsed the Los Angeles Department of Water and Power’s (LADWP) proposed water rate increases, which will help ensure the City can maintain water systems in order to avoid vital infrastructure improvements with two key conditions: First, the city must establish an independent citizen oversight committee to monitor spending. Second, the new revenue generated by the increase should be earmarked for infrastructure and not directed to the city’s general fund for other programs. Bottom line: Much of our water and power infrastructure dates back to the 19th and cannot handle today’s Carlitos and heat waves in Los Angeles. A relatively minor heat wave over the summer led to widespread power outages.

6. Convened Southern California’s five counties for transportation solution
   - For the first time, Mobility 21 hosted a five-county regional transportation summit in October. Mobility 21, which was co-founded by the Chamber, Los Angeles County, now includes the transit agencies and leading business organizations from Ventura, Orange, San Bernardino and Riverside counties. Mobility 21 partners are now committed to working together in order to solve the regional transportation problems faced by more than 17 million residents. Bottom line: California’s state budget crisis and improving air quality require the participation of everyone in the region. Because transportation is a critical component to us speaking with one voice is more important than ever if we are to ensure that Southern California receives its fair share of state or federal transportation dollars.

7. Collaborated on a solution for the state water crisis
   - The Chamber co-led a delegation, with several business organizations, to Sacramento to support the Sacramento-San Joaquin Delta Restoration Project. The group promoted a solution balancing the needs of the entire state, including a blend of surface storage, alternative conveyance and environmental protection. Bottom line: If the Delta fails, a disaster greater than Hurricane Katrina will take place. Currently, about 30 percent of Southern California’s overall water supply flows through the Delta’s levees. These levees are increasingly vulnerable to a major disaster from flooding or an earthquake. If they fail, salt water will mix with clean water rendering two-thirds of California’s water undrinkable for months.

8. Convened leaders from around the world on international trade
   - The Chamber hosted international delegations during the fall from Brazil, Chile, Mexico, Turkey and Uruguay. Leaders and economic experts, including the President of Uruguay Tabaré Vázquez and the Mayor of Mexico City Marcelo Ebrard, engaged members on the benefits of doing business with their respective countries. Bottom line: L.A.’s economy is dependent on international trade, which makes the economic engine in Southern California, providing jobs and economic impact to our region than any other industry.

9. Strengthened civic leadership in Southern California
   - The Southern California Leadership Network continued to train emerging community leaders about the issues shaping L.A. County and Southern California and honorary mayors at its annual event in December. The Leadership L.A. Class of 2007 graduated in November. The class will participate forming two service projects focusing on youth leadership and supporting Los Angeles Trade Technical College. The Leadership Southern California Class of 2008 began its 10-month leadership skill development and issue-oriented sessions in the fall. Bottom line: The Southern California Leadership Network continues to train and develop a network of exemplary and diverse leaders in the business, government and community sectors who are armed with the knowledge to address critical challenges facing the Southern California region.

10. Championed comprehensive health care reform
    - The Chamber continued to push for real health care reform by testifying in support of Gov. Arnold Schwarzenegger’s health care reform bill before the State Assembly urging them to move forward on reform, saying that placing the entire financial burden on the back of business is unsustainable. Bottom line: The governor’s proposal, built upon shared responsibility, is the best model available to ensure a balanced approach to finance expanded health care coverage for all Californians without placing the burden entirely on business.

Bottom line: Housing continues to be a major problem in our region, and we will continue to make airfield improvements. To make sure you don’t miss out on the action next quarter, visit www.lachamber.org for a calendar of upcoming speakers and events.

HOUING CRUNCH. L.A. City Councilmember Jan Perry and L.A. City Planning Director conducted the press conference for more affordable housing and open space in the downtown area at the Chamber’s Accenture Pancakes & Politics in November.

The Chamber stayed busy as usual in the fall as regional, national and international leaders discussed important issues facing our region. Los Angeles County CEO William T. Fujioka discussed his plans for the county at the Chamber’s Board meeting in November. Later that month, U.S. Secretary of Commerce Gary Stern held a joint press conference with the Chamber and the GE Hispanic Forum on free trade agreements (FTAs). The FTAs were a hot topic with Assistant Secretary Dan Sullivan, U.S. Department of State, who spoke about the importance of these agreements in the October. The Chamber hosted several foreign delegations in the fall, including President of Uruguay Tabaré Vázquez; Mayor of Mexico City Marcelo Ebrard; and Murat Yalcintas, president of Istanbul Chamber of Commerce. At the Chamber’s Accenture Pancakes & Politics breakfast speaker series, L.A. County Supervisor Don Knabe discussed the need for health care reform. The challenges of providing housing in L.A. was the topic at the breakfast in November, with L.A. City Councilmember Jan Perry, Gail Goldberg, director of the L.A. City Planning Department, Christopher Puk, Architect Group, and Gary T. Toebben, President & CEO of the Southern California Leadership Network continued to train and develop a network of exemplary and diverse leaders in the business, government and community sectors who are armed with the knowledge to address critical challenges facing the Southern California region.

Chamber President & CEO Gary Toebben speaks with Murat Yalcintas, president of Istanbul Chamber of Commerce, during the fall from Turkey.

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October. Cash for College, co-founded by the Chamber for Los Angeles Unified School District is rallying support for AB 1014, authored by State Assembly Majority Leader Karen Bass, to ensure that matching funds are available to build the new schools L.A. needs to reduce busing, recapture school revenues and eliminate multi-tracker calendars.

Bottom line: The passage of AB 1014 makes PrepFor21 funds available to LAUSD for the new school construction projects.

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A better L.A. is our business

At The Gas CompanySM, we do more than provide safe, reliable energy to our communities. We offer a host of programs such as rebates on qualifying energy-efficient appliances and equipment, conservation tips, and even assistance programs for income-qualified customers. All are designed to help you use energy more efficiently, save money, and add comfort and convenience to your life. To learn more about the ways we’re serving our residential and business customers, visit us at www.socalgas.com.

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Leading the Chamber in 2008

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Pilar Hoyos
Watson Land Co.

Transportation & Goods Movement
Chair

Your Times: Patt Morrison
Columnist

“I want to get people to think differently.”

Get to know Patt Morrison at latimes.com/YourTimes

Los Angeles Times

LAUSD cafeterias serve about 500,000 meals a day, making the output of local McDonald’s restaurants.


Public Policy Priority Issues Winter 2008

<table>
<thead>
<tr>
<th>Issue</th>
<th>What’s going on now</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redistricting reform</td>
<td>The Chamber is co-sponsoring a statewide ballot initiative to enact real redistricting reform in California. Currently, lawmakers draw their own district lines, which is an inherent conflict of interest. In the last three election cycles with 459 separate races, only four seats switched party hands. Together with AARP, Common Cause and League of Women Voters, the Chamber is pursuing a November 2008 initiative that would establish a 34-member independent citizen commission to redraw State Senate and Assembly district lines based on strict non-partisan rules in a process that will respect city and county boundaries.</td>
<td>SUPPORT</td>
</tr>
<tr>
<td>Housing</td>
<td>This ambitious program would require new residential projects with more than 50 units and new projects greater than 55,000 square feet to comply with new Leadership in Energy and Environmental Design (LEED) rating system. The Chamber supports the program’s development but there is concern about the adaptability of this proposal to Los Angeles’ specific environmental and development challenges.</td>
<td>SUPPORT</td>
</tr>
<tr>
<td>L.A. Green Building Program</td>
<td>The Chamber continues to work with the L.A. City Council and Mayor Antonio Villaraigosa’s office to develop better policies to make Los Angeles more business friendly. The Chamber is an active member of the mayor’s L.A. Economic &amp; Jobs Committee and the L.A. City Council’s Business Retention and Attraction Task Force. In addition, efforts continue to develop greater incentives for housing production, transit-oriented development, lower business taxes and a coordinated strategy for helping local businesses succeed.</td>
<td>SUPPORT</td>
</tr>
<tr>
<td>Transportation and goods funding</td>
<td>The five-county L.A. metropolitan region—Los Angeles, Orange, Riverside, San Bernardino and Ventura—has begun to work together, through Mobility 21 and other venues, to urge state and federal government to invest in transportation and our infrastructure. The region collectively greatly need for competitive rank regionally and the vital Los Angeles. California plays in the global economy is a chief concern. In addition, Mobility 21 is working locally to identify funding sources and empower local governments to partners with businesses to find cost effective and imaginative solutions to transportation funding short falls.</td>
<td>SUPPORT</td>
</tr>
<tr>
<td>Improving L.A.’s business climate</td>
<td>The Chamber supports implementing the Los Angeles City Planning Department’s proposed density incentives, SB 3838, for the development of affordable housing. This includes ensuring that low and very low-income units in a condominium development are offered for both sale or rent by the property owner. In addition, the Chamber continues to work with partners on streamlining the city’s permitting and planning process to spur more transit oriented, smart growth housing developments.</td>
<td>SUPPORT</td>
</tr>
</tbody>
</table>

San Pedro Bay Ports’ trucking plan
As a proponent of green growth, the Chamber supports efforts to clean up emissions in the San Pedro Bay Ports in order to mitigate the expected shipping container traffic growth. But as proposed, the Port of Los Angeles’ proposed Clean Truck Program will allow American products to export American products almost tariff free if they satisfy environmentally friendly jobs here in Southern California. | SUPPORT |

Free Trade Agreements with key trading partners
As co-founder Nick Grouf says, “Spot Runner is focused on advancing the digital marketing revolution. We have been on the cutting edge since our founding and plan to continue to be.” | SUPPORT |

Barry Katz Communications Group
Barry Katz Communications Group | SUPPORT |

Maureen Kindel
Senior Managing Partner
Global Consulting Group Rose & Kindel | SUPPORT |

Pierre P. Habis
Managing Director
Countryside Bank & Trust | SUPPORT |

Steven W. Weston
Partner
Weston Brinkhof Rochfort Rubalcaba & MacGin | SUPPORT |

**SOUTHERN CALIFORNIA STARTUPS CREATE BREAKTHROUGH INNOVATIONS**

For the nearly 27 million small businesses in the United States, reaching potential customers can mean the difference between survival and failure. Yet, for many companies, the most powerful advertising medium—television—has been out of reach due to the high cost of creating and buying TV advertising. Los Angeles-based Internet startup Spot Runner is changing that with a brilliant and cost-effective Web-based service that enables customers to create their own ads and buy advertising time in local cable and broadcast markets. Equally impressive are the ads’ high-quality production values, which match the traditional image of most locally produced TV spots. As co-founder Nick Grouf says, “Spot Runner is focused on democratizing access to advertising, especially TV.” The company is one of many successful Southern California startups building innovative technologies on the Microsoft platform. These young businesses are also creating hundreds of new jobs and generating more than $17 billion in revenue each year.

In California, the Microsoft partner ecosystem employs more than 500,000 people and generates over $17 billion in local revenue each year. Learn more about Microsoft’s partner programs at http://www.MicrosoftStartUpZone.com.

And then there’s Santa Monica–based Jacked, whose Internet technology enables people to simultaneously view TV broadcasts and relevant synchronized content on their PCs. As founder Byron Bliika says, the company’s unique search technology “listens, watches and reads what’s going on in a TV broadcast” and dynamically publishes contextually related content, commerce and advertising to a user’s computer via Spot Runner, Enviance and Jacked.

**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 hubs 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?

My dream for Los Angeles is... for the entire city to join together in support of our public schools. I envision a collaboration that includes the school district, businesses, parents and community groups, all working together to support our teachers and students. This is hard work, but we are a great city and we can do it.

Maureen Kindel
Senior Managing Partner
Global Consulting Group
Rose & Kindel

My dream for Los Angeles is to secure their... financial future by getting serious about saving their hard earned money. Everyone should have a nest egg and be contributing to it regularly, regardless of the amount. Having is one habit that’s never too late to start.

Pierre P. Habis
Managing Director
Countryside Bank & Trust

A dream of mine is that our elected... transportation problems that plague the city and county of Los Angeles. Ease congestion will require a long-term commitment by our elected officials to identify sound fiscal policy and improvements in public transportation including light rail.

Steven W. Weston
Partner
Weston Brinkhof Rochfort Rubalcaba & MacGin

By 2012, more than 160 schools in the LAUSD will have been constructed, expanded or completely refurbished.
Focus on public policy: Redistricting Reform in California

Chamber-sponsored ballot initiative to put more power back into the hands of California voters

Politicians should not have the power to choose their own constituents. In California, incumbent members of the State Senate and State Assembly can redraw their district boundaries to ensure that they never lose. The Chamber is working to qualify a statewide ballot initiative to put that power back into the hands of California’s citizens.

“Redistricting reform is an important step towards fixing our political system,” said Chamber President & CEO Gary Toebben. “Now is the time to end what is a serious conflict of interest on the part of our elected officials.”

Every 10 years following the federal census, states redraw their legislative district boundaries to reflect population changes. California lawmakers redraw district lines in 2000, eliminating nearly all competition between parties and ideas. Over the past three election cycles, 99 percent of incumbents won re-election and less than 1 percent of districts changed party hands.

All of us are hurt by this practice because the political center – where most Californians reside – is almost entirely shut out of the political process. The result is a legislature comprised of extremely partisan Democrats and Republicans who are unable to find compromise on the very serious issues facing our state. The lack of consensus is bad for business and hurts our overall quality of life.

The California VotersFirst Act will create a 14-person independent citizens commission made up of five Democrats, five Republicans and four Independents to draw district boundaries for the State Senate, State Assembly and State Board of Equalization. Any California voter who is not an elected official or a major political contributor can apply for the commission. This is a proven method successfully used in California following the 1990 census and similar to commissions used in other states.

The backroom political deals that led to the current district maps will be replaced with a transparent process that all Californians can monitor. The independent commission’s proposals shall be debated in open, public meetings. Meeting minutes and other important information will be available via the Internet. Every aspect of this process will be open to scrutiny by the public and the press.

“We need a system of truly competitive districts, so that when lawmakers go home they are held accountable.”

Gov. Arnold Schwarzenegger endorsed the VotersFirst Act.

The Chamber together with the AARP, Common Cause and the League of Women Voters decided to pursue a ballot initiative after Sacramento lawmakers repeatedly broke their promise to create the commission themselves. Together, the coalition will gather more than one million signatures by mid-April 2008 to qualify the initiative for the November 2008 presidential election ballot.

In December, Gov. Arnold Schwarzenegger endorsed the VotersFirst initiative and is now a co-chair of the campaign. The rapidly growing list of supporters reflects the great diversity in California’s population and political views – just like our lawmakers should.

To learn how you can help collect signatures or sign on as a supporter, contact Director of Public Policy Samuel Garrison, 213.580.7568 or sngarrison@lachamber.org.

UCLA has the largest enrollment of any university in the state with 37,000 graduate and undergraduate students.
Southern California’s Economic Engines:
The strength of the San Pedro Bay Ports

The ports of Los Angeles and Long Beach are major drivers of the region’s economy.

No economic engine has more impact on Southern California’s economy than international trade. As the goods gateway of the United States, the ports of Los Angeles and Long Beach, which comprise the San Pedro Bay port complex, are huge forces in the region. The nation depends on the ports to move goods. The ports handle more than half of the cargo passing through the West Coast every year and provide the second largest source of jobs in the five-county region.

The ports, along with Port Hueneme and Los Angeles and LA/OT international airports, are a part of the Los Angeles Customs District—the largest trade center in the country for two-way trade.

“The health of our economy is heavily dependent on the strength of our goods movement and infrastructure,” said Chamber President and CEO Gary Toebben. “The ports play an integral role in keeping our economy moving.”

Many companies in Southern California rely on the ports to do business, including Hint Mint, a small business in Los Angeles that manufactures mints.

“Without the ports we wouldn’t be in business, plain and simple,” said Cooper Bates, vice president of Hint Mint. The company imports products from overseas, including India, China and Europe, to produce the specialty tin packaging for their mint containers. If the business didn’t import products from abroad, Bates said, they wouldn’t be able to survive.

The ports are just as important to Los Angeles’ fashion industry. Apparel and textile are the second largest category, behind automobiles, that come into the ports, as an aggregate, said Bee Meitchek, executive director of the California Fashion Association, explaining that 42 percent of all tariffs collected by U.S. customs are from textiles and apparel imports. Of those tariffs, 60 percent come into the ports of Los Angeles and Long Beach.

“That’s huge,” said Meitchek. “We collect billions in U.S. tariffs…but it’s a double edge sword because other (foreign) ports want some of this business that we have.”

That’s why free trade agreements are important, Meitchek said. Passage of free trade agreements will allow American businesses to export American products almost tariff free. Agreements with Colombia, South Korea and Panama are currently pending.

For many businesses, the future of the ports is critical to how they operate. As North America’s largest grain-hauling railroad and carrier of plastic, building and construction materials, and consumer goods, the ports play an integral role in the way BNSF Railway does business.

With the ports’ cargo volume expected to double in 2015, there is concern that the ports do not have enough capacity to handle the volume. That could be problematic for companies that transport goods on a daily basis which is why BNSF Railway is proposing the Southern California International Gateway (SCIG).

The SCIG facility will improve cargo transfer efficiency by allowing cargo to be loaded onto rail lines much closer to the port complex. The facility will help accommodate port growth and eliminate truck traffic on the 710 freeway.

The ports of Los Angeles and Long Beach handle the by the numbers:

- The ports handled 210.4 million tons of cargo in 2006, or 58.3 percent of the West Coast total, worth $225.8 billion.
- The ports are responsible for nearly 900,000 jobs in Southern California and more than 3.3 million jobs throughout the United States.
- Port jobs represent $22.7 billion in regional wages and $7 billion in state and local taxes.
- The ports are the 5th busiest container complex in the world.
- Top trading partners based on cargo value in 2006: China, Japan, Taiwan, South Korea and Thailand.
- The value of trade from the ports to the economy is $62.5 billion throughout California and more than $256 billion in the United States.

“SCIG is an innovative solution and is aligned with L.A. Mayor Antonio Villaraigosa’s and Long Beach Mayor Bob Foster’s vision to grow green,” said LaDonna DiCamillo, director of Government Affairs for BNSF, and chair of the Chamber’s Transportation & Goods Movement Committee for 2008. “We recognize the ports’ efforts to grow green and would like to see projects continue to move through the environmental review process.”

The San Pedro Bay Ports handle more than half of the cargo passing through the West Coast every year and provide the second largest source of jobs in the five-county region.

The Port of Los Angeles recently approved the final environmental impact report for the proposed TraPac Terminal expansion project—the first new project approval at the port in more than six years.

Expanding TraPac will create new jobs and result in less emissions than the current facility replaces diesel-powered cranes with electric cranes and providing on-shore clean power and on-deck rail. It’s the first major victory for green growth at the ports.

For more information, contact Senior Public Policy Manager Alexander Pagh, 213.580.7558 or apagh@lachamber.org.
have had. The Academic Performance Index (API). Scores and other key indicators of New Technology High Schools were considerably higher than just one year before, according to a comparative study, conducted by LAUSD and Public Works, Inc.

“After just one year, we are seeing dramatic increases in the California High School Exit Exam, API, and lower levels in 9th and 10th grade dropout rates. These are clear indicators that these students have a strong chance at not only graduating, but being successful,” said Principal Michael Taft, Jefferson New Tech.

Schools cannot do it alone. New Technology High Schools have been supported by the Chamber’s UNITE- LA and the New Technology Foundation to provide resources, support and coaching. The New Technology Foundation created the nationally acclaimed New Tech High Schools.

In 2006, Jefferson High School ranked as the 2nd lowest performing schools in California, but the New Tech division increased its API by nearly 200 points – an accomplishment that the New Technology Foundation declared historical. “Jefferson New Tech may be the biggest school turnaround story in California and in the United States,” said New Tech Foundation CEO Susan Schall.

As success rates continue to increase, teachers and community leaders are looking to provide applied learning opportunities that are helping students strive for success. Chamber member John Stippick, regional manager, Vantage Learning, learned of the small learning community reform through the Chamber. Stippick has since been collaborating with schools such as Arleta and Jefferson to integrate his company’s web-based application programs that use artificial intelligence to help students write essays.

“I’ve seen first-hand that the smaller learning communities have the potential to make LAUSD schools become outstanding places for kids to learn and thrive,” Stippick said.

In partnership with the Chamber, UNITE-LA and other partners, LAUSD has formed more than 300 small learning communities and small schools in the past two years. These schools have themes that are connecting companies to students such as health careers, business and finance, engineering, architecture, hospitality, law and government, performing arts, new media, etc.

With a $1 million grant from The James Irvine Foundation, the Chamber and UNITE-LA will assist these schools to succeed by building hundreds of new partnerships with businesses. If you would like to learn how your company can help us retain our public education in Los Angeles, contact VP of Education & Workforce Development David Ratriff, 213.402.3987 or davidr@lachamber.org.
This quarter we ask L.A. City Councilmember Greig Smith, representing the 12th District—Northridge, Granada Hills, Chatsworth, Canoga Park, Porter Ranch, parts of West Van Nuys and Encino, West Hills, North Hills and Lake Balboa—about his job as chair of the new Jobs, Business Growth & Tax Reform Committee and what’s ahead in 2008.

I don’t believe we will see a tax reform package for probably 2-3 years. We’ll still see one more year of reduction in the business tax before it stops at the 15 percent 5-year plan.

It’s clear that spending outpaces revenue for the city of L.A. How will the council address balancing the budget especially in light of rising fees and potential new taxes?

Councilmember Smith: If the telephone tax does not pass, we will see major reductions in public services across the board, including the police department. If it doesn’t pass, then we have to look at how do we minimize those salary costs in other areas of the budget. That is something the finance committee is very aware of. We’re doing an exercise where we’re looking at all programs and looking at an 8 percent cut in reduction: what would that look like, what would that do to services and how many employees would we have to lay off to achieve that. We’re looking at that in the budget. I can’t say what will come out of that yet because that is a process that will take many months.

You have the distinction of being one of the only business owners on the City Council. How does this affect your approach to issues that come before the council?

Councilmember Smith: I think it goes back to my training as a businessperson when I owned my own business, but also my training in college where I did a tremendous amount of understanding of public policy and the relationship of economics. If we don’t have a successful business community, we as a city cannot provide the programming we want to give our citizens and we cannot give them the services they deserve. Even when we cut the business gross receipts tax it continues to be a large segment of the revenue stream of the city of Los Angeles. When we passed the business tax reform package business expanded and grew. With that happening, we made more money by charging less on business.

You played an important role in passing legislation in 2004 that reduced the gross receipts tax. Will businesses in the city of L.A. see another round of tax cuts in the future?

Councilmember Smith: Yes, in the future. But the question is when. L.A. is facing a perfect storm of problems in its revenue and really a lot of it has nothing to do with our policies but the economics of the country. With the change in federal policy dealing with telephone taxes, which has been an important revenue stream, and looking at rate increase problems with DWP, it’s a perfect storm of problems that we’re facing.
Focus on small business:
Small businesses owners build partnerships with Chamber through programs

The Chamber’s programs in 2008 will provide small business owners the tools they need to succeed

As businesses across the Los Angeles region move into the New Year, small business owners will find valuable resources at the Los Angeles Area Chamber of Commerce to help them continue to grow and succeed in 2008 and beyond.

In 2008, the L.A. Area Chamber will facilitate more opportunities for small business owners to plan more so that they can do more. Chamber programs will continue to access small business specialists, and provide training time for members to better plan and prepare for growth challenges.

“A fundamental issue for all small businesses is how they can maximize their resources to gain a competitive advantage,” said Chair of the Small Business Council Brandon Shamim, Beacon Management Group. “The Chamber’s versatile programs and opportunities to lead and learn provide an exchange of ideas, issues and information that enables small businesses to adapt to change and fuel their future success.”

Chamber members planning to attend the Chamber’s Referral Network, which meets twice a month, will concentrate on how to develop strategic relationships to better service their clients. In 2008, the Chamber will offer a six-part Connection Point series on how to network with the right purpose and plan for your business. And the Small Business Council will focus on how public policy issues impact the daily operations of small businesses.

The Chamber’s programs are resources for small business owners, allowing them to learn more about how to sustain their businesses and how to build the necessary relationships to continue to grow.

“When you’re running a small business and the weight of the world is on your shoulders, you need as many partners as you can get,” said Chair of the Small Business Owners Roundtable Tom Anderson. Anderson Associates Staffing Corp.

“The Chamber is that partner.”

The Chamber has been a partner to small business owner T. Cordell Louis. The owner of Design Theory, an interior design firm and furniture store, Louis attends the Chamber’s Business After Hour’s mixers and the Referral Network, which she credits for connecting her to other businesses.

“A lot of people join these organizations with the intent of allowing it to create results for them, which never happens,” Louis said. “The Chamber helps by giving me the guidelines, the tools and the preparation to handle it myself.”

The Chamber’s Small Business Owners Roundtable addresses the needs of small business owners by presenting opportunities for them to connect with peers with whom they can share experiences, resolve challenges and share resources with, but the programs also forces them to take the time to focus on the elements that will help their businesses grow.

For other information on small business programming, contact Program Manager Bridget Netter, 213.580.7576 or bnetter@lachamber.org.

![Small Business Programming](image)

**Learning Opportunities**
- How To... Series
- Power Hour Breakfast Series
- Small Business Council
- Small Business Owners Roundtable
- The Connection Point

**Networking**
- Business After Hours Mixer
- Referral Network

**SCORE spotlight:**

Why positive cash flow is important to your business

Essential Steps for Creating and Maintaining Positive Cash Flow

1. Create an operating budget for your business and record both receivables and payables and note due dates for both – this provides a snapshot of your overall cash flow position.
2. Create a detailed “scheduling” for receivables – this will help you know what is owed, by whom and for how long.
3. Determine which of your customers are “slow-pay” or “non-paying.”
4. Make phone calls to customers who are slow pay – focus first on the largest amounts due and ask for payment.
5. Accept credit cards and encourage customers to use this option – sign up for a merchant account that allows this. There is a fee but it is relatively small and credit card payments will speed cash into your bank account.
6. Consider asking customers for all or a portion of payment up front – this can jump start your cash flow. Done fairly and properly this will not alienate customers.
7. If phone calls to non-paying customers do not result in payment, consider offering discounts. Do this only after you have asked a customer for full payment.

Additional Ways to Create Positive Cash Flow

1. Accept credit cards and encourage customers to use this option – sign up for a merchant account that allows this. There is a fee but it is relatively small and credit card payments will speed cash into your bank account.
2. Consider asking customers for all or a portion of payment up front – this can jump start your cash flow. Done fairly and properly this will not alienate customers.
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For more information, contact the Los Angeles Chapter of SCORE at 818.552.3266 or visit www.scorela.org. SCORE is a nonprofit organization of retired and active business executives who provide 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 Chamber. To make an appointment, contact Alice Ochoa, 213.580.7592 or aochoa@lachamber.org.

![SCORE](image)
Member Anniversaries

Congratulations to our new members, who joined the Chamber during June, July and August of 2007. To learn more about Circle Level membership benefits, call 213.580.0000.

Gold
Allen Matkins Lekin Gaming Mallory & Nathal LLP
Member since 2007
Perry Neubauer, 213.622.0555, Attorney
Silver
Linder & Linder LLP
David Linder, 310.382.2000, Attorney
Wells Fargo Energy Group
Ben Thompson, 310.245.1258, Transportation/Services
American Diabetes Association
Jane Warner, 323.966.2800, Health-Education
City of Riverside Economic Development Division
Kathleen Freeman, 909.735.9635, Government
Community Bank & Trust & ILP
Bobby A. Redding, 213.796.9300, Attorneys/Law Firm
Covis Communications
Craig Brown, 818.233.7715, Internet
Employment Training Panel
Kim Coletta, 916.210.3200, Government
Grenich
David Ziton, 866.647.0088, Information Technology
Microdesk, Inc
L.A. Lighting Supply
Jeff Church, 817.777.0077
Microcoin
Richard Ross, 800.306.3379, Consultants/Information Technology
Progress Business Services
David Warner, 213.694.4870, Banks
TENET Wisling
Linda Westlund, 817.338.1012, Apartments
The J & J Howell Taylor Company, Inc.
James Taylor, 323.245.9576, Consultants/Executive Coaching

Welcome to the Chamber

Thanks to our new members, who joined the Chamber during June, July and August of 2007.

I have benefited greatly from my involvement in the Chamber both personally and professionally.

David Drueck
President
 Arbitration Mediation Group/U.S. Japan Investment Co.
Member since 2006
The Chamber has helped me in my efforts to provide public policy that has helped my participation in other organizations. The L.A. Chamber is one of the most important non-profit informational and advocacy groups in the state and city, with a major influence in education, public policy, international trade and the growth of businesses of all sizes.

“The Chamber has been and continues to be a valuable vehicle for like-minded professionals.”

Melanie Barr
Chief Financial Officer
Universal Sports & Entertainment Group
Member since 1978
Through the Chamber, individuals and businesses throughout the greater Los Angeles area have the opportunity to develop their businesses. Since joining the L.A. Chamber in 1978, the Chamber has contributed to the growth of my business by presenting the opportunity to meet new clients and position my business as an event planning leader within the L.A. market.

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Pilar Hoyos
President
Watson Land Co.
Member since 1989
As a developer of master planned industrial centers, keeping abreast of critical transportation and goods movement infrastructure issues is important and affects our business decisions. With the Chamber, I have the opportunity to meet and work with the people shaping and making critical transportation policy decisions. The Chamber puts a spotlight on critical issues affecting the regional economy and brings the right forces together to identify and advocate responsible solutions.

“The Chamber has provided the forum we need to discuss the issues impacting our industry.”

Daymond Rice
President
Public Affairs & Government Relations
Watson Land Co.
Member since 1941
With more than 12,000 employees, Vons’ participation on the HLC-1 is a true example of an interactive partnership: where we are able to provide the public with key information and the Chamber helps us recruit great entry-level employees. The Chamber’s presence is key to remind civic leaders of the positive impact that the business community and that a job is a primary component toward solving not only economic challenges but the social challenges we face.

“The L.A. Area Chamber has been an invaluable resource in helping me build my business contacts and establish business relationships.”

Kaylyn Kim
Attorney at Law
Pillsbury Coudert LLP
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“We come to UCLA from everywhere on this planet, carrying our dreams, the promises we make to ourselves. Some of us traveled all the way from the other side of this city.

“Before we arrive, we have this idea that UCLA is the goal, the prize, the destination. Then we discover that it’s the point of departure, and the real voyage has just begun.

“Walking into classes on the first day and being challenged by people who knew stuff you’d never even thought about, people who didn’t agree with you about much of anything. And, they were just the other students.

“That daily contact with the rest of mankind taught me very quickly to be part of the process, to make my way in whatever society I found myself, anywhere in the world. Sacramento. Micronesia. Even Congress.

“So, where’s the next big change, the next big opportunity? The global economy, of course. What’s California’s role? Are we up to the challenge? Absolutely.

“One. If you ever wonder what the rest of the world looks like, check out your local mall. California is the most diverse society on the planet, the first state in the union to become a majority of minorities. As the song says, we are the world.

“Two. We start with a natural edge. It’s called ‘the Pacific Rim.’

“Three. None of this is new. California was a part of the global economy before it was a state. The rest of the world showed up here in 1849, looking for gold, and none of them went home.

“So, what role should UCLA have in all this?

“The role it’s always had: to identify, select, nurture and educate successive generations of California’s leaders in business, government, the sciences and the arts. To pass on a renewable set of skills. How to think. (Not what. How.) How to question, adjust, adapt, evolve and grow.

“Five careers after UCLA, I use that skill set every day. The voyage continues.”

Diane Watson. UCLA, Unabashed.