Founded on Oct. 15, 1888 in a livery barn, the Los Angeles Area Chamber of Commerce was chartered when L.A. had 50,000 people. Thank you to our Chamber members for letting us be your voice of business for 125 years.
Celebrating 125 years with you

I was 125 years ago this month that three Los Angeles business owners each invited 17 other business people to attend a meeting in a livery barn to talk about what they could do to make Los Angeles and the surrounding region more attractive to businesses and residents. Southern California was in the middle of a recession and it was reported that 1,000 people were moving out of town each month. The population of the City of Los Angeles at the time was 50,000 and growing smaller every day.

Those 54 business people determined that city government, without the leadership and support from business, did not have the vision, inclination or skills necessary to promote the assets of Los Angeles and turn the population decline around. So they set to work promoting the region’s agricultural, tourism, manufacturing and distribution potential. And it worked. Twenty years later, the Chamber embraced the oil industry and film making both of which had previously been located in areas closer to the East Coast. Then they spearheaded a successful educational campaign that encouraged Angelenos to authorize public bonds for William Mulholland’s bold vision to bring water to this semi-arid region.

A stable source of water enabled the next wave of new jobs in airplane and automobile manufacturing, goods movement and the construction of more factories, office buildings, homes, schools and freeways. Every new generation of businesses laid the foundation for the next generation and led to the City of Los Angeles being the second largest in the nation.

Business leadership in Los Angeles is just as essential today as it was in 1888. While government has a critical role in providing the infrastructure necessary to support economic growth and an improved quality of life, businesses must take the lead in creating jobs, wealth and a strong tax base for the community. Some of the Chamber’s most recent initiatives toward those goals are outlined in this issue of the VOICE.

The Chamber and the Los Angeles business community has changed greatly in 125 years, but our mission remains the same. Thank you for partnering with us and your fellow businesses leaders in creating one of the most dynamic economies in the world.

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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OMP United Parcel Service) drivers, Los Angeles, circa 1923.

Congratulations to the Los Angeles Area Chamber of Commerce on its 125th anniversary.
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10 WAYS THE CHAMBER HELPED YOUR BUSINESS

Your investment in the Chamber helps us build a stronger economy and a better quality of life in the region. Here are 10 ways we helped improve L.A. business last quarter:

1. Supported Millennium Hollywood project
   In July, the L.A. City Council voted 13-0 to approve the Millennium Hollywood project. The Millennium Partners/Argent Ventures project will create a 4.5-acre mixed-use development, preserving the iconic Capitol Records building as its centerpiece. The project will generate more than 7,000 total jobs during construction and upon completion, with a positive annual economic impact of $230 million at full development. The anticipated $540 million investment would result in a total economic output of about $925 million in L.A. County.
   Bottom line: Projects like this are good investments for the community — generating jobs and positive impact for our economy.

2. Hosted Work Ready Now event for young adults
   In August, through UNiTE-LA, the Chamber hosted HIRE L.A.’s Youth, Work Ready Now event where young adults participated in mock interviews to strengthen their interviewing skills. The event was made possible thanks to volunteers from Farmer Johns, H&R Block, Pacific Parks, Republic Services, Verizon, and members of the Professionals in Human Resources Association.
   Bottom line: A skilled and highly trained workforce is vital to the future of L.A.’s economy.

3. Supported a tough and fair LADWP labor contract
   In August, L.A. Mayor Eric Garcetti and the L.A. City Council announced a new Los Angeles Department of Water & Power labor deal, which will save ratepayers more than $400 million over the next four years and billions over the next several decades due to changes in pensions. The Chamber was a strong proponent for a sound contract before the Sept. 1 deadline.
   Bottom line: The Chamber is committed to ensuring ratepayers are treated fairly.

4. Opposed delay to modernize LAX
   In September, on a 3-2 vote, the L.A. County Airport Land Use Commission denied an appeal to slow down the recently approved plan for the modernization of the Los Angeles International Airport. The Chamber and its allies from labor in the Fix LAX Now Coalition testified in opposition to the appeal.
   Bottom line: After nearly 20 years of studies and delays, a plan has been developed for a 21st century airport at LAX.

5. Helped prevent the passing of many legislative bills that were bad for business
   In September, the Chamber and the CEQA Working Group coalition, co-chaired by Chamber President & CEO Gary Toebben, mobilized phone calls in opposition of SB 733 (Steinberg). This legislation would have expanded opportunities for meritless California Environmental Quality Act litigation and imposed additional roadblocks for worthy projects. The Chamber also worked with the California Chamber of Commerce and other business groups to defeat 37 of the 38 bills designated as “job killer” bills.
   Bottom line: The Chamber remains committed to achieving true CEQA reform and defeating legislation that would further harm the State’s business climate.

6. Supported job creators
   In August, the Chamber testified in support of a Disney/ABC project to build a television and film production facility near Santa Clarita. The L.A. County supervisors voted in favor of the development. The proposal would develop 58 acres of the 890-acre Golden Oak Ranch, adding more than half a million square feet of studio space, sound stages and offices. The project will create thousands of construction jobs and thousands of permanent entertainment-industry jobs.
   Bottom line: The Chamber is committed to attracting companies to create jobs in the City. In September, Microsoft opened a new state of the art facility in Playa Vista, adding more than 100 jobs.

7. Pushed for comprehensive immigration reform
   The Chamber has been a long-time advocate for Comprehensive Immigration Reform (CIR) and has communicated with every member in the California delegation. In September, the Chamber stood with a coalition of business, labor and community groups to urge members of Congress to put CIR at the top of their agenda.
   Bottom line: Comprehensive immigration reform can unlock our nation’s economic potential.

8. Endorsed winning L.A. City Council candidate
   L.A. City Council District Six candidate Nury Martinez won the July run off. The L.A. Jobs Political Action Committee supported Martinez, who was one of six winners endorsed this year.
   Bottom line: The L.A. Jobs PAC supports candidates who support job creation, business investment and fiscal solvency in our city.

9. Continued support of permanent supportive housing
   In July, the Chamber joined more than 300 community partners to assess progress at the halfway mark of the Home For Good action plan. Key stakeholders discussed the work to be done in the next two and a half years. Home For Good is an initiative of the Chamber and the United Way of Greater Los Angeles. To date, Home For Good has helped house 8,600 formerly chronically homeless and veteran individuals and completed a pilot program on Skid Row, which dramatically reduced the amount of time needed to connect the homeless with housing.
   Bottom line: Home For Good is on its way to reaching its goal of ending long-term and veteran homelessness in L.A. County by 2016.

10. Sponsored key education reforms signed by the governor
    On Oct. 2, two Chamber-sponsored bills were signed by Gov. Jerry Brown. SB 300 (Hancock) will implement newly adopted Next Generation Science Standards and ensures that these standards include strategies to address the needs of English learners and students with disabilities. AB 484 (Bonilla) would authorize the next 21st century assessment system and create a plan for an effective transition process.
    Bottom line: A relevant education is vital to career opportunities and important for the future of L.A.’s workforce.
Statewide Reform

California Environmental Quality Act Modernization

The Chamber is the Southern California lead on a diverse and stakeholder coalition advocating for statewide legislation to fix CEQA to allow job growth and economic development while living up to its original intent. During 2013, we highlighted the egregious abuses of CEQA that have held up many job-creating projects throughout the State and elevated urgency of meaningful reform in the future. Our coalition stalled SB 731 (Steinberg), which provided more opportunities for meritless CEQA litigation and imposed additional roadblocks for worthy projects.

Statewide Pension Reform

The Chamber strongly supports Gov. Jerry Brown’s 12-point pension reform plan for pension reform, which, if fully implemented, would save billions of dollars. The Legislature passed some of the recommendations in the 2012 session; we urge further action.

Energy Reliability and Affordability

State policy makers are in the process of developing a plan to replace the power lost by the closures of San Onofre Nuclear Generating Station. The Chamber is leading a coalition of business organizations in Orange County and San Diego, raising awareness of this issue among the business community in Southern California and advocating for a plan that ensures near- and long-term reliability and affordability of our electrical grid system.

Business Climate

Reforming the City of L.A.’s Uncompetitive Business Tax

In 2012, the Chamber successfully advocated in a City Council committee for approval of the first phase of the reduction plan for the gross receipts tax and also helped create a council ad-hoc committee to address implementation. The Chamber will work with the new City Council and mayor to implement this preliminary action.

L.A. City Zoning Code Update

The City of L.A. is undertaking a five-year process to revamp its outdated zoning code to provide clear guidelines for development and to streamline the permitting and building process. The Chamber has formed an internal task force to develop positions to share during its participation on city advisory groups. The Chamber’s priorities are for consistent, clear and fair guidelines that provide greater certainty for development and facilitate economic growth.

Business Advocacy Priorities

SECTOR ADVOCACY

Local Ports & Goods Movement

The ports of Los Angeles and Long Beach are economic engines; and new infrastructure improvements are essential to maintaining competitiveness. The Chamber advocates for expanding terminal improvement projects, including near-dock rail, such as the recently L.A. City Council approved BNSF Railway Company’s Southern California International Gateway and the upcoming project proposal by the Union Pacific Railroad Co.

Regional Economic Engines

Los Angeles International Airport Modernization

The L.A. City Council recently approved a plan to modernize LAX, which included the recommendation to move the north runway 260 feet north. The Chamber advocated for that option at the Board of Airport Commissioners, the County Board of Supervisors and the L.A. City Council. In September, the Chamber led the charge to defeat a challenge to the plan at the L.A. County Airport Land Use Committee. We will continue to advocate for modernization through the litigation phase.

Support Passage of Comprehensive Immigration Reform (CIR)

Fixing our broken immigration system is essential if California is to maintain its global leadership in agriculture, manufacturing, technology and services. The Chamber has advocated for the passage of CIR to ensure that the U.S. remains the world’s leading home for innovators and globally competitive businesses.

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More than 2,250 people have attended the World Trade Week Kickoff breakfast in the last five years.

When my grandma passed away and we were going through her things we found these old school Hot Wheels in her house. I’ve always loved Hot Wheels and fire engines – and of course firemen! I keep these here because it reminds me of her. She was very important to me and my success in life.

My husband and two sons are huge Star Wars fans. This R2D2 figure reminds me of my family. When my sons come to visit me in the office, R2D2 always ends up off the bookshelf and somewhere else in my office.

When I was called to testify at a City Council committee hearing on why San Francisco was being chosen over L.A. to receive a STEM headquarters institute. It was a political ‘witch hunt’ during Mayor Jim Hahn’s reelection campaign. During a contentious moment with then L.A. City Councilmember Jack Weiss, I said: ‘With all due respect, it’s astonishing to me that we would spend taxpayer dollars on this hearing.’ When I got back to my office later that day my colleague Brian Williams (LSC ’09) presented me with this homemade ‘You Go Girl’ award. I’ve had it ever since.

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I have always been inspired by Jackie Robinson’s legacy. He was driven to be the best. What he had to endure at that time in his life took a lot of patience, resolve and perseverance. His success on the field and his dedication to making his craft inspiring.

I am definitely a Dodgers fan, but football is my first love. When I accepted the job to work in L.A. Mayor Jim Hahn’s office, his Chief of Staff Tim McOsker had this football in his office. I had my eye on it and wasn’t going to accept the job without the football. After I left Tim’s office I called my husband to let him know that I accepted the job. But his first question was: Did you get the football? Fortunately, Tim is a huge Notre Dame fan so he didn’t mind giving it up.

These hearts represent my family. I’m in the office a lot, but having keepsakes from my family reminds me of what is important. One of the hearts my nephew made me – he wrote on it Nada because he couldn’t say my name. One heart is from my oldest son that I made when he was in preschool and the other is from my husband from last Valentine’s day.

A favorite family restaurant of ours is Benihana’s. We go there all the time – not just for special occasions. My youngest son always tells the staff that it’s his birthday – he’s a big singing, the ice cream with a candle especially the photo they take. This year alone we already have six of these Benihana pictures of the family.

The photos on my bookshelf represent my commitment to public service and the various positions I’ve held: I was a deputy mayor under L.A. Mayor Jim Hahn and worked for Mark Ridley-Thomas when he was an L.A. City Councilmember. I also have photos with mayors dating back to Richard Riordan. Now I just have to add a photo with Mayor Eric Garcetti.

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Securing a Reliable and Affordable Source of Water

State policy makers are in the process of developing a multi-billion dollar statewide plan to improve California’s water supply infrastructure. The Chamber is co-chairing a statewide coalition of business advocacy organizations to secure reliable and affordable sources of water for L.A. businesses and residents. The Chamber supports Gov. Jerry Brown’s Bay Delta Conservation Plan, while also advocating for conservation, recycling and groundwater cleanup.

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In the Office of Renata Simril

Supports reforms to the City’s budget process that include: exploring solutions to the City’s finances. The Chamber 2020 Commission, led by Mickey Kantor and Austin Beutner, The City Council and Mayor have taken initial steps to deal with the City’s budget crisis and public pension reform. A vibrant and successful community is built on an educated workforce, and our city has benefited greatly by the educational reforms promoted by the Chamber.

On this 125-year anniversary of the L.A. Area Chamber, my dream is that Los Angeles be recognized as the most successful and vibrant place to do business in the world. I applaud the Chamber’s tireless work to improve our competitiveness across the many areas that impact our future success. One of the projects I find most promising is the work the Chamber is doing in the area of K-12 educational reform. A vibrant and successful community is built on an educated workforce, and our city has benefited greatly by the educational reforms promoted by the Chamber.

My dream is for Los Angeles to become the nation’s best place to begin a new enterprise, with the fewest permitting requirements, and the fastest time to obtain them and at the lowest cost. The Chamber is the premier advocate for business interests in the area, and its leadership can redirect the region toward greater economic liberty, bringing more ideas, products and services to partners and consumers everywhere.

My dream project would involve ongoing financial education for all children and their families in Los Angeles. At Union Bank, we work with so many youth and young adults who are eager to learn more about money management, saving and spending responsibly, and we’ve seen the benefits of empowering them with sound financial advice. Teaching financial literacy to our youth helps to build stronger communities for the future.

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## Spotlight on Chamber programs: Engaging Chamber members every day of the year

The Chamber puts on nearly 300 events every year. From signature events to public policy council meetings, Chamber members have many opportunities to connect and engage with policy makers, industry experts and fellow Chamber members.

### PUBLIC POLICY
- **704** Chamber members and elected officials have traveled with the Chamber on its annual ACCESS trip in the last five years.
- **8,600** formerly chronically homeless and veteran individuals housed through Home for Good.
- **6** winning candidates were endorsed by the L.A. Jobs Political Action Committee this year.
- **50+** times the Chamber’s public policy team has testified this year.

### GLOBAL INITIATIVES
- **52** students were awarded more than $37,000 in World Trade Week Scholarships in the last five years.
- **240** one-on-one private meetings were conducted with companies by Senior Commercial Officers from Latin America and Canada in 2013 at The Americas Business Forum.
- **8** former or current ambassadors spoke at Global Initiatives special briefings in 2012-2013.
- **16** million in new export sales generated by manufacturers and exporters of U.S.-made products as a result of one-on-one meetings with U.S. Senior Commercial Officers during past The Americas Business Forums.

### EMERGING COMMERCE
- **250+** people celebrated the opening of Bixel Exchange in the spring.
- **400+** people have attended 3 Emerging Tech Salons in 2013.
- **16** newspaper and online articles were written on Bixel Exchange the week of its launch.

### EDUCATION
- **19** major L.A. educational institutions signed the – L.A. Compact – to work together to ensure all students graduate from high school, have access to and are prepared for success in college and have pathways to sustainable jobs and careers.
- **75,000** young adults have been serviced by the HIRE LA’s Youth program over the course of eight years.
- **220,000+** L.A.-area students and their families have been helped by L.A. Cash for College in 12 years to apply for state, federal and scholarship financial aid.
- **$37+** million is the amount of financial aid grants received by L.A. Cash for College workshop participants every year.

### SOUTHERN CALIFORNIA LEADERSHIP NETWORK (SCLN)
- **1,700** fellows have graduated from Southern California Leadership Network (SCLN) since 1987.
- **32** locations are visited by Leadership Southern California and Leadership L.A. each year.
- **37** seminars are held by SCLN each year for all four of its programs.
- **472+** miles traveled during California Connection’s Central Valley seminar in March – the most miles for a class.

### SMALL BUSINESS
- **540+** people attended this year’s Small Business Awards, a collaboration between the Chamber and the U.S. Small Business Administration – Los Angeles Office.
- **57%** of Chamber members employ 1-20 employees.
- **69** small business owners have attended the Chamber’s Small Business Owners Roundtable throughout 2013.
- **120** referrals generated from Chamber members who attended the Referral Network in 2012.

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### Chamber Snapshots

Scenes from some of the Chamber’s key events in 2013

1. In August, Mexican Ambassador to the United States Eduardo Medina-Mora met with Chamber members and guests. From left to right: Chamber Board Member Maria Contreras-Sweet, prOAMÉrICA BAnK; Ambassador Medina-Mora and Chamber Board Chair Alan Rothenberg, 1st Century Bank.
2. In August, the Chamber hosted a Business After Hours Mixer at TENTEN Wilshire in downtown Los Angeles.
3. L.A. City Attorney Mike Feuer met in August with Chamber members at the Accenture Pancakes & Politics Breakfast Speaker Series. From left to right: Rosa Bravo, Accenture; Feuer and Chamber President & CEO Gary Toebben.
Southern California's economic engines:
Industries by the numbers

Los Angeles is the hub for activity from international trade to emerging commerce. Here is a look at the power of these industries in our community.

**International Trade**
- **1 in 5 jobs are supported by trade**
- **5 million+ jobs sustained by expansion of U.S. FTAs**
- **97% of U.S. companies that export their products are small and medium-sized businesses**
- **1 of every 3 acres on American farms is planted for export**

**Emerging Commerce**
- **No. 3**
  - Los Angeles’ ranking as a global start-up ecosystem behind Silicon Valley and Tel Aviv
- **6** rapidly evolving segments of the high-tech communities: adtech, mobile, digital and social media, gaming and clean tech
- **$500 million+** in venture financing raised by 92 start-ups in Los Angeles in the first half of 2013

**Education**
- **662,140 students served by the Los Angeles Unified School District in 2011-2012 school year** – the largest district in the State and second largest in the country behind New York City
- **7.4 million+ U.S. STEM workforce workers in 2013, prompting the creation of the L.A. Regional STEM Hub**
- **9** colleges in the Los Angeles Community College District – making it the largest community college district in the United States

**Small Business**
- **No. 1**
  - L.A. County has the most minority- and women-owned businesses in the nation
- **185,000+ businesses in L.A. County had less than 20 employees (2010)**
- **6.3 million workers are employed by small businesses (2010)**

**Public Policy & Leadership**
- **2,540 of bills introduced in 2013**
- **40 members of the California State Senate**
- **80 members of the California State Assembly**
- **15 Council Districts in Los Angeles**
- **5 L.A. County Supervisorial Districts**
- **18 members of State Assembly represent L.A. County**
- **10 members of State Senate represent L.A. County**
Member Advantage

The Chamber’s member-to-member discount program offers a variety of savings from hotel rooms to printing and 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.

ACCOUNTING
Encore Tax Consulting Group, Inc.
10 percent off on our Enterprise Zone and Research & Development Tax Credit Study Services. Restrictions: new customers only. Contact Armand Ajanjan, 213.422.2000 or ajanjan@encoretax.com.

PARAGON Bookkeepers, LLC
25 percent discount on bookkeeping and payroll services on flat rates or hourly rates. Restrictions: new customers only. Contact Alejandro Paragon, 838.482.0612 or info@paragonbookkeepers.com.

ADVERTISING
Billboard Connection Outdoor Advertising
40 percent off on production charges plus free graphic design with any advertising campaign. Minimum $3,500 10-day campaign budget. Contact Brian Alexander, 310.429.3900.

SBE Network
10 percent discount on our marketing services and FREE business strategy analysis. Contact Ramon Cedano, 310.942.9983 or ramon@sbennetwork.com.

WireMedia Communications, Inc.
10 percent on website design, logo design and print campaign. Restrictions: new clients only, applies to first project. Contact Brian Myers, 313.353.0400 or touchwire@wiremedia.net.

AVOCADO
Move LA
10 percent discount for the next 12 months to all our events. Contact Danny Zane, 310.309.2509 or danny@move-la.org.

ARCHITECTURE
Zweig Architecture, Inc.
10 percent off professional architectural services, price per hour. Restrictions: discounts can be taken after expenses. Contact Daniel Zweig, 323.275.2540 or Daniel@zweigarchitecture.com.

AUDIO VISUAL
CCS Presentation Systems, Inc.
$75 discount on projector rentals. Contact Gina Riben, 310.934.7704, Ext. 12.

BLACK STUDIO, LLC
15 percent off any corporate, commercial or business related video production. Restrictions: may not be used with any other discount or offer. Contact Charles Lopez, 213.263.6339 or info@blackstudioLA.net.

AUTOMOBILE SERVICES
Enterprise Rent-A-Car
10 percent off already low prices, mention code 330.850.3000 or 1.800.939.0505 in your local office.

Carpoint Industries
10 percent off patented advanced filtration system for vehicles, including cleaning and maintenance using lubricating oil. Saves money. Restrictions: new customers only. Contact Stephen Whalen, 310.726.2190 or info@carpointind.com.

BUSINESS DEVELOPMENT
All City Employees Benefits Service Association
Save 10 percent on AMC movie tickets, 10-15 percent on Disneyland, Knott’s Berry Farm Magic, Mountain tickets and 25 percent on Sea ’n’ Sand gift certificates. Contact Sylvia Ampamplung, 233.485.2485.

BUSINESS PHONE SERVICE
Nationtel
$19.95 per month for business phone service. Contact Art Kishen, 310.804.3004 or alkich@nationtel.com.

CERTIFICATION
GAM Compliance, Inc.
10 percent discount on all product safety certification services. Contact Noreen Katchmal, 714.289.2020 or noreen@gmcompliance.com.

COMPUTER & AV
SmartSource Computer & AV Rentals
10 percent off on all rental equipment, not including delivery and tax fees. Discount is on equipment subtotals only. Contact Kim Weiss, 310.270.2570.

CONFERENCE CENTER
LA Convention Center – Lake Arrowhead
10 percent off on total conference incentive. Valid for conferences from November to April. Restrictions: Chamber membership is required in writing prior to the contract being accepted and agreed to. Contact Steve Caloca, 310.317.9176 or caloca@caloca.edu.

CONFERENCE CENTER
LA Convention Center – Lake Arrowhead
25 percent off on total conference fees. Valid for conferences from November to April. Restrictions: Chamber membership is required in writing prior to the contract being accepted and agreed to. Contact Steve Caloca, 310.317.9176 or caloca@caloca.edu.

FOOD
Bark Avenue
10 percent discount on award-winning dog foods, boarding, grooming, training, pet parties, pickup and delivery services. Restrictions: does not apply to hourly fee services. Contact Bryan Gusdorf, 800.759.2559.

FLIGHT
FRAT & GIFT BASKETS
Malissa’s World Variety Provisions, Inc.
10 percent off any item in the baskets. Contact Lott Hine, 213.586.0511, Ext. 340.

FACILITIES
Golden Eagle Hospitality
10 percent off room rental with $24 all-inclusive hotel purchase. Restrictions: does not include taxes, sale taxes, fees, side dishes, dessert, drink, room set-up, service gratuity. Restriction: minimum 15 people per event.

FINANCIAL
Los Angeles LDC, Inc.
$250 off any loan application fee or loan documentation changes. Loans must be $150,000 or less. Contact 213.312.9917.

PROMACREMA BANK
SBA7a/504: $2,000 loan packaging fee waived on applicable loans booked. EQUAL OPPORTUNITY LENDER. Contact Angel Chang, 213.572.2043.

PROMACREMA BANK
15 percent off any corporate, professional, or business related event. Restrictions: does not apply to hourly fee services. Contact Roberto Marrancino at 213.787.2633 or roberto.marrancino@promacremabank.com.

FOOD
Kogi BBQ
10 percent off catering food order. Restrictions: minimum food order of $1,200 and must be a Chamber member. Contact Luciana Velarde, 313.355.0253 or lucismo@kogibbq.com.

GOVERNMENT
Weisman Hamlin public Relations
10 percent off Weisman Hamlin public Relations’ full public relations and marketing services. Contact Sydney Weisman, 213.503.5233.

GROOMING
Bark Avenue
10 percent discount on award-winning dog foods, boarding, grooming, training, pet parties, pickup and delivery services. Restrictions: does not apply to hourly fee services. Contact Bryan Gusdorf, 800.759.2559.

HAULING
FLARE ARRANGEMENTS
Exquisite Family Mortuary
30 percent off on all funeral services over $3,000. Restrictions: does not apply to funerals or arrangements. Contact Rosa Whitelock, 323.753.0788 or exquisitelmarketlyfamilyp@yahoo.com.

PHOTOGRAPHY
PBF Photography
10 percent off on normal hourly rates or 10 percent off package rates. Restrictions: does not apply to on-site and pick up services. Contact Noah Bleich, 855.372.7300 or noah@bleichphotography.com.

FACILITIES
Newleaf Training and Development
10 percent off training and development. Contact Paul Butler, 661.288.1004 or paulbutler@newleaf-ca.com.

PHYSIOTHERAPY
Counseling and Counseling
50% off your first six counseling sessions. Contact Mark Solberg, 626.768.1033. Ext. 19 or mark@counselingcounseling.com.

PUBLIC RELATIONS
Weisman Hamlin Public Relations
10 percent off Weisman Hamlin Public Relations’ full public relations and marketing services. Contact Sydney Weisman, 213.503.5233.

SHIPPING
Newleaf Training and Development
24-44 percent off international shipping. Contact Peter Kieckes, 805.200.6649 or peter.kieckes@ newleaf-ca.com or visit simplyleaf.com/lachamber.

TECHNOLOGY
Newleaf Training and Development

PROFESSIONAL DEVELOPMENT
NEwilliard, Inc.
10 percent off on digital shredding. Visit newillard.com and use code lachamber18. Restrictions: does not apply to shredding or pick-up service charges. Contact Niall Lach, 552.572.7001 or niall@newillard.com.

TECHNOLOGY – MOBILE APPLICATION
Year UKA
25 percent discount off all retail prices on all services and $100 Google Ads voucher. Contact Saif Al abl Jabbar, 913.928.3534 or info@yearuka.com.

TELEPHONE
Sprint
Sprint 10 percent off monthly bill for new accounts. Contact Marcy Lowe, 213.256.7344 or marcus@lellispire.com.

TRANSPORTATION
Super Shuttle Los Angeles
Sedan Services, $10 discount on airport transfer. Book online at eurosave.com; use code HKUSA. Restrictions, if applicable. Contact Jose Alcocer, 310.222.5060 ext. 10310.

WallyPark
20 percent off valet or self-park service per day with a minimum three-day stay. May not be used with any other discount or offer. Contact Bryan Gusdorf, 800.759.2559.

WASTE MANAGEMENT
Republic Services
25 percent off our most competitive rates for new services. Applies to commercial and industrial services in non-warehouse areas only. Restrictions: residential services not included. Contact Mark Beerman, 310.242.3324 or mbreeman@republicservices.com.
Based on your campaign, the community that you live in and the constituents in your district seem to be at utmost importance to you – what are some challenges that you see facing your district and what can you do as its new City Council representative?

Councilmember Martinez: The biggest challenge facing our district is the historical lack of investment in infrastructure. In some areas, the infrastructure is either non-existent in some cases or badly in need of repair in other parts. Whether it's streets, sidewalks, street lighting, or sewers and utilities, this is a serious concern for me because inadequate infrastructure not only affects the day-to-day quality of life for residents in my district, but it can affect businesses that provide good paying jobs by potentially impeding day to day operations or hampering the growth or attraction of new businesses to the Valley. My main goal as a Councilwoman is to deliver those basic core services to improve the quality of life for all of my stakeholders. If I can bring that investment, I am hopeful that not only will our communities be safer and more attractive, but local businesses will thrive, our commercial corridors will be reinvigorated, and good paying manufacturing and industrial jobs will grow. These infrastructure investments will benefit all of the 6th District and the San Fernando Valley.

The Chamber is an advocate for Comprehensive Immigration Reform, on a local and national level. What can the City Council do to help make this a reality?

Councilmember Martinez: We need to advise our colleagues in Congress to stay strong and firm in their resolve to put forward real reforms. From the local level we can attest that the current regulations are not stopping people from making that journey for a better life. We can continue to tell the day-to-day stories of those people contributing to Los Angeles, but living in a gray area, because we get to see it on a daily basis. The Federal government is long overdue in coming up with real common sense reforms that allow people, who have already been in this country contributing to our local businesses will thrive, our commercial corridors will be reinvigorated, and good paying manufacturing and industrial jobs will grow. These infrastructure investments will benefit all of the 6th District and the San Fernando Valley.

As a former Los Angeles Unified School District Board member, education is obviously a priority for you. What are some other big priorities and is there anything that you learned from sitting on the LAUSD Board that you hope to bring with you in your new job?

Councilmember Martinez: The top priority is a renewed focus on bringing back the core services a city is supposed to provide to its constituents. Beyond that, I want the San Fernando Valley to again be the hotspot of quality middle class jobs. To do that I am hopeful that the LAUSD Board will continue on the great work we started to make our public education system a world class system for students. Combined, these three items are the building blocks to reestablishing the quality of life for the Valley. If we are able to properly educate our students and fix the infrastructure deficits in our area, we should see the return of those middle class jobs that I want to bring back to the 6th District.

The implications of the City of Los Angeles’ problems, financial and otherwise, are critically significant and a major challenge for us all. My service on the LAUSD Board, however, was focused on addressing a deficit while fulfilling the educational obligations we had towards our students. I am confident that my colleagues have the capacity and commitment to continue to fix many of the problems facing the City, and we can be successful, because we started to fix those structural problems at the LAUSD.

Your platform when running for L.A. City Council was to “break the gridlock of business-as-usual politics at City Hall to get back to the basics and deliver resources to Valley residents.” What is your first plan of action in accomplishing this?

Councilmember Martinez: As chair of the Audits Committee I intend to review the efficiencies (or lack thereof) in our municipal government. If we can find and fix those inefficiencies it will allow us to use those extra dollars to provide greater resources to our basic responsibilities of sidewalk programs, street repair, street lighting and tree trimming. We have gone too long accepting that this is just how government works. It's slow and inefficient. While there is some value to not having knee-jerk responses to issues facing the City, our government has grown too cumbersome for its own good, and for the good of Angelinos. We need to be able to respond to concerns and requests in a much timelier and less expensive manner. I intend to make inroads on those issues, so we can begin to deliver greater service to our taxpayers.

As one of several new members of the L.A. City Council, and the only woman, what is your vision for the Council as a whole?

Councilmember Martinez: I want to see the Council work together to improve the lives of our city residents. However, we should not be afraid to have an honest and forthright debate, battling over ideas to make this city stronger. It’s the reason why voters elected us to these positions. Just because we disagree on one particular issue shouldn’t mean that we can’t work together on another issue. We all come from different parts of the City with different needs and different experiences. I would guess that we do not always need to move as one homogeneous group. A vigorous debate is always healthy and I hope that we as one body can engage in those debates without creating animosity that handicaps our ability to work on issues going forward. After all, a healthy discussion will only ensure that the final resolution by the Council is the strongest resolution for Los Angeles.

What are some issues that you will be working on that are of interest to the business community?

Councilmember Martinez: The first thing I want to work on that will be of interest to the business community is creating certainty within our systems. Right now, those who want to contract with the City to do business, want to apply for building permits or even apply for land use determinations feel like they are just rolling the dice with no real firm idea of how they will be judged. There is no certainty to the City processes and that is unacceptable. You shouldn’t be guaranteed a ‘yes,’ but you should be guaranteed an answer in a fixed window of time. That answer should be based on facts, fair analysis and the rules that govern the question and not subject to political winds that create uncertainty and lead to reticence to come and do business in the City of Los Angeles.

In addition, and as mentioned earlier, many businesses are hampered by the City's often outdated infrastructure. Not only must the Los Angeles business climate support the philosophy of business, but the infrastructure, where the rubber meets the road, literally, must support the actual daily activities of local businesses. I intend to be strategic in investing in infrastructure where appropriate, to ensure we support business and the good paying jobs they provide.
Focus on small business: 
**Giving small businesses a hand every day**

With Los Angeles often referred to as the small business capital of the world, it’s only fitting that there are so many organizations dedicated to helping these businesses grow and succeed. Here is a quick “by the numbers” snapshot of some Chamber member companies making a difference in the growth of small business in the Los Angeles area.

### PROGRAMS

**Goldman Sachs 10,000 Small Businesses at Los Angeles City College**
- 5-year program initiative
- 10,000 small business owners will be reached

**SCORE LA**
- 26 locations, including at the L.A. Area Chamber, in the Greater Los Angeles area
- 13,000+ volunteers who help provide services at no charge or very low cost
- 50 years serving aspiring entrepreneurs, start-ups and small business owners

**Los Angeles Regional Small Business Development Center**
- 5 SBDC lead centers in California, the most in the country
- $83 million in capitol obtained by SBDC-assisted small businesses in 2012
- 25 years the SBDC has been in existence

**Pacific Asian Consortium in Employment (PACE)**
- 1976 the year PACE was founded
- 34 program locations in the L.A. region
- 53 zip codes serviced by PACE

*This is just a sampling of programs and services available for small businesses.*

### SERVICES

Several Chamber member organizations provide services geared towards small businesses, including:

- **Employers Group** – Chamber members receive a 60-day free trial membership to Employers Group, California’s preeminent Human Resources expert and advisor
- **Southwest Airlines Swabiz** – Book and track your company’s travel with SWABIZ, Southwest’s free online corporate booking tool.
- **Office Depot** – Chamber members receive up to 65 percent off on office supplies.
- **Constant Contact** – the email marketing company is geared towards small businesses and offers free workshops on email and social media marketing

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**Bottom-Line Benefits**

Save up to 50 percent by utilizing the advantages provided by the L.A. Area Chamber and its members.

### Certificates of Origin

The Chamber has adopted the next generation eCert technology as our standard to process your Certificates of Origin.

Find out more at lachamber.com/bottomline.

* For more information contact Pat Clark, 213.580.7995 or pclark@lachamber.com.

### Human Resources Expertise

Chamber members will receive a free six month membership with the Employers Group, California’s preeminent human resources expert.

Find out more at lachamber.com/bottomline.

* For more information contact Pat Clark, 213.580.7995 or pclark@lachamber.com.

### Los Angeles Area Rx Card

As an L.A. County resident, you and your family have access to a FREE Discount Prescription Drug Card program. Download and print a Los Angeles Area Rx Card. lachamber.com/rxcard

* For more information contact Pat Clark, 213.580.7995 or pclark@lachamber.com.

### Office Depot

Save up to 65 percent on office supplies from Office Depot, with next-day delivery and convenient ordering by fax, phone or web.

Find out more at lachamber.com/bottomline.

* For more information contact Pat Clark, 213.580.7995 or pclark@lachamber.com.

### The Parking Spot

Save 20 percent at both locations of The Parking Spot at Sepulveda and Century. lachamber.com/bottomline

Find out more at lachamber.com/bottomline.

* For more information contact Pat Clark, 213.580.7995 or pclark@lachamber.com.

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A Six Business After Hours Mixers are held every year.

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**faster forward**

At AT&T we’re moving forward to improve your experience as a customer. By transitioning to IP technology we can deliver better, faster and more dynamic 21st century high-speed broadband services. This transition to next generation IP broadband networks will help spur innovation, facilitate economic growth and job creation, and help preserve America’s global competitiveness. IP, it’s just one of the ways we connect you to your world, faster.
Member Anniversaries

Congratulations to our new members who joined the Chamber during June, July and August. To learn more about membership benefits, call 213.580.7595.

Welcome to the Chamber

Thanks to our new members who joined the Chamber during June, July and August. To learn more about membership benefits, call 213.580.7595.

Faces of the Chamber

Members talk about why they invest in the L.A. Area Chamber

“Being an L.A. Chamber member is an absolute imperative for my manufacturing and import/export business.”

PooM Chantha
Chief Executive Officer

“Since 2002, the L.A. Area Chamber has been an integral part of our job because it helps me stay current on issues, policies and trends in the L.A. area.”

Jody Skenderian
University of Phoenix - Downtown

“From a business and political perspective, if you want to be at the forefront of what’s happening in the City of Los Angeles, membership in the L.A. Area Chamber is a must.”

Jorge Flores (LSC ’09)
President
Los Angeles Marathon Communications, Inc.

“Participation with the L.A. Area Chamber has given me a deeper understanding of how things get done, and a more well-rounded view on the types of collaborations and partnerships it takes to build and maintain a thriving society.”

Jacquelyn Jones
Government & Community Affairs

“A ‘Associating our name with the L.A. Area Chamber is a big statement on our part.”

Chiras Zouzoua
Chief Executive Officer

The Chamber hosted 22 meetings with Government officials and representatives from countries around the world in 2012.
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
Citibank N.A.
Clear Channel Outdoor, Inc.
JPMorgan Chase Bank, N.A.
Kaiser Permanente
Majestic Realty Co.
Microsoft Corporation
Occidental Petroleum Corp.
Port of Long Beach
Port of Los Angeles
Ralphs Grocery Company
Siemens Corporation
Southern California Edison
Southern California Gas Company, a Sempra Energy utility
Southwest Airlines Co.
Time Warner Cable
Toyota Motor Sales, U.S.A., Inc.
UPS
Verizon
The Walt Disney Company
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.