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## **CHAMBER PROMOTES RITTER SIMON TO VICE PRESIDENT**

Robyn Ritter Simon has recently been named Vice President of Marketing and Communications for the Los Angeles Area Chamber of Commerce (LAACC).

Prior to this promotion, Ritter Simon served as the Chamber's City Hall liaison as a Legislative Manager, and assisted in coordinating the Chamber's leadership trips to Sacramento and Washington D.C.

"Robyn was an obvious choice in leading the expansion of the Chamber's marketing efforts," Chamber President & CEO Rusty Hammer said. "She's got a media-savvy background and since joining us last August, she's very familiar with the Chamber's overall mission and goals."

Prior to joining the Chamber, Ritter Simon worked as a dynamic community leader and ran for the Los Angeles City Council's Fifth District seat. She later provided political analysis and hosted interviews with run-off candidates on Cable Channel L@36 prior to last June's election and subsequent special elections.

As co-founder of Beverlywood Moms, Ritter Simon coordinated and implemented a successful, precedent-setting grassroots effort, recruiting neighborhood families in support of Canfield Avenue Elementary School in West L.A. Ritter Simon also previously worked as an anchor/reporter for KMIR-TV in Palm Springs.

"With her knowledge of city government and proven track record in working with the city's political forces, we expect Robyn to be a real asset to our organization and the elected officials," Decker said.

"The Chamber's Political Action Committee backed five of the councilmembers in the last election and we want to ensure the entire City Council has the business community's concerns on their agenda," he added.

The Los Angeles Area Chamber of Commerce marketing and communications department continually delivers important information to Chamber membership, the media, elected officials and business leaders in support of the Chamber mission: assuring prosperity for the Los Angeles region.

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*The Los Angeles Area Chamber of Commerce, with 1,200 members represents the interests of business. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For additional information about the Chamber, visit our Web site: [www.lachamber.org](http://www.lachamber.org).*