Accelerate recovery in the New Year

In the midst of an economic downturn, the Chamber will focus on opportunities to accelerate business and economic growth.

As the old adage goes: with crisis comes opportunity. This is the mantra that will drive business and economic growth in 2009. Whether its investment in infrastructure, jumpstarting the clean technology sector, or strengthening our local engines of international trade, the Chamber will focus on policies and programs that have the potential to accelerate business growth and job creation in the year ahead.

While the overall economic outlook will be challenging for 2009, experts are optimistic about the long-term strength of the economy and the short-term opportunities the downturn may provide.

"Recovery is inevitable, if delayed," said Christopher Thornsberg, Principal of the Chamber’s research partner Beacon Economics. "But in desperate times comes real change and fiscal reform is coming to California."

Continue on page 4

Focus on business climate:
Economic action plan to boost economy

Legislation introduced by L.A. City Councilmember Greig Smith to bolster business climate and create local jobs

In November, Los Angeles City Councilmember Greig Smith, chair of the council’s Jobs, Business Growth and Tax Reform Committee, introduced a legislative package of reform recently to improve the city’s business climate. The Los Angeles Legislative Economic Action Plan (LA LEAP) will reduce the tax burden on businesses, attract companies to locate in the city and streamline permitting processes.

For years the city of Los Angeles has been described as one of the least business friendly cities in Southern California. With the economy in a downturn and the city’s population growing while jobs are decreasing, Smith agrees with the Chamber that now is the time for action.

“During these extremely tough economic times, we need to do everything we can to help stimulate small and local businesses that are the backbone of our economy,” said Councilmember Smith. “It’s time for Los Angeles to leap forward and make this city business friendly, provide real economic growth, and invest in our future workforce and secure our place in the global market.”

The Los Angeles Area Chamber of Commerce is a principal proponent of the package and provided input on the content of the legislation through participation in meetings held by the Council’s Jobs, Business Growth and Tax Reform Committee.

“When it comes to creating jobs and growing our economy, local businesses are on the frontline and understand better than anyone on how to innovate and create opportunities,” said L.A. Area Chamber President & CEO Gary Toebben. “The package of motions proposed by Councilmember Smith is an important step in building a much stronger partnership between the city and the business community.”

 LA LEAP includes recommendations from the Los Angeles Economy and Jobs Committee (LAEJC) issued earlier this year. The LAEJC report and the LEAP proposal include long sought after Chamber proposals such as modernization of the Los Angeles International Airport (LAX) and green growth job opportunities at the ports.

The LA LEAP package also includes motions to create a centralized Economic Development Department, and implement the planning and permitting streamlining reforms proposed in 1995 by Dan Garcia, former Chamber Board Chair.

In 2009, the Chamber will work with Councilmember Smith, Mayor Antonio Villaraigosa and the other members of the L.A. City Council to implement legislation.

For more information, contact VP of Public Policy Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.
Focusing on the economy in 2009

This year will be a challenging one for Southern California. The focus of the Los Angeles Area Chamber of Commerce will be the economy and what we as business leaders can do, in partnership with others, to accelerate the recovery and build a solid foundation for the future.

Our priorities for 2009 will include:

- Partnering with the city of Los Angeles and other business and labor interests to make the 180 recommendations included in the Los Angeles Economy and Jobs Committee report a higher and more urgent priority at L.A. City Hall.
- Aggressively supporting progress on the modernization of Los Angeles International Airport (LAX) to regain the passengers we lost following 9/11 and the passengers we are losing today due to the economy.
- Supporting the green growth projects that have been proposed at the ports of Los Angeles and Long Beach. These projects include the redevelopment of the San Pedro Waterfront, the China shipping terminal and the rail yard upgrades by the Union Pacific Railroad Co. and the Burlington Northern Santa Fe Railroad.
- Developing a robust public/private coalition to secure a major financial commitment from Washington, D.C. and Sacramento for transportation projects that will increase our transit options, reduce congestion on our highways and compensate the significant investment that L.A. County taxpayers made in passing Measure R.
- Taking a statewide leadership role in creating a comprehensive state water plan to restore the environmental integrity of the Sacramento-San Joaquin Delta and assure that Southern California has a safe and reliable supply of water.
- Supporting the County of Los Angeles and medical and community groups in reopening King/Drew Medical Center and significantly improving health care access for the residents of South Central Los Angeles.
- Demanding improvement in graduation rates and test scores in our public and charter schools. Engaging more business partnerships in local schools, and making it easier for our students to access the financial aid they need to attend college.

These initiatives will make a difference. They will put people back to work and build a sustainable infrastructure for years to come. None of them are easy, and each requires collaboration with other interest groups and political courage. The L.A. Area Chamber Board of Directors has established these clear priorities. Let’s get to work and make 2009 a year to remember for the progress we made.

Calendar of Events

Event Highlights

THU | JAN. 29
120th Annual Inaugural Dinner
Join more than 1,000 business leaders at the Chamber’s annual must-attend kick-off event for 2009. The Chamber will honor new 2009

Chamber Board Chair Fran Inman, Majestic Realty Co., Civic Medal of Honor recipient Thomas V. McKernan, Jr., Automobile Club of Southern California, Distinguished Business Leader Award recipient Dr. Ray R. Irani, Occidental Petroleum Corporation and Corporate Leadership Award recipient Woodbury University. For more information, contact Director of Events Michelle Attebery, 213.580.7585 or mattebery@lachamber.com.

SAT | FEB. 7
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 for 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 alazar@lachamber.com.

MON - THU | MARCH 9-12
Southern California On The Hill — 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 VP of Public Policy Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.

SPRING 2009
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. For more information, contact Director of Education & Workforce Development Alma Salazar, 213.580.7566 or alazar@lachamber.com.

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

Advertise in:

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

For more information, contact

Senior Interactive Marketing Manager Monika Medina, 213.580.7566 or mmmedina@lachamber.com.
A better L.A. is our 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. **Successfully passed redistricting reform**
   - The Chamber-authored Voters FIRST initiative, which passed on the November ballot, will make statewide elections more competitive and politicians more accountable. Proposition 11—supported by the AARP Civil Rights Caucus, the League of Women Voters and other groups—will be the first step in ending partisan gerrymandering that is paralyzing Washington by creating a 14-person independent citizens commission to draw district boundaries for the State Senate, State Assembly and State Board of Equalization.

2. **Supported expansion of Providence Holy Cross Hospital**
   - The Chamber was a fervent supporter of the construction of a 130-bed expansion project at Providence Holy Cross Hospital in Mission Hills. If completed, the expansion will add 250 full-time jobs. But construction came to a halt when a judge ordered the L.A. City Council to vote again on whether to delay construction for an 18-month environmental impact analysis.

3. **Ushered in multiple pathways in L.A. and statewide**
   - Gov. Arnold Schwarzenegger signed Chamber-sponsored AB 2648 (Ibarra and Steinberg), which requires the state to develop plans to implement the multiple pathways approach in public high schools across California. Following its passage, the Los Angeles Unified School District Board passed a resolution to endorse multiple pathways as a comprehensive high school reform strategy.

4. **Joined partners to announce green business program**
   - The Chamber, L.A. City Councilmember Richard Alarcon, Director of the State Water Resources Control Board and L.A. and local businesses announced the creation of the city’s new voluntary green business certification program providing an official Green Business seal to businesses that meet standards of environmental sustainability.

5. **Provided businesses with the tools to prepare for a major disaster**
   - Small businesses met in November to hear from experts on what to do in the event of a disaster at the Chamber’s Small Business Council Summit. Businesses need to make sure that employees are prepared for a disaster before it hits, experts said. The Chamber joined 5 million individuals in the Great Southern California ShakeOut, the nation’s largest earthquake preparedness exercise.

6. **Advocated for private sector involvement in city housing taskforce**
   - The L.A. City’s Housing, Community, and Economic Development and Planning and Land Use Management committees voted to create a Mixed-Income Housing Technical Advisory Panel, as advocated by the Chamber. L.A. City Councilmember Tony Cardenas introduced a motion renaming the Planning Department and tasked it with amending the city’s Housing Element to include an analysis on how an inclusionary zoning policy may hinder housing availability and affordability.

7. **Urged legislators to address water issues**
   - The Chamber and the Metropolitan Water District of Southern California testified before the Los Angeles City Council on the importance of ensuring clean and reliable water supplies from the Sacramento- San Joaquin Delta. Both urged the city to be active on negotiations for new infrastructure funding. The Chamber met with state legislators to form an L.A. County Water Caucus to address the state’s deteriorating water system.

8. **Engaged lawmakers on budget crisis**
   - The Chamber met with state lawmakers to discuss how to meet the estimated nearly $42 billion deficit challenges, encouraging passage of an economic stimulus package to help businesses and jumpstart vital infrastructure projects. The Chamber also urged City of Los Angeles Officials to reduce expenses and take immediate action to implement the recommendations of the Los Angeles County Treasurer and Jobs Committee.

9. **Provided scholarship opportunities for thousands of L.A. students**
   - More than 13,000 students and their families attended the Chamber’s Annual Cash for College: College & Career Convention in December to receive help on receiving financial aid and scholarships. Cash for College has helped more than 80,000 students access financial aid.

10. **Called for transportation investment in Southern California**
    - At the Mobility 21 Transportation Summit, elected, business and transportation leaders focused on securing much-needed resources in the 2009 federal transportation bill. The Chamber provided input on the U.S. Chamber of Commerce’s principles for the 2009 Surface Transportation Authorization, which stresses investing in interstate and local transportation infrastructure.

**CASH FOR COLLEGE**
- More than 13,000 high school students and parents attended the Chamber’s Cash for College: College & Career Convention in December to learn about financial aid resources.

**DISASTER PREPAREDNESS**
- Chamber members need the tools and panels to prepare for a disaster. From left, Mark Radin, Farmers Insurance; Cheryl Nagy, Rebuilding Mountain Hearts & Lives; and Elia Alexander, Office Depot.

**REGISTRATION**
- From left, Gov. Arnold Schwarzenegger, 2008 Chamber Board Chair Tim McAloose, L.A. City Mayor Michael Bloomberg, and former Chamber Board Chair David Latham. Latham & Watkins LLP, urge Californians to vote yes on Prop. 11.

**See + Heard at the Chamber**
- Chamber Member Glenn Gritzner, Managing Director, Sonnenschein Nath & Rosenthal LLP; above center, with L.A. City Councilmember Richard Alarcon, left, pledging his support for the Chamber’s new green business certification program.

The Chamber stayed busy in the fall as state, civic and business leaders met to discuss the issues facing the region. Gov. Arnold Schwarzenegger and New York City Mayor Michael Bloomberg and others including L.A. County Sheriff Lee Baca, the AARP, League of Women Voters and Common Cause joined the Chamber in October to urge Californians to vote yes on Prop. 11. The Chamber- authored redistricting initiative, L.A. Mayor Antonio Villaraigosa joined the Chamber in October for the second annual HIRE L.A’s Youth Employer Breakfast to recognize business leaders for their efforts in putting more than 10,000 L.A. youth to work. At the Accenture Pancakes & Politics Breakfast Speaker Series in October, presidential election panels discussed the November election. Panels included Sherry Bollbich, Jeffrey A. Gold, Senior Managing Director of Southern California, Mitchell Schwartz, California State Director for the Obama Biden Campaign, Darryl Grayow, Senior Managing Partner of Sonnenschein Nath & Rosenthal LLP; and Michael Wisotz, SynAction Communications and former staff member for Sen. John McCain. In November, newly elected senators and assemblymembers from L.A. County visited the Chamber including California State Senator-elect Fran Pavley and California State Assemblymember-elect John A. Perez. Chamber public policy committee heard from newly elected officials including Executive Director Gina Marie Lindsey. Los Angeles World Airports, who discussed long-planned modernization projects at the airport. L.A. City Council President Pro Tempore Wendy Greuel presented the Green Energy and Good Jobs for Los Angeles Act to the Energy, Water & Environment Committee meeting. Chamber, Richard Drobnick, University of Southern California, provided an overview of trade and investment between California and Asia during the current financial crisis at the International & Trade Committee meeting in November. Robert Sainz, Assistant General Manager, City of Los Angeles Community Development and Jim Clarke, Director of Federal Relations for Mayor Antonio Villaraigosa, discussed new opportunities for California in the 2009 including identifying and revising workforce development bills with the Education & Workforce Committee. Don’t miss out on any of the action next quarter—visit www.lachamber.com/events for a calendar of upcoming speakers and events.
Continued from page 1

As a new administration takes the helm in our nation’s capital, business leaders and lawmakers agree that priority must now be placed on job creation and economic stimulus in L.A. County and across the nation.

“It’s time for all of us to be concerned about putting people back to work, stabilizing the financial institutions that are global in nature, and having a sensible kind of rescue package,” said U.S. Chamber of Commerce President & CEO Thomas J. Donohue.

In 2009, the Chamber will advocate on behalf of Southern California businesses and prioritize private and public efforts to accelerate economic recovery locally, statewide and in Washington, D.C.

In L.A., the Chamber will push for the implementation of the 100 recommendations in the Los Angeles Economy and Jobs Committee report and be an active participant before the L.A. City Council’s Jobs, Business Growth and Tax Reform Committee, which has proposed a series of steps to boost the business climate and create local jobs. The Chamber will urge state budget reforms and federal investment in Southern California infrastructure projects among other priorities.

Offering multiple opportunities for members to engage with lawmakers throughout the year, the Chamber will also foster a direct and ongoing dialogue between business and government on key issues impacting business.

“Business will play an essential role in accelerating economic recovery and returning to prosperity,” said L.A. Area Chamber President & CEO Gary Toebben. “The best way to weather this economic storm is to plan ahead, work together and seize upon all opportunities for growth.”

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

Leading the Chamber in 2009

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E
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bal response from all sectors of society. Amid
Growing awareness about global climate change
and the scarcity of resources, businesses worldwide
are looking for ways to reduce their environmental
footprint.

Reducing energy use and rethinking business
processes can increase profits and help companies
more effectively lower their environmental footprint.
It can also help their standing with environment-
ally aware business partners, investors and customers.

In today’s world, “going green” isn’t just for the
planet, it’s good for business.

As the world’s largest software company, Mi-
crosoft is committed to reducing the environ-
mental impact of its operations and products by
investing in more efficient computer systems and
data centers and, where possible, relying on renewable
and alternative energy sources. At our corporate
headquarters, we’ve launched a free employee bus
service called The Connector, which has reduced
commuter traffic in the Seattle area by more than
400,000 miles per week. We’ve reduced on-campus
cafeteria waste by over 50 percent by changing the
tableware and food containers to more eco-friendly,
non-petroleum-based compostable products.

But when it comes to addressing this issue on a
global scale, Microsoft’s most important contribu-
tions could come from software innovations that
help address broad environmental challenges. We
enable business of all sizes to lower their impact
on the environment by offering solutions that help
them reduce the energy consumed by technology,
manage environmental initiatives and rethink busi-
ness practices.

One example is Windows Vista®, Microsoft’s most
energy-efficient operating system to date. Vista
has an automatic “sleep” mode and other
power-management features that can greatly reduce
PC’s power consumption. According to the Natural
Resources Defense Council, Windows Vista’s en-
gy-saving features could cut users’ energy bills by
more than $50 per PC per year, which could save
$500 million off the nation’s energy bill and prevent
3 million tons of global warming pollution annually.
In recent years, Microsoft has introduced a
variety of software innovations such as unified com-
munications and Office SharePoint® Server, which
enable businesses to streamline communications
and conduct virtual meetings, thus reducing the
need for business travel, commuting and physical
document transfers and printing.

Soon, we will release an exciting new tool for
businesses: the Environmental Sustainability Dash-
board for Microsoft Dynamics® AX. Built on the
principle of “if you can measure it, you can manage
it,” the Environmental Sustainability Dashboard will
enable business managers to automatically collect
data showing a company’s direct and indirect energy
consumption and the resulting greenhouse gas
emissions.

Information technology isn’t the only solution to
our environmental and energy challenges, but it will
play a key role in moving us to a more sustain-
able, low-carbon global economy. Microsoft is
strongly committed to reducing its carbon foot-
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Focus on education and workforce development:

Investing In Our Future Workforce

The Chamber and Cash For College help create brighter future for L.A. students

In the current economic climate, financial aid has become vital for many college-bound L.A. students and their families.

Yet, 49 percent of parents say they don’t know enough about financial aid resources available, according to a recent study by the Public Policy Institute of California (PPIC).

The Chamber helped to introduce thousands of L.A. students and parents to scholarships and financial aid opportunities at the seventh annual Cash for College: College and Career Convention held at the Los Angeles Convention Center in December.

Attendees not only learned that federal and state dollars exist for college, but about the best way to tap into these resources from experts.

“A college education is the gateway to a lifetime of career opportunities,” said L.A. City Council President Eric Garcetti. “The Cash for College: College & Career Convention is the first step in planning for college and understanding the financial resources that are available to all students.”

According to PPIC, the economy will need more college-educated workers than the state can produce in 20 years.

“Part of the Chamber’s core mission is to protect L.A.’s future welfare … this includes our workforce,” said David Rattray, Chamber VP of Education & Workforce Development and president of UNITE-L.A. “We do this by ensuring that students and adults are prepared to succeed in tomorrow’s economy and contribute to our society.”

Students and their parents attended workshops and learned from experts on how to apply for loans, grants and scholarships. They also learned how to fill out college applications, prepare for their first year and get an overall understanding of what campus life is like.

Karen Lazzo, an 11th grader at West Adams Preparatory High School, said attending the event was crucial for her and other students.

“We learned how to pay for college through loans and scholarships,” said Lazzo. “It’s important we know this.”

College-bound students are preparing to face even more financial barriers this year due to the national economic climate and state budget crisis.

Tuition and other fees associated with college rose 6.4 percent at public universities in the 2007-2008 school year compared with the previous school year. Room and board also were up 5.2 percent, according to CollegeBoard, a nonprofit dedicated to connecting students to college success and opportunity.

Both the University of California and California State University systems expect to raise fees next year, making available financial resources more important than ever.

To help address some of these issues, the Chamber will host financial aid workshops through March 2 at more than 100 campuses across the L.A. region.

Thanks to the Cash For College: College and Career Convention and its supporters — including title sponsor The College Access Foundation of California, AT&T and Bank of America — thousands of L.A. students and parents are more prepared to face these challenges. Another key supporter of the event, Univision 34 Los Angeles (KMEX), used its key media properties to spread word of the College and Career Convention and also announced at Family Night its own year-long multimedia campaign to decrease the dropout rate.

For more information, contact Education & Workforce Development Program Coordinator Heather Birdsell, 213.580.7582 or hbirdsell@lachamber.com.

“A college education is the gateway to a lifetime of career opportunities,” said L.A. City Council President Eric Garcetti. “The Cash for College: College & Career Convention is the first step in planning for college and understanding the financial resources that are available to all students.”

According to PPIC, the economy will need more college-educated workers than the state can produce in 20 years.

“It’s important we know this.”

Karen Lazzo, an 11th grader at West Adams Preparatory High School, said attending the event was crucial for her and other students.

“We learned how to pay for college through loans and scholarships,” said Lazzo. “It’s important we know this.”

College-bound students are preparing to face even more financial barriers this year due to the national economic climate and state budget crisis.

Tuition and other fees associated with college rose 6.4 percent at public universities in the 2007-2008 school year compared with the previous school year. Room and board also were up 5.2 percent, according to CollegeBoard, a nonprofit dedicated to connecting students to college success and opportunity.

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“The Chamber and Cash For College help create brighter future for L.A. students.”

Today’s economy has brought hardship to many people and businesses in Southern California and across our nation. In times like these, consumers want even more value in their purchases, and they look to reliable retailers and companies to help them navigate through difficult times. The Los Angeles Area Chamber of Commerce is comprised of many such quality companies, and the Automobile Club of Southern California feels privileged to be a Chamber member.

For more than 100 years, the Auto Club has provided peace of mind to our members through our industry-leading roadside assistance, travel agency, and our auto, home, and life insurance products. And, by continuing to provide our members with the best possible products and services, we’ll remain a reliable partner of their lives and of the Southern California business community.

We know that Chamber members share a similar business philosophy, and the Auto Club supports the Los Angeles Area Chamber of Commerce in its efforts to mobilize business leadership and help bring Southern California back to more prosperous times in 2009.

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Leadership is an action, not a position.

~ Donald H. McGannon
Past president and chairman of the board of Westinghouse Broadcasting Corporation

Thomas V. McKerman

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Despite the economic downturn, the construction industry continues to be a key driver of the local economy.

The L.A. LIVE complex in downtown Los Angeles saw the opening of several new venues in December including the Grammy Museum and ESPN’s West Coast headquarters on site early this year. The $2.5 billion project will be home to a movie theater, 20 restaurants and clubs, and will include a 54-story hotel and luxury condo tower.

The changing economic landscape will provide new challenges for developer Anschutz Entertainment Group, which owns L.A. LIVE and the Staples Center next door.

But the high-profile development has encouraged other entrepreneurs to invest in the area as well.

“IT will create another focal point for Los Angeles,” said Chamber President & CEO Gary Toebben. “It provides that unique entertainment drawing card for downtown. Success begets success and I think that’s what we’ll be seeing here.”

Projects like L.A. LIVE could be the saving grace in an uneasy construction marketplace.

While residential construction continues to spiral downward, Southern California has been able to avoid some of the downturn in nonresidential construction.

Permit values were up by more than $1.85 million in Los Angeles County through October, with industrial buildings up by nearly 32 percent. Permit values for retail developments were up by nearly 10 percent. But despite this growth, office permit values in L.A. County declined by 38 percent over the course of 2008.

Commercial construction is not the only building that is taking place in Los Angeles. The Los Angeles Unified School District is currently building new schools and has plans for a major overhaul of its facilities.

In November, voters readily supported a $7 billion bond to repair and upgrade old school buses. The $7 billion facilities bond will fund charter school construction and modernization projects which are designed to ease overcrowding.

In 1997, Prop BB was passed to primarily address repair issues in existing schools. Between 2002 and 2005, the District passed three more bonds, and that money is being used today to build new schools — 135 by 2012 — and to continue repairs on older buildings.

“So far in the School Construction and Repair Program, LAUSD has been able to build and maintain a world class team to execute the work, and they’ve been able to deliver a quality product essentially on time and on budget,”

McConnell said.

Los Angeles voters also approved Measure J, a $3.5 billion bond for Los Angeles Community College District’s (LACCD) nine campuses to rebuild and modernize schools with new technology and “green” buildings. With the passage of Measure J, the LACCD can continue renovation of all nine campuses with approximately 159 new construction projects.

Measures R, also passed by voters in November 2008, will further boost the region’s construction industry by generating $40 billion for congestion relief projects over the next 30 years.

For more information, contact VP of Public Policy Samuel Garrison, 213.581.7568 or sgarrison@lachamber.com.

A better L.A. is our business

Southern California’s economic engines:
Construction continues to fuel L.A. economy

Construction cranes rise above a tough economy

L.A. LIVE. The $2.5 billion L.A. LIVE complex in downtown Los Angeles opened several new venues in December including the Grammy Museum, and ESPN’s West Coast headquarters will open this year.

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— Jim McConnell,
Brandow & Johnston, Inc.

The bond passed with nearly 69 percent of the vote, and will be used to improve air quality and energy efficiency, upgrade older facilities and replace old school buses. The $7 billion facilities bond will fund charter school construction and modernization projects which are designed to ease overcrowding.

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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, 213.580.7995 or pclark@lachamber.com.

**ADVERTISING**

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Receive 20 percent off all production charges (includes design) with any advertising campaign placed with us. Let us create a cool-effective ad campaign to reach your target market using billboards, buses, transit, malls, or one of over 50 plus strategic products and programs. Minimum $500 total-campaign budget. Contact Brian Alexander, 323.429.3900.

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**TRANSPORTATION**

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Receive $250 off any loan application or any business/equipment loan funded. Contact John McGarr, 310.965.0815.

**WALY PARK**

Receive 20 percent off valid on self park service per day with a minimum three-day stay. May not be used with any other discount or offer. Contact Bryan Guadort, 800.F cowboy or 800.709.2599.
A better L.A. is our business

Face to face:

Los Angeles City Council President Eric Garcetti

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

This quarter we ask L.A. City Council President Eric Garcetti about L.A.’s business climate and what’s ahead in 2009.

You were the Southern California Chair of President-elect Barack Obama’s campaign. What do you think President-elect Obama’s relationship will be with Los Angeles?

City Council President Garcetti: I think that President-elect Obama will be a great president for Los Angeles. I supported his candidacy because I believe he is really committed to helping our urban cities. He came to Los Angeles on the 15th anniversary of the Watts riots and talked about a 15-year-old child who still carried the remnants of a bullet that had been lodged into his spine during the civil unrest when he was just a baby. He said that the bullet serves as a reminder to us all that our work is not finished. I think that he envisions a brighter and better America, and I’m ready to help him achieve that vision.

What is the city doing to encourage job growth and improve the business climate?

City Council President Garcetti: We want to bring more businesses to Los Angeles to create more job opportunities for people. I’m focused on a few big ideas that will make Los Angeles more attractive to business owners — cleaning up our neighborhoods, reducing business taxes and helping businesses get through the city’s permitting process.

Hollywood is a good example of a neighborhood that we cleaned up and made safer, and now businesses really want to be there. We’ve got new housing, new stores, new restaurants, new office space — and there’s even more on its way, even in this tough economy.

My office has also been working to help businesses take advantage of the State Enterprise Zone in our city. Many neighborhoods in my Council District are located within a State Enterprise Zone and businesses there are eligible for incentives such as discounts on their L.A. Department of Water and Power bill or employee tax credits. We actually walked door-to-door talking to business owners in the zone as well as hosted a workshop for existing businesses and businesses that are thinking about locating here. If Chamber members want more information, I encourage them to call the Community Development Department at 213.744.7111.

You are a big proponent of green business development. What is the next step?

City Council President Garcetti: Our city’s goal of getting to 20 percent of our power coming from renewable energy sources by the year 2010 is helping to drive the demand for more green energy businesses. But in addition to growing green sector jobs, we also want to help other businesses go green. We’re working to establish criteria that business could meet to receive green certification. These criteria include steps to reduce energy and water consumption and reduce waste. Not only are these environmentally-friendly, they can also help businesses save money.

Green businesses would also be able to promote their certification status to their customers.

The Chamber applauds you for helping a small business owner, Genevieve Ostrander, open her bakery in Echo Park last year. Did your efforts benefit other businesses in the city?

City Council President Garcetti: Genevieve’s experience was a good example of how the city’s bureaucracy really harms our efforts to attract businesses and help entrepreneurs. To open her bakery, she had to jump through a lot of hoops and then city officials were telling her that she needed to do some things that just didn’t make sense — like build subterranean parking under her small bakery.

After working with Genevieve, I launched a new initiative called “12 to 2” to reduce the number of departments that new businesses need to work with on permitting and entitlements. Right now, a new business owner has to visit as many as 12 city departments to accomplish what they can do by working with just two departments if the city agencies can coordinate our efforts.

The city agencies involved have been working together to implement the “12 to 2” initiative. They are first focusing on the entitlement process and the City Planning Department is taking the lead on this effort, and we are looking at rolling out some initial changes to the process this winter.

I’m really happy that my office was able to help Genevieve, and we’re working on “12 to 2” to help others, too.

As honorary co-chair of the annual Access Washington, D.C. trip in March, why is it important to you to help lead the trip and what can we accomplish together this year on the trip?

City Council President Garcetti: It’s important that the L.A. business community meet with federal representatives to voice its needs and concerns, and to continue to build relationships with those in Washington, D.C. In March, we’ll have a new Administration that will be working with Congress to get our economy back on track. Things won’t change overnight, so we’ll need to be vigilant about making sure that we get our fair share of assistance and investment in infrastructure.

We want to bring more businesses to Los Angeles to create more job opportunities for people.

— L.A. City Council President Eric Garcetti

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The energy of our employees

The Gas Company

Matel, Inc., headquartered in El Segundo, is the world’s largest toy maker.
Focus on small business: Staying strong during tough times

Small businesses take a closer look at what they’re doing now and beyond

This quarter the L.A. Area Chamber asked our small business members what advice they have for fellow small businesses in 2009 and what they are doing to weather the tough economy.

“To survive and prosper in these tough times, we need to focus on our own micro-economies. Look for opportunities for ourselves, our customers, vendors and friends more intensely than ever and simply create new businesses. Instead of getting lost in the confusing maze of competitors that a hot economy can create, there are opportunities to stand out because less efficient competitors – big or small – are struggling or pulling back on innovation.”

Lorrie C. Blanchard III
Attorney at Law
Blanchard Law Group, A Professional Corporation

“As the state of the economy continues to decline, the best advice from one small business to another is to run lean. Simply put, trimming back to the basics is absolutely necessary for survival. This does not mean taking an axe to the personnel roster right off the bat, rather: take a close look at which functions and which personnel are absolutely necessary in order to secure the survivability of your business.”

Sean David
President
WrapAds

“I would advise small businesses to look long and hard at what it is that they do to see whether it still makes sense to do what they are doing and even consider joining with others. I looked very closely at what it is that I do and how I do it and elected to merge with another firm. This has allowed me to share expenses and now I’m able to provide more and offer a different suite of services which I couldn’t do on my own.”

Jonathan Galt
Principal
Houghton Capital Management

“But just as the more nimble mammals survived the giant meteor while the lumbering dinosaurs staggered to extinction, small businesses can compete with the big guys during these challenging economic times. Take advantage of your ability to be responsive, innovative and more personable than large companies. Today more than ever, demonstrate how cost-effective and efficiently productive you can be while providing quality service that fosters your clients’ success.”

Alicia Maldonado
President
Mockingbird Communications

“I recommend to small businesses to make a newsletter, update or build your Web site, or create some sort of special or promotion. Even if you have to make a little less profit, get that new client. We are keeping people apprised of new developments with what we have been doing. For 2009, my resolution is to make my company more profitable and efficient by creating better systems. Every business needs a good system to be successful, no matter what industry.”

Ross Weitzberg
President
Space Potential

SCORE Spotlight: Dealing With Economic Challenges

This quarter the Los Angeles Chapter of SCORE provides suggestions for doing business during an economic downturn.

How should you conduct your business in the current difficult economic environment?

- Monitor your business more regularly than you may have been doing with a set of numbers from your business activity. Examples include: average dollar value of sales transactions, number of transactions, cash on hand, inventory level of key products, age of receivables, etc. Focus on cash management to determine realistically the amount and the timing of inflow and outflow of cash.

- Conduct a thorough review of your marketing and selling efforts, from who is doing the selling for your business to who is buying and who is consuming your products and services. Implement a recession-minded strategy. Customers want to make safe choices with their limited funds, so they look to the companies they know and trust. Make a concerted effort to up-sell or re-sell to your current customer base. Use a combination of media and publicity to drive your clear, simple and compelling marketing message.

- Be on good terms with your creditors. Falling behind on payments is never the answer, even if it’s “just this once.” Creditors will be more amenable to renegotiating terms to small businesses they consider to be conscientious and reliable.

- Scrutinize your spending. Rather than arbitrarily slashing your budget, strive to spend only on those things that have a justifiable positive effect on your business. That will make it easier to redirect money to areas that enhance business performance.

- Emphasize price promotions versus cuts. Avoid full-scale price-cutting which may affect your ability to survive. Focus on short-term promotional efforts.

- Revisit your business plan or create a plan that speaks to your specific business and reflects the potential of both the upside and downside opportunities. In doing so, you may recognize opportunities to add or eliminate product lines or use your expertise to enter new markets. Revise and update the plan regularly based on results and be flexible as needed.

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.
**A Better L.A. is our business**

**Member Anniversaries**

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

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**95-Year Anniversary**

Reilly Block Company

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**60-Year Anniversary**

Delich Interiors Company

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**50-Year Anniversary**

Copperwheat, Incorporated
Westfield Corporation

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**35-Year Anniversary**

Low Enterprises, Inc.

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**20-Year Anniversary**

Young’s Market Company

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**15-Year Anniversary**

California State University Northridge

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**10-Year Anniversary**

California Education Resorts, Incorporated
California Society of Certified Public Accountants
Educational Research, Incorporated

**Image Direct**

Los Angeles Center Studios
Los Angeles Self Storage LLC
Macou Management Relations
Securities
Tokyodek USA Inc., U.S.A.

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**5-Year Anniversary**

LA City State University Northridge
Consensus Planning Group, Inc.

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**Welcome to the Chamber**

Thanks to our new members, who joined the Chamber during July, June and August 2008.

To learn more about Circle Level membership benefits, call 213.580.7592.

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**PLATINUM**

Direct Inc.
Bronwen M. Young, 310.664.5000 Media/Com

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**SILVER**

Silverado Senior Living
Daniel David, 310.435.2751

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**GOLD**

Fulcrum Learning Systems, Inc.
Food Service

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**THE L.A. Area Chamber provides education, resources, and the assistance for you to grow.**

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**Helen Kwon**

Representative Consultant
Acosta USA, Inc.
Executive Recruiter for Asia Market Member since 2008

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The Chamber’s public policy committee, which monitors the International Trade & Investment Committee, is a valued asset. I appreciate the experts who are invested with important information to help our business grow. Whether you are a big, small, international or local company, the Chamber equips you with knowledge on current issues, allowing us to collaborate and benefit from each other’s capabilities and knowledge.

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**Cathy Sandeen**

Dean, Continuing Education and Workforce Development
University of California Los Angeles Member since 1993

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We have developed many synergistic relationships that will ultimately allow UCLA to contribute in tangible ways to the dynamic business growth. Through committees, networking opportunities and other channels we learn about the evolving needs of the business community and then are able to design innovative educational programs that address those needs. Our involvement with the Chamber has allowed us to spread the word about our downtown classroom facility that opened this fall.

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**Alexis Smith**

Director of Marketing
BCS Staffing, Inc.
Member since 2007

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The Chamber is such an important business organization in the L.A. because it connects the community and business together. The two become intertwined and the business and connection opportunities are endless. The old saying: ‘what you put into it is what you put out of it’. I’ve learned that investing and participating whenever possible definitely pays off.

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**Janet Warner**

Executive Director
American Diabetes Association – Los Angeles

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Member since 2007

Today, nearly 24 million Americans have diabetes. In Los Angeles there are over 100,000 adults living with the disease.

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“Your membership in the Chamber can help build mutually beneficial relationships with business leaders throughout Southern California.”

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“Your membership in the Chamber can help build mutually beneficial relationships with business leaders throughout Southern California.”

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**David E. Wright**

Vice President
Plants All American Pipeline, L.P.

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We are in the process of permitting a petroleum marine terminal that is to be located in the Port of Los Angeles, the Chamber has been very helpful in advocating for our ongoing project. The Chamber does a good job of helping to frame the role of business in the complex society where we live and work. The Chamber also serves as a trusted source of information for the various policy decision makers in the region.
Our Mission
By being the voice of business, helping its members grow and promoting collaboration, the Los Angeles Area Chamber of Commerce seeks full prosperity for the Los Angeles region.

Diamond Club
The Chamber gratefully acknowledges the support of our largest member investors, the Diamond Club, for their help in fulfilling the Chamber’s mission.

AT&T
Automobile Club of Southern California
Bank of America
Chevron Corporation
Kaiser Permanente
Majestic Realty Co.
Microsoft Corporation
Occidental Petroluem Corp.
Port of Los Angeles
Ralphs Grocery Company
San Manuel Band of Mission Indians
Southern California Edison
The Gas Company, a Sempra Energy utility
The Walt Disney Company
Time Warner Cable
Verizon
Wachovia Bank, NA
Wells Fargo

The views contained in the Chamber VOICE reflect positions taken by the Los Angeles Area Chamber of Commerce and do not necessarily reflect the views of our Diamond Club members.

Winter 2009
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A conversation with L.A. City Council President Eric Garcetti

"La Plaza Abaja" was renamed Pershing Square in 1918 to honor World War I Gen. John Joseph Pershing.

Moctesuma Esparza. UCLA, Unabashed.

When I came to UCLA in the spring of 1967, it was like most American universities then—very much the domain of a specific population that didn’t include people who looked like me.

“No surprise there. With maybe a million people of Mexican descent in the greater Los Angeles area, there were only a handful of American-born Mexican American students at UCLA.

“Those were interesting times: student strikes, Black Power protests, anti-war demonstrations, police storming the campus and the entire university shut down more than once.

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The six years I spent at UCLA prepared me for the work I continue to do. I learned persuasion, the limits of social engagement, the processes required to build something or to change what needs to be changed.

Democracy 2.0

Also on stage in that noisy theater: the Chicano Student Movement.

“Our group managed to close a few administrative offices, pick up a few arrests and knocks on the head, but looking back we were surprisingly focused and—well—nerdy.

“We insisted that UCLA should be more inclusive; that it should proactively recruit qualified students who were underrepresented. I wrote a proposal, created an ethnic communications curriculum and presented it to the film school faculty and then to the chairman. There was a real resistance and a visible discomfort. (Fair enough. We all had a lot at risk.) I was appointed to the department’s student/faculty senate, and we implemented the program.

“What I discovered was that the faculty and administration at UCLA could be persuaded that the institution needed to change. To its everlasting credit, it opened itself up to a transformative process, held itself accountable to those who saw it as needing transformation and allowed change to occur. Yet the fiber of the place survived that moment—transcended it. We came out on the other side in such a fashion that we can now talk about UCLA being a place of universal possibility.

“When I walk onto this campus today, I see a very different place than I saw 40 years ago.”

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