



Los Angeles Area
Chamber of Commerce



FOR IMMEDIATE RELEASE
February 2, 2007

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BUSINESS AND CIVIC LEADERS SOUGHT FOR FEBRUARY 23 'PRINCIPAL FOR A DAY' EVENT

Over 100 executives to shadow principals in Los Angeles Unified School District to discuss strengths, challenges, reform – and how business can support students

LOS ANGELES – The Los Angeles Area Chamber of Commerce urges local area business leaders to participate in the annual Principal for a Day program sponsored by Merrill Lynch and presented by the Los Angeles Unified School District and Chamber affiliate UNITE-LA. The event will foster a new spirit of civic involvement in local public education.

Interested business leaders can register to become a Principal for a Day by contacting Alma Salazar at 213-580-7566 or asalazar@lachamber.org by February 9. Schools that wish to participate in the program may also call this number.

The event offers a unique learning experience for all involved. The state of L.A.'s public education system is at the top of everyone's minds, and spending a day on campus is an ideal way to see the strengths and challenges firsthand. Principal for a Day connects principals and business leaders for a true business-education exchange—opportunities to share ideas, resources, and a sense of responsibility for our public schools.

Business and civic leaders will spend a day at one of various LAUSD elementary, middle or high schools. Executives will have the opportunity to work beside the school's administrator and interact with students and teachers, learning firsthand the "business" of running a school, as well as sharing their insights about the workforce with students.

"The L.A. Area Chamber is profoundly committed to improving education and strengthening L.A.'s workforce," said Gary Toebben, president and CEO, L.A. Area Chamber

of Commerce. “Through this program, we hope to further engage the business community in a dialogue with educators and school administrators.”

“Principal for a Day is a great opportunity to get a first-hand look at the challenges facing our region’s school system – and to see how our schools are addressing those challenges with innovation and dedication. Principal for a Day has provided all of us at Merrill Lynch with a unique way to work with the city’s education leaders and to connect with our community’s youth,” said Gregory J. Mech, First Vice President and Managing Director – Western Division for Global Private Client, Merrill Lynch. “We encourage other business leaders to join us and help inspire our schools to greater achievement.”

Since 1996, the Principal for a Day program has created awareness of educational issues in the community, immersed business leaders in the public school environment, provided a platform for lasting partnerships between businesses and schools, and enhanced workplace skills necessary for students to succeed.

This year’s Principal for a Day program is sponsored by Merrill Lynch and coordinated by the Los Angeles Area Chamber of Commerce. For more information on the program and to sign-up on-line, please visit www.unitela.com.

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The Los Angeles Area Chamber of Commerce represents the interests 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.