Chamber Champions Office of Economic Impact Analysis for City of L.A.

How much does that low cost?

That’s the question the Chamber posed to the L.A. City Council when drafting a motion that would establish a mandatory Economic Impact Analysis for city initiatives that could affect private sector jobs, the business climate and the overall economy.

Currently, there are no procedures for reviewing legislation’s impact. The Chamber will work with the City to structure the Office of Economic Analysis in order to ensure independence and objectivity.

The City Council unanimously voted in favor of the motion in November and further action will take place in February. The analysis will enlist a team of nonpartisan economists to evaluate new legislation. This model is currently used in San Francisco.

“The L.A. Area Chamber congratulates city leaders for recognizing this successful model, which will help improve City legislation, especially as we work toward economic recovery,” said Chamber VP of Public Policy Samuel Garrison.

“A Economic Impact Analysis will provide officials with an important tool to develop policies that promote job creation and business growth.”

The Chamber worked closely with City Council President Eric Garcetti and Councilmember GREG SMITH to introduce the motion.

“We’re excited to see this new tool to help us decide how to allocate scarce resources so that they have the biggest positive impact on our local economy,” Garcetti said.

Contact Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.

Business Friendly Los Angeles

The Chamber’s top priority is advocating for a better local business climate that fosters job creation and economic growth. Goals include revising the City’s gross receipts tax on businesses; streamlining the permitting and planning process; initiating a feed-in-tariff solar plan for local businesses; promoting a sign ordinance that benefits businesses; and strengthening the collaboration between City officials and the business community.

Education

As a leading education reform advocate, the Chamber will continue partnering with the Los Angeles Unified School District, charter schools, higher education and other stakeholders to implement strategies to dramatically improve public education and make college and technical training available to more of our students and adults who are changing careers.

Water & Power Infrastructure

Significant investments must be made to meet the city’s renewable energy goals and update the city’s aging infrastructure.

The Chamber’s top priorities will continue to be jobs and economic growth in 2010

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

Dear Chamber Members,

On behalf of the Los Angeles Area Chamber of Commerce, I wish you all a Happy New Year and thank you for your membership in the Chamber. The Chamber’s focus in 2010 is for each of our members to retain the employees that they currently have and add new jobs during the course of the year because their business is growing again. We are determined to make 2010 the year of Economic Recovery in the City and County of Los Angeles.

Since November 2007, we have lost 434,700 jobs in Los Angeles County, according to the California Employment Department. With this magnitude of job losses, it is clear that it will take a united effort to turn the ship around, and your involvement will be key.

During the coming year when the Chamber is testifying before elected bodies on issues that will impact jobs in our region and state, we will be representing more than our 1,600 member businesses. We will also be representing those 434,700 people who are searching for a job.

There may be some who believe there is nothing that Los Angeles or California can do about the economy; we simply have to ride it out. That is just not true. For a few examples of what can be done, read the cover story in this issue of VOICE.

A key component of the Chamber’s work during 2010 will involve communications with elected officials that status quo lawmaking in Los Angeles and California will not replace these 434,700 jobs. We need legislation that helps existing companies grow and sends a message to entrepreneurs and companies outside our state that California is ready to compete for your business and your jobs.

Of the 434,700 job losses noted above, 424,600 were private sector jobs. The clear lesson from these numbers is that we must do everything possible as a city, county and state to reduce the barriers that exist in creating good, private sector jobs. During 2010, any piece of legislation that does not contribute to the retention or creation of jobs should be placed on the back burner.

Thank you for your investment in growing our business and our economy through your membership in the Chamber. Together, we can create the job opportunities to put 434,700 people back to work in Los Angeles County. That is Job #1 in 2010.

Sincerely,

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

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

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

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Mandy Deniau, Director of Marketing & Communications, 213.580.7532 mdeniau@lachamber.com
Monika Medina, Senior Interactive Marketing Manager, 213.580.7576 mmmedina@lachamber.com
Alejandro Guzman, Communications Manager, 213.580.7544 aguzman@lachamber.com
Ali Noller, Marketing Communications Manager, 213.580.7548 anoller@lachamber.com
Lily Tran, Graphic Designer, 213.580.7575 ltran@lachamber.com

Chamber Senior Staff
Gary Toebben, President & CEO, 213.580.7525 gtoebben@lachamber.com
Ellie Ramsayer, Executive Assistant/Assistant Corporate Secretary, 213.580.7596 eramsayer@lachamber.com
David Dad, Executive Vice President & COO, 213.580.7546 ddad@lachamber.com
Noey Lallana, CFO & Vice President of Administration, 213.580.7521 nlallana@lachamber.com
David Ratray, SVP of Education & Workforce Development, 213.580.7505 dratray@lachamber.com
Carlos J. Valderrama, SVP of Global Initiatives, 213.580.7570 cvalderrama@lachamber.com
Kevin Cotrell, VP of Leadership Programs, 213.580.7571 kcotrell@lachamber.com
Samuel Garrison, VP of Public Policy, 213.580.7568 sgarrison@lachamber.com
Lee Lipper, VP of Business Development, 213.580.7521 llipper@lachamber.com
Alma Salazar, VP of Education & Workforce Development, 213.580.7566 asalazar@lachamber.com
Marie O'Brien Primer, Executive Director of Mobility, 213.580.7549 womerrier@mobilize25.com
Michelle Altheby, Director of Events, 213.580.7585 maltheb@lachamber.com

Since Silver Sponsors
Los Angeles Area Chamber of Commerce

Tourism represents the second-largest industry in Los Angeles, supporting more than 250,000 jobs and bringing in $14.2 billion annually.

Chair Matthew A. Toledo, President & Publisher of the Los Angeles Business Journal, and other distinguished honorees at ‘The Beverly Hilton. Contact Michelle Atherby, 213.580.7585 or matherby@lachamber.com.

MON-WED | MARCH 15-17
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. Contact Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.

WED–THU | MARCH 3-4
2nd Annual The Americas Business Forum
This two-day program will focus on export opportunities in the Americas, primarily in Latin America. U.S. exporters will have the opportunity to meet with Senior Commercial Officers from the Americas and will hear from various expert panels in the trade industry. Contact Carlos J. Valderrama, 213.580.7570 or cvalderrama@lachamber.com.

THU | FEB. 4
121st Annual Inaugural Dinner
Join more than 1,000 business leaders at the Chamber’s must-attend kickoff for 2010. The Chamber will honor new 2010 Chamber Board Chair Matthew A. Toledo, President & Publisher of the Los Angeles Business Journal. Contact Michelle Atherby, 213.580.7585 or matherby@lachamber.com.

FRI | FEB. 19
Principal for a Day
The future of our workforce depends on business and civic leaders building relationships with local schools. 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. Contact Alma Salazar, 213.580.7566 or asalazar@lachamber.com.

SAT | JAN. 30
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 Alma Salazar, 213.580.7566 or asalazar@lachamber.com.
10 ways the Chamber helped your business:

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

1. Successfully lobbied for comprehensive water package

   The Chamber applauds the California Legislature for approving a comprehensive water package that will help fix the fragile Sacramento-San Joaquin Delta and ensure a safe and reliable water supply for all Californians.

2. Championed City of Los Angeles tax reform recommendations

   The Chamber outlined plans to improve the city code and allow businesses to interact with City Hall. On the Chamber’s recommendation, the L.A. City Council established a Business Tax Advisory Committee (BTAC) to recommend improvements to the city’s gross receipts tax to attract and retain business. The Chamber will work with the BTAC to ensure a strong “customer-first” program at City Hall; make it easier for businesses to learn about city services, apply for necessary licenses and pay fees and taxes; enact clear guidelines for how a business is classified under the tax code; and develop better criteria for determining which businesses are audited by the city.

3. Helped advance ‘Race to the Top’ legislation

   The Chamber was a major supporter of the passage of SB 827. Authored by Sen. Roderick Wright, the bill will end the freeze on many local government construction projects – and the Chamber spoke in favor of the project, which will attract significant commercial investment to produce more than $210 million jobs and provide direct community benefits beyond investment dollars. The economic impact of the project is as significant as the plan itself. Investing $1.2 billion over the next 10 years, the San Pedro Waterfront Redevelopment will create 4,900 permanent and 17,000 one-year equivalent jobs.

4. Supported projects to keep entertainment capital of the world

   The Chamber supported two projects to keep film and television production in Los Angeles. The L.A. Harbor Commission approved a Development Plan that will maintain Los Angeles as the company’s global headquarters for film and television production. The project will create 3,000 immediate construction jobs and 12,000 new permanent jobs. It is also estimated to generate millions of dollars in tax revenues each year. The Walt Disney Company announced the Disney and ABC Studios at the Burbank facility, a state-of-the-art motion picture, television and commercial productions facility for motion picture, television and commercial productions. This project will stimulate a local and regional economy with 3,152 new construction jobs and $533 million in direct economic activity throughout L.A. County.

5. Launched Green Business Certification program

   Growing green industry is a regional priority, and the Chamber has partnered with City Councilmember Richard Alarcon, the Los Angeles Community College District, Green Seal, Green Globe and DinEL, L.A. Inc., to launch the Los Angeles Green Business Certification program. The Chamber is proud to support small- and medium-sized businesses in Los Angeles in their effort to go green.

6. Provided scholarship opportunities for thousands of L.A. students

   More than 13,000 L.A. area students and parents began the 2009-2010 college application process and made plans to finance higher education during the 8th Annual Cash for College: College & Career Convention. The Chamber also presented $1,000 Cash for College Scholarships to 10 students who have pledged to make an early commitment to college. The scholarships are funded by the Russell J. Hammer Scholarship Fund, named after the late Russell J. Hammer, Sr., president of the Los Angeles Chamber of Commerce. The Chamber once again champions making college more affordable for all students.

7.现金 for College: More than 13,000 L.A. area students and parents began the 2009-2010 college application process and made plans to finance higher education during the 8th Annual Cash for College: College & Career Convention.

8. Chamber voices

   The Chamber has been busy the past several months as state, civic and business leaders met to discuss the issues facing the region.

9. In October... David Freeman, former general manager of ABC/Disney stations in Los Angeles, announced his retirement as president of the L.A. City Planning Commission, leaving two large-scale projects for the city: Daniel Griswold, director, Center for Trade Policy Studies at the Cato Institute, and Michael D.C., discussed manufacturing in Los Angeles. Hanaa Vera, senior health care deputy, Office of L.A. County Supervisor Mark Ridley-Thomas discussed manufacturing for Martin Luther King, Jr. Hospital. Chamber Board members met with Los Angeles City Council President Eric Garcetti and Councilmember Bernard Parks to discuss the city’s budget challenges and business-friendly economic development priorities. Staff members from the offices of Sen. Sanzeno, Rep. Darrell Steinberg, Rep. Karen Bass, Assembly Speaker Karen Bass, and Senate Budget Committee Chair, and the Legislative Analyst’s Office attended a meeting to discuss education issues including completion rates, funding sources and the role of federal monies. Spain’s Minister for Industry, Tourism and Commerce Miguel Sebastían and Vice President of International Relations for the Spanish-American Chamber of Commerce Fernando Gomez-Avalos signed a Memorandum of Understanding (MOU) with the Chamber following the California-Spain Business Forum, to promote an “alliance” between the L.A. area and Spain. Supervisor Mark Ridley-Thomas participated in a meeting about his partnership with the Chamber to re-open Martin Luther King, Jr. Hospital and his plans to create a new business and economic development district at the Accenture Pavilion & Politics Breakfast Speaker Series.

10. In November... Dr. Judy D. Olian, Ph.D., dean of UCLA Anderson School of Management discussed the global strategic alliances recommended for universities to protect and attract students, and programs that improve academic and practical experiences of students in global management. Joni Fielding, director, L.A. County Department of Public Health, shared an update on HIV and the Department of Public Health Funding. Larry Conroy of the Credit Management Association discussed how to manage customer accounts and company’s cash flow at the Small Business Owners Roundtable. California State Assemblymember Tom Ammiano, D-San Francisco, discussed childhood education in California. Chamber members had a private luncheon with Hon. Duk-Soo Han, Korean ambassador to the United States, who discussed U.S.-Korea relations and the negotiated Free Trade Agreement between the U.S. and Korea.

IN DECEMBER... The Los Angeles Police Department (LAPD) announced the arrest of 29 alleged child molesters after an investigation into the sexual abuse of children.

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What kind of energy does it take to get energy?

Wherever we operate around the world, we create partnerships with local businesses. Partnerships that are strengthening economies and changing communities for the better. With more than 60,000 employees forging new relationships daily, we’re tapping into the most powerful energy of all – human energy.

To learn more, visit us at chevron.com.
Pass Biggest Job Creating Bill in Sacramento

SB 827 creates a moratorium on air permits in the South Coast Air Quality Management District (SCAQMD) that has halted more than 200 local projects and may impact another 3,000. The Chamber supported legislation will save 327,000 jobs. Many of these stalled projects are only jobs creators, they are vital to our region’s safety and environmental health.

Support

Fix Broken Public Pension System

Local and state public employee pension systems are massively underfunded, leaving many municipalities including Los Angeles with major budget deficits. Taxpayers are left paying for the mismanagement through higher taxes and reduced public services. The Chamber has partnered with former L.A. Mayor Richard Riordan to advocate for restructuring this fiscally unsustainable system.

Support

Pass a Comprehensive Solution to State Water Crisis

More than one-third of our region’s water supply comes through the Northern California Delta—a system of levees and an aqueduct or flood in the Delta. The Chamber will cut off water to the L.A. region for years to ensure the Delta and ensure long-term water delivery to Southern California. The Chamber formed a joint labor union and business community water collaboration that successfully partnered with lawmakers on a comprehensive water package.

Support

Develop a Market-Based L.A. City Solar Power Program

The Chamber supports creating a viable local market for solar power generation and alternative energy jobs. After successfully removing the flaws in the County of Los Angeles city GIG city bill initiative last year, the Chamber continues to work with the Department of Water & Power, City of Los Angeles, business and the solar industry to craft an effective plan at the best possible rate.

Support

Advocate for a Jobs-Friendly Sign Code

“A business without a sign is a sign of no business.” The Chamber advocates for a fair and legal sign code that strikes a realistic balance between community concerns and the appropriate placement of signs. The City must start over and create a sign ordinance that respects the playing field all sign companies as well as implement an effective sign inspection program.

Support

Reopen Martin Luther King, Jr. Hospital in South Los Angeles

The approval of a partnership to reopen Martin Luther King, Jr. Hospital in South Los Angeles by the University of California Board of Regents is a major victory for the health and well-being of its surrounding residents. The Chamber supports the collaboration to reopen Martin Luther King, Jr. Hospital under a public-private partnership. The Chamber supports expanding patient access and increasing preventive care.

Support

Pass Free Trade Agreements with Key Trading Partners

The Chamber supports Congressional ratification of the pending Free Trade Agreement between the United States and South Korea, Colombia and Panama. Trade between the United States and these nations has doubled over the past four years and all three countries currently enjoy nearly free access to the U.S. marketplace. Passage of the Free Trade Agreements will allow American businesses to export American products almost tariff free.

Support

Make California Competitive for Federal Race to the Top Funding

The Chamber supports adopting sweeping education reforms that would dramatically reshape California’s public education system and make the state eligible for $4.35 billion in “Race to the Top” federal funding. The Chamber supports elements of two proposed bills (SBX5 1 and ABX5 8) and encourages the state Legislature to work collaboratively to approve a legislative package.

Support

Establish Economic Impact Analysis on City Initiatives

The Chamber supports establishing a mandatory Economic Impact Analysis for city initiatives that could affect private sector jobs, the business climate and the overall economy. This model features a team of nonprofit economists to evaluate regulations for their potential impact on jobs, the ability to keep businesses in L.A. and tax revenue for the City.

Support

SOUTHERN CALIFORNIA STARTUPS CREATE BREAKTHROUGH INNOVATIONS

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 for startups at www.MicrosoftPartnerZone.com.

F or 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 available—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 shatter 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 interactive technology on the Microsoft platform. These young businesses are also creating hundreds of new jobs and stimulating economic growth in the region.

Another local success story is Enviance, based in Carlsbad. It’s leveraging the Internet to help companies comply with environmental, health and safety requirements. Enviance’s interactive web-based software companies improve the management of a wide range of compliance activities, including audits, inspections, incident tracking, business practices, training, health, safety and environmental practices. Although the delivery system is novel—Enviance is also a Web-based service—it’s a serious business that is attracting companies like Chevron Corporation, DuPont, and Fujisior Processings.

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 Brian Binka says, the company’s unique search technology “listens, watches and reads what’s going on in a TV broadcast” and dynamically publishes contextually relevant content, commerce and advertising. By working directly with a user’s computer via the Web, Jacked’s initial audience is sports junkies, who can personalize a “dashboard” on their computer screen that delivers player stats, photos, video, chat, memorabilia and even radio broadcasts coordinated in real-time with the action on the field. Think interactive television on steroids.

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Focus on Global Initiatives: Promoting Trade and Commerce to Revive the Economy

Recently launched Chamber programs help connect businesses worldwide

The Los Angeles region is the top international center in the United States, providing employment to more than 359,000 individuals. Foreign firms employ about 136,000 workers and professionals, and trade-in services — along with foreign tourists and university students — contribute billions to our local economy. The Chamber advocates for the development and access of international markets by local companies and promotes increased global trade opportunities resulting in economic growth for the region.

Trade Commissioners Networking Group

The Chamber established the Trade Commissioners Networking Group (TCNG) to provide the infrastructure and support where foreign diplomats representing their countries in Los Angeles can develop their own international trade strategies and programs as they perform their professional responsibilities.

“The Chamber is committed to working closely with countries who are actively promoting trade and economic opportunities,” said Chamber Senior VP of Global Initiatives Carlos J. Valderrama.

Eighteen countries are currently represented in the group, and additional participants are expected. Quarterly networking meetings with counterparts and business professionals in specific areas of interest are held as part of this new initiative. These briefings cover key industry sectors and local, state and federal issues affecting international trade and investment.

Sessions in 2009 included representatives from U.S. Customs and Border Protection, the City of Los Angeles International Department and the California Energy Commission. Programming in 2010 will include special briefings with the U.S. Department of Treasury, the Alcohol and Tobacco Tax and Trade Bureau and the U.S. Tobacco Tax and Trade Bureau.

The Americas Business Forum

The Americas Business Forum (ABF) is a non-partisan program designed to advance Southern California’s international trade community.

The Chamber, the City of Los Angeles, the Port of Los Angeles, Los Angeles World Airports, the UCLA Anderson School of Business and the U.S. Department of Commerce. More than 200 participants are expected, and one-on-one business meetings with Senior Commercial Officers will have a positive economic impact on the region.

Other Global Initiatives

The Chamber continues to advance its alliances worldwide and recently met with leaders from Canada, Chile, Colombias, Germany, Japan, South Korea, Spain and Sri Lanka. Speakers from around the globe are currently being scheduled for 2010. The Global Initiatives department’s signature annual event, World Trade Week, will be held in early May. The presentation of the coveted Stanley T. Olafson Award will be the highlight of this international celebration.

Inside Global Initiatives eNewsletter: Stay abreast of important international topics and events in Southern California and around the world. Opt-in to receive the Chamber’s free, monthly Global Initiatives activities calendar and electronic newsletter at lachamber.com.

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Contact Carlos J. Valderrama, 213.580.7570 or cvalderrama@lachamber.com

Make the 2010 Census Count

Nearly $42 billion in federal funding to California is on the line

Every year more than $400 billion in government funds are distributed based on U.S. Census data, and with a population of more than 37 million residents, it is vital that California takes a proactive role in the count.

The Chamber is partnering with the U.S. Census Bureau to ensure a complete and accurate 2010 Census, and Chamber member businesses are encouraged to promote participation within their organizations.

Census results will drive congressional and Electoral College apportionment; legislative redistricting; voting and civil rights enforcement; the annual distribution of $500 billion in federal funds to U.S. communities; the construction of roads, health centers and schools; response to disasters; and the location and hiring decisions of millions of businesses from mom-and-pop to Walmart, according to the Brookings Institute.

However, 30 percent of Californians live in areas the Census Bureau considers “hard to count,” according to The California Endowment, which is investing $4 million to support a coordinated statewide Census campaign aimed at 10 California counties where residents have been historically undercounted.

The Census Bureau estimates that nearly 3 million people weren’t counted in the 2000 Census. More than $42 billion in federal funding is on the line if 10 percent of California’s population is not counted, according to the Brookings Institute.

Nearly 1.5 million temporary jobs will be created

The Constitution mandates that a count of the population be conducted every 10 years. The Census is the largest non-war effort put forth by the federal government, and provides jobs for 1.5 million temporary workers.

“Census workers are passionate about our work because we believe what we’re doing is important,” said Sandra Alvarado, media specialist with the Census Bureau. “Not to mention that 1.5 million people get to work and receive a paycheck, which helps individual families who are struggling to get through these difficult times.”

For the first time in census history, GPS computers are being used to help the Census Bureau more accurately pinpoint residents. The 2010 Census questionnaire will feature 10 questions, including name, gender, age, race and ethnicity and will not include questions on a 2010 Census questionnaire will feature 10 questions, including name, gender, age, race and ethnicity and will not include questions on a

Expanding the reach of the Census

Tens of thousands of homes nationwide will receive a bilingual English/Spanish form, and there will be forms available in Korean, Chinese, Russian and Vietnamese, and in-language assistance in 59 other languages. All personal information collected by the Census Bureau is protected by law and completely confidential.

Find out more at www.census.gov or contact the U.S. Census regional office, 818.717.5880 or Los Angeles BCC-Media@Census.gov.

Visitors to L.A. also like to be entertained – they spend $1.6 billion on entertainment and $1.2 billion on shopping annually.
Southern California’s economic engines: 
Gold Line Moves to the Eastside

After five years of construction and more than two decades of planning, residents living on the Eastside of Los Angeles received an early holiday gift in 2009 when the Gold Line Eastside Extension, connecting Union Station to Boyle Heights and East Los Angeles, opened Nov. 15. The extension is expected to be a boost for commuters as well as the largely transit-dependent community it services, surrounding businesses and new development.

“The Gold Line Eastside Extension will be the first of many new lines expanding the Metro system over the next few years,” said Marnie O’Brien Primmer, Executive Director of Chamber partner Mobility 21. “Everyone, from Metro itself to voters and businesses in Los Angeles County, has pulled together to find the money for these critical transit projects. As they come online we hope to see the benefits of increased mobility for L.A. residents and more development opportunities in the City.”

The eight new Metro stations, comprising six miles of new transit lines — a 20 minute ride from end to end — make the communities in East Los Angeles that much closer to Downtown, Pasadena and Hollywood. The Gold Line’s initial impact will not be to immediately connect to major destinations, but to create a new perception of East L.A. as a destination.

Weekday ridership on the Gold Line is about 21,000 daily riders. Weekday ridership on all the lines range from 21,000 to more than 140,000 on the Red Line, according to Metro. The potential for high ridership exists. On opening day, more than 75,000 riders turned out to experience the new line. It is that base that Metro hopes to tap with several new partnership developments with private developers, with the goal of creating destinations to increase ridership.

Metro, which originally procured land around the stations as part of the construction process, is leasing to developers who are financing and constructing all of the new developments. Similarly, the Community Redevelopment Agency of Los Angeles has identified sites near the station that are ripe for potential development.

“We did not purchase this property with the sole intention of developing it,” said Roger Molbire, Chief Real Property Management & Development for Metro. Much of it was originally used for staging construction. However, once the line was complete, we saw an opportunity to work with the private sector who could finance and develop transit oriented projects that would both increase ridership and serve the commercial and residential needs of the communities who use the Gold Line.”

One major development at Mariachi Plaza, the third stop from Union Station, will provide critically-needed commercial space with 202,000 square feet of retail planned by JSM Construction. This development will bring in the neighborhood’s first supermarket and provides space for local businesses to serve the more than 40,000 people who live within a mile of the station.

“I have no doubt that the $900 million Gold Line Eastside Extension will be a catalyst for economic growth, particularly in East Los Angeles and Boyle Heights,” said Councilmember and Metro Director Jose Huizar. “In recent years, we have seen substantial investment from the private sector in these communities and with an additional $500 million in public improvement projects coming to Boyle Heights alone, we know that even more business investment will soon follow.”

Other changes to the route served by the line include repaving 3rd Street, widening the First Street Bridge and the construction of new public high schools.

Contact Samuel Garrison, 213.580.7568 or sgarrison@lachamber.com.
Member Advantage

The Chamber’s member-to-member discount program offers a variety of savings, from hotel rooms to printing to shipping. If you’d like to offer other members a discount on your products or services, contact Pat Clark, 213.580.7959 or pclark@lachamber.com.

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At The Gas Company™, we do more than provide safe, reliable energy to our communities. Our 24/7 call center, convenient service appointments and free appliance checks are just part of our commitment to total service.

and our efforts were recognized. A recent J.D. Power and Associates study ranked Southern California Gas Company “Highest in Customer Satisfaction with Residential Natural Gas Service in the Western U.S.”

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*“Southern California Gas Company received the highest numerical score among gas utilities in the Western U.S. in J.D. Power and Associates’ Residential Natural Gas Customer Satisfaction StudySM. Study based on 54,405 total interviews with U.S. residential gas customers measuring 15 utilities in the West (AZ, CA, ID, NM, NV, OR, UT, WA, WY). Proprietary study results are based on experiences and perceptions of consumers surveyed September 2006–July 2007. Your experiences may vary.”

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Face to face:
**Los Angeles Police Department Chief Charlie Beck**

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 newly appointed LAPD Chief Charlie Beck about his plans for making Los Angeles the safest big city in America.**

At a briefing with the business community in November, you mentioned working with businesses and establishing partnerships within the community. What goals have you outlined to accomplish these alliances?

**Police Chief Beck:** Working with the business community is mutually beneficial. My goals and your goals feed each other — reducing crime is better for the community and better for business. I’ve seen how law enforcement can work with business. As we increase safety through policing, it makes the community safer. One compliments the other. The whole city has benefited from our crime strategies, but not equally. There is still a lot to do, and how this will be done is constitutionally — you can’t break the law to make the law. It will happen through effective policing, which involves partnerships. It involves getting the resources, and then making talented people own the problem, and it’s tremendously empowering. You can stifle that talent or strangle it by telling people what to do, but most of the problems of policing can be solved individually, by people who believe in the solution. It’s the same in business — if you own the relationship to your customers, and the message that you are sending out, then you can succeed. How you do that is by putting together the widest coalition tent that you can.

**Raising the status of downtown Los Angeles starts with getting tents and panhandlers off the streets, you said. What are your plans to tackle this issue?**

**Police Chief Beck:** Policing is not like paint — you don’t spread it equally. You have to put it where the rust is; where the problem is. In order to raise the status of the City of Los Angeles, you need to improve downtown. Businesses can’t thrive if there is a tent on the sidewalk in front or if there are people panhandling. We need to address that as a police force. Cleaning up downtown can’t be done straight through enforcement. We have to work with service providers and volunteer organizations to get people off the streets. The only way that works is if you enforce the rules of the street, and provide incentives for people to go to shelters.

**What is the biggest challenge as police chief?**

**Police Chief Beck:** There is a tremendous respect, and a tremendous amount of responsibility that comes with the job of police chief. The police department has been so successful at building these relationships that the people of Los Angeles are ready to embrace a new leader. The budget is a huge issue for us, with no increase in people of Los Angeles are ready to embrace a new leader. The police department has been a tremendous amount of responsibility that comes with the job of police chief. The police department has been so successful at building these relationships that the people of Los Angeles are ready to embrace a new leader. The budget is a huge issue for us, with no increase in the amount of policing a single person, and one call, at a time.

**How can the business community take an active role in increasing safety and public services in our city?**

**Police Chief Beck:** The business community can support the LAPD by supporting their local stations and supporting the needs of the mayor to increase the size of the police force. It’s business friendly to be a strong police department with more public safety. I find inspiration in the men and women of LAPD every day, when they do their jobs and do heroic and humane things. We also must drive the philosophy that police matter. Police can bring communities together and they can also rip them apart. It’s the primary reason why policing is the best investment a government can make.

My advice to new cadets is that your job counts. The profession you’ve chosen can be the best one in the world if you’re doing it right — constitutionally, by making a difference. It’s how you look at it. You can’t right every wrong, but you have to approach it one person, and one call, at a time.

**The Chamber has been a strong advocate to reduce gang activity and violence. What are your goals for decreasing gang activity in Los Angeles?**

**Police Chief Beck:** Targeting gangs is my problem, and how we’re going to solve that problem is by expanding the prevention, intervention and re-entry program. We want these guys to join society and be a productive member of society, but we need to have a re-entry program. Otherwise, those greeting and supporting them after jail have ties to criminal culture. Jobs are a big part of that. Businesses can hire these individuals, and even 1-2 jobs per business would make a huge difference. Also, we have to follow through with probation and patrol.

One size doesn’t fit all. Every square mile doesn’t need the same amount of officers. You can assess the amount of policing a community needs by stepping out in any part of this city. We don’t want enough police officers to have an officer per block — and I’m not saying we need that. Firefighters go where the fire is; police officers go where the crime is.

To make L.A. the safest big city in America, we’ve got to get a better handle on gang violence. We’ll never reach the necessary decline of violence until we get gangs under control. It’s the biggest issue right now.

**Working with the business community is mutually beneficial. My goals and your goals feed each other — reducing crime is better for the community and better for business.**

— Los Angeles Police Department Chief Charlie Beck

The role of LAPD Chief plays a huge part in the overall well-being of the community. Why did you want to be chief of police?

**Police Chief Beck: This job allows me to ensure that the LAPD does not falter. We made great gains under [former LAPD Chief Bill] Bratton, with the team he had working for him, and we can’t go backwards. There’s no better reason than that.**

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Australia Week, held each January in L.A., is the largest promotion held annually in the U.S. showcasing all things Australian.

Page 9
Focus on small business: Promoting Worksite Wellness

The Los Angeles County Rx Card

The Los Angeles Area Chamber of Commerce is now offering a Los Angeles Rx Card savings program available to all Los Angeles County residents that will provide savings of up to 75 percent on prescriptions and is accepted at more than 50,000 pharmacies across the country, including CVS, Ralphs Grocery Company, Vons – A Safeway Company and Walmart.

With an Rx Card, Angelenos can receive access to free discount prescription drug cards that have no restrictions to membership and any income or age limitations. The program was launched to help uninsured and underinsured residents afford their prescription medications.

“Healthcare is in the news every day … this new Rx card will not reform healthcare, but it will save money, and that is important to each and every consumer,” said Chamber Executive Vice President & COO David Eads. “Every step that saves money contributes to a healthier population of Angelenos.”

The Rx Card program can also be used by people who have health insurance coverage with no prescription benefits, which is common in people who have health insurance coverage with population of Angelenos. “That saves money contributes to a healthier worker; that is important to each and every consumer,” said Chamber Executive Vice President & COO David Eads. “Every step that saves money contributes to a healthier population of Angelenos.”

The Rx Card is a solution to the confusing maze of discount prescription programs that have appeared in recent years. Many of these programs only cover certain drugs, charge fees, and some have membership restrictions such as age and income requirements.

Contact David Eads, 213.580.7546 or deads@lachamber.com.

To print your free card and for more information go to lachamber.com/rxcard.

The California Department of Public Health offers a California Fit Business Kit (www.cdph.ca.gov) to help employers get started with a worksite wellness program.

Marc Saenz of the L.A. Department of Public Health said it doesn’t take a lot of start-up capital for small businesses to establish a program.

“You have to create an environment to promote healthy living and lifestyle,” Saenz said. “Assess your environment, form a wellness committee and secure management support. Then figure out what works to make sure you’re making strides in the right direction.”

LA Best Babies Network implemented a worksite wellness program in 2009.

Some of our initiatives include suggesting that employees take walking meetings outdoors and encouraging them to walk around the block during their 15-minute breaks,” said Operations Manager Kenyra Jordan.

As a part of California Hospital Medical Center, employees are offered a discount on fitness club memberships, and LA Best Babies Network recently launched an internal worksite wellness program newsletter that includes nutrition facts and healthy recipes.

For more information on promoting worksite wellness in your small business, contact Bridget Nettter, 213.580.7576 or bnettter@lachamber.com.

NEW CHAMBER BENEFITS:

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By focusing on quality service, quality people and quality projects, Morgner Construction Management plans on expanding from 18 employees to 50 employees in 2010. Morgner is “not wasting the economic crisis” – he’s using it as an opportunity to expand his business and hire top engineers who may be looking for work. “We’re holding the reigns and maintaining our own, and we are becoming more cost-efficient,” Morgner said. He’s now the president of his own company, but Morgner started out as a licensed CPA who audited Metro. He formed Morgner Construction Management in 1992 to provide construction management and engineering services to public agencies and private industrial clients. Today, Morgner provides cost estimating services in construction management, program management, construction inspection, electrical services, solar energy systems and preconstruction survey services. Quality control is a priority for Morgner project managers. “We’re now in the business of building a world-class city, and doing it in an environmental way,” he said. Morgner Construction Management has been a Chamber member since 2004.

Want to see your small business featured here? Contact Ali Noller at 213.580.7548 or anoller@lachamber.com.
Welcome to the Chamber

Thank you to each new member who joined the Chamber during August, September, October and November. To learn more about Circle Level membership benefits, call 213.580.7592.

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Steve Springer, 213.617.8555
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“IT is part of our company’s philosophy to collaborate with important entities, like the L.A. Area Chamber, in our community.”

Katherine Cole
Director of External Affairs
L.A. Area Chamber

“Through our participation in the great committees at the L.A. Area Chamber, we have the opportunity to help build and promote a stronger economy for Los Angeles.”

Mark Griffith
Vice President, Information Technology
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“With working the L.A. Area Chamber, we have a win-win situation for all.”

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

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

*Los Angeles is the largest, most diversified economy in America. There's no other place like it in the world today. Manufacturing, services, exports and imports: Huge. An extraordinary mass of medical, scientific and high technology that dwarfs the Silicon Valley and Greater Boston combined. (Yahoo! planted a flag in Santa Monica. Ditto Microsoft, in downtown Los Angeles.)

*And, one constant in all the variables: a network of top-flight universities.

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

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

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

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

*UCLA is a big-city school. It’s not out somewhere in No Man’s Land. It’s here in one of the most important metropolitan centers in the world. It feeds off that. The city and its entrepreneurs/creators feed off it, too.

*Our company couldn’t exist without very capable people at every level. A very large percent of our senior staff are UCLA graduates. I suppose that indicates a certain lack of objectivity on our part."

Richard S. Ziman. UCLA, Unabashed.

Los Angeles Area Chamber of Commerce

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Richard Ziman is chairman of AVP Advisors, LLC, the exclusive advisor to American Value Partners. The Center for Real Estate at UCLA bears his name.

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