



TUESDAY | February 27, 2007

THE BUSINESS PERSPECTIVE:



Vote For Business For a Better L.A.



Coming up at the Chamber

[View all upcoming events on our Web calendar.](#)

THU | March 1
Expert Seminar Series: Internet Resources For Exporters
[more info](#)

THU | March 1
Business Opportunities in Azerbaijan
[more info](#)

FRI | March 2
Health Care Committee Meeting
[more info](#)

WED | March 7
Power Hour Breakfast
Thrive with Kaiser Permanente
[more info](#)

FRI | March 9
Accenture Pancakes & Politics
Featuring Assembly Speaker Fabian Núñez
[more info](#)

TUE | March 13
Referral Network
Grow Your Business
[more info](#)

WED | March 14
International Trade & Investment Committee
[more info](#)

WED | March 14
Member Orientation
[more info](#)

WED | March 14
New Member Reception
By Invitation Only
[more info](#)

THU | March 15
Export Seminar Series: International Matchmaking
[more info](#)

The Los Angeles Area Chamber of Commerce is the voice of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For more information, visit www.lachamber.org

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Last week's Business Perspective focused on the very important and hotly contested Los Angeles Unified School District Board election. This year's L.A. City Council race is much less contested, but is still an important opportunity for voters to make their voices heard on Tuesday, March 6.

The Chamber's Political Action Committee reviewed the entire slate of candidates for City Council, especially incumbent councilmembers who have a public record on issues related to growing our economy and creating jobs. The committee met personally with selected candidates for a more in-depth discussion about their vision for growing jobs and building our economy.

The most contested City Council race is in District 7, which includes the North San Fernando Valley. The vacant seat was previously held by former Council President Alex Padilla, who now serves in the state Senate. With four candidates vying for the seat, the committee endorses:

 **Monica Rodriguez**
[Rodriguez is a young, talented housing executive](#) with a strong pro-business background. Supported by former Mayor Richard Riordan, who she worked for at City Hall, Rodriguez has a proven track record in economic development and job creation—much needed experience for District 7 and all of L.A.

Rodriguez is opposed by three other candidates, including former City Councilmember [Richard Alarcon, who jumped from the state Senate to the state Assembly in November](#). After being elected to the state Assembly, he filed to run for City Council.

Over the past five months, the Chamber has taken a strong stand against the City Council's extension of the municipal "living wage" ordinance to 12 privately-owned hotels near the Los Angeles International Airport that have no contractual relationship with the city. Actions like this send the wrong signal to businesses located in L.A. and to businesses considering making an investment in the city. Three city councilmembers—Bernard Parks, Greig Smith and Dennis Zine—spoke out strongly against the ordinance. Two of them are up for re-election this year:

 **Bernard Parks**
[Parks represents District 8](#), which includes Central and South Los Angeles. Parks is a consistently pro-economic development and pro-job growth budget hawk. Parks recently created, with Councilmember Herb Wesson, a jobs task force comprised of business leaders who are invited to share their suggestions on improving L.A.'s business climate. The Chamber commends his ongoing efforts to bring the NFL back to L.A. and to revitalize important corridors in his district.

 **Greig Smith**
[Smith represents District 12](#), which includes Northeast San Fernando Valley. As a former small business owner, Smith brings a business perspective to every issue discussed at City Hall. He has a thorough understanding of how free enterprise works to create new jobs and build the economy of the region. One of his legacies will be his work on RENEW-LA, a comprehensive plan to make L.A. a world-leader in recycling and converting waste into clean, renewable energy.

The Chamber strongly disagreed with councilmembers who voted in favor of the mandated wage ordinance. But we remain committed to working with the L.A. City Council on other important issues including transportation, housing, education, gang violence and business taxes. The committee endorses two councilmembers who voted for the mandated wage ordinance, but have otherwise been strong partners with the Chamber:

 **Wendy Greuel**
[Greuel represents District 2](#), which includes the West San Fernando Valley. Greuel has been a leader on transportation issues and helped shepherd through landmark citywide business tax reforms. We encourage her to keep the Ad Hoc Committee on Business Tax Reform, which focuses on further reducing the gross receipts tax and developing new tax incentives to spur job growth.

 **Tony Cardenas**
[Cardenas represents District 6](#), which includes the Central San Fernando Valley. As chair of the Ad Hoc Committee on Gang Violence and Youth Development, Cardenas is challenging the city to develop a new, results oriented approach to gang prevention that would have the L.A. City Council, city, county, school district, city attorney and the mayor's office working side by side.

As in all elections, decisions are made by those who show up. It is important that all voters show up for the March 6 elections to decide

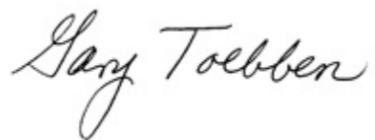
by Gary Toebben, President & CEO, Los Angeles Area Chamber of Commerce

L.A. Business THIS WEEK

View the latest issue of the Chamber's [weekly email newsletter](#). [Contact us](#) to subscribe.

on the crucial races for LAUSD Board of Education and L.A. City Council.

And that's *The Business Perspective*.



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The Business Perspective is a weekly opinion piece by Gary Toebben, President & CEO of the Los Angeles Area Chamber of Commerce, produced with the input of Senior Policy Advisor Rusty Hammer.

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