VICA ENSURES THAT THE
SAN FERNANDO VALLEY BUSINESS COMMUNITY
HAS A STRONG AND INFLUENTIAL VOICE

Annual Report 2014
CHAIRMAN’S MESSAGE

As I begin my second and final year as Chair of the Valley Industry & Commerce Association (VICA), I realize now more than ever that we have our work cut out for us.

With California on the road to recovery, VICA was able to be more proactive in its advocacy efforts in 2014 – a refreshing change of pace from our usual damage control. We formed two new coalitions: Valley on Track, the aim of which is to bring rail to the Valley, and San Fernando Valley Soccer, an effort to bring a Major League Soccer team to the Valley. Valley on Track drew wide support from elected officials, business leaders and community members, and we were lucky enough to show the owners of the new Los Angeles Football Club around the Valley.

Last year, we successfully advocated for the expansion of the California Film & Television Tax Credit, the repeal of a ban on above-ground rail in the Valley, the return of a customs office to Van Nuys Airport, and much more. VICA was one of the leading voices on various local and state minimum wage proposals, and we will continue to play a major part in the issue this year.

VICA held its inaugural Congressional Luncheon in 2014, and its other major events – the State Officeholders Dinner, the SFV Business Hall of Fame, the Local Officeholders Luncheon, the Business Forecast Conference, and the Annual Meeting – were all hailed as great successes.

We were also the leading voice on many local and state issues in the media – especially when it came to minimum wage increases and regional transportation issues. We spoke with the Los Angeles Times, Forbes, Reuters, and other prominent news outlets.

As chairman of VICA, I look forward to yet another successful year. And most of all, I look forward to working closely with our members, who help us bring the real business perspective to our local, state and federal lawmakers.

Coby King
2013-14 VICA Chairman
High Point Strategies, LLC

INSIDE

3 Advocacy
4 Legislative Successes
6 VICA in Action
6 Who Met with VICA
7 Legislative Priorities
8 Local Elections
9 New Members in 2013
10 Financial Summary
11 Events
16 Media Highlights
18 Leadership
20 Sponsors & Supporters

VICA adds new legislative, communications, administrative staff in 2014

In March, Sara Mitchell took on a new position as the second legislative affairs manager. Sara is responsible for policy related to healthcare, manufacturing and technology, education, environment, energy and utilities and government affairs. She started as VICA’s communications manager and studied political science at Virginia Tech.

In May, VICA promoted Katie Norris to communications manager. Katie is in charge of media relations, VICA Weekly, social media and various VICA publications. She was previously executive assistant for VICA and is currently working toward a degree in history.

In July, VICA hired Bridget Botto to the position of administrative assistant. Her responsibilities include managing the president’s calendar, preparing materials for meetings and events, and other duties as assigned.
Valley Industry & Commerce Association  |  Annual Report 2014

**VICA-Sponsored Bill Repeals Ban on Light Rail in the Valley**

One of VICA’s biggest victories in 2014 was the lifting of a decades-long ban on above-ground rail along the Orange Line in the Valley. VICA sponsored Assembly Bill 577 (Nazarian), which repealed Senate Bill 211 (Robbins), authored in 1991. Metro’s original plan for the Orange Line was to build it as a light rail line, but due to community opposition, it was built as a bus line instead.

The Orange Line now carries almost double its ridership capacity, making it overcrowded, inefficient and unsafe.

Gov. Jerry Brown’s signing of AB 577 prompted Metro to begin a feasibility study of a possible conversion of the Orange Line to light rail. The conversion of the Orange Line is a top priority for Valley on Track, a coalition VICA founded last year to bring Metro rail to the Valley.

**VICA’s Long-Sought Elimination of the L.A. Business Tax Gains Momentum**

The gross receipts tax, more commonly known as the business tax, has been hampering Los Angeles’ competitiveness since its inception. By its very concept, the tax is a punishment for the valuable companies that contribute to our local economy – every penny of revenue a company collects within the city is taxed, regardless of net profits. As such, VICA has been arguing for its elimination for years. Last year, L.A. Mayor Eric Garcetti signed into law a plan to reduce the top business tax rate over three years. Beginning in 2016, the rate
will drop from $5.07 per $1,000 in gross receipts to $4.75, and drop an additional $0.25 in 2017 and 2018, respectively. VICA hopes to see the phase out of the tax expedited in the near future, eventually leading to its total elimination.

VICA-Supported Film Tax Expansion Approved by the Governor

One of VICA’s top legislative priorities, the expansion of the California Film & Television Tax Credit program, became a reality last year. Gov. Jerry Brown approved a deal to more than triple funding for the next five years – increasing the annual dollar amount for state film projects from $100 million to $330 million. The film tax credit program results in billions of dollars in direct spending every year. For years, VICA has worked closely with organizations like FilmL.A., Inc. and local elected officials to advocate on behalf of the Valley's and Los Angeles’ entertainment industry. The expansion of the film tax credit program brings California back into competition with other states and countries that have ramped up their film tax incentives in recent years, reinforcing our state’s reputation as a filmmaking destination.
financing district (to replace the loss of redevelopment agencies) if approved by two-thirds of local voters.

**AB 2494 (Cooley)**
Authorized a “loser pays” rule for legal actions that are frivolous and intended to cause unnecessary delay.

**AB 471 (Atkins)**
Eases restrictions on infrastructure financing districts and allows an infrastructure financing district to finance a project that is located in, or overlaps with, a former redevelopment project area.

**AB 577 (Nazarian)**
Lifted a decades-long ban on above-ground rail along the eastern section of the Metro Orange Line, a direct result of VICA advocacy.

**AB 777 (Muratsuchi)**
Exempts property used in space flight from being taxed.

**SB 1034 (Monning)**
Removes waiting and affiliation periods in the group health insurance market in order to conform to the Federal Patient Protection and Affordable Care Act.

SB 1441 (Lara)
Expands the definition of political contribution to include payment of costs related to a fundraising event held at the home of a lobbyist.

SB 27 (Correa)
Requires the disclosure of out-of-state donations to a nonprofit intended to be used toward the support or opposition of a California state or local candidate or ballot measure. Requires political action committees that raise at least $1 million to post an online list of their top 10 donors.

SB 270 (Padilla)
Bans the use of single-use plastic bags by major retailers, allowing retailers to charge 10 cents for paper bags to recover costs.

SB 674 (Corbett)
Expands the CEQA exemption for mixed-use infill projects by increasing the amount of allowable neighborhood-serving goods, services or retail uses from 15 percent to 25 percent of the total building square footage.

The Governor vetoed the following bills opposed by VICA:

**AB 2271 (Calderon)**
Would have prohibited employers and employment agencies from posting job listings that require applicants to be currently employed.

**SB 1094 (Lara)**
Would have given the Attorney General an additional 30-day review period for sales of nonprofit health facilities to for-profit health facilities.

**SB 746 (Leno)**
Would have required health plans to disclose certain aggregate claims data to purchasers in the large group market.

► **CITY**

VICA was mostly successful in 2014 when it came to city issues.

The following are VICA-supported initiatives that were adopted by the L.A. City Council:

**Business Tax Reform (Krekorian)**
Included the first step of a phase-out of the city’s gross receipts tax in the 2014-15 Fiscal Budget.

**Small Lot Subdivision Reform (LaBonge)**
Imposes stricter rules on Small Lot Subdivisions to ensure that new small lot subdivisions fit into the character of the existing community.

**Orange Line Enhancements (Blumenfield/Krekorian)**
Instructed the Los Angeles Police Department and Department of Transportation to collaborate with Metro on service enhancements for the Valley’s Metro Orange Line.

**Election Reform Ballot Measure**
Placed a measure on the March 2015 ballot to consolidate municipal elections with county, state and federal elections on even-numbered years.
VICA IN ACTION

AVIATION
- Advocated for the construction of a replacement terminal and commercial development at Burbank Bob Hope Airport (BUR).
- Brought customs and security clearance back to Van Nuys Airport.

EDUCATION
- Backed legislation that allows a school to give students the option of fulfilling one math course requirement with a computer science course.

EMPLOYMENT
- Defeated a bill that would have raised the state minimum wage to $13 by 2017, with $1 increases in 2015 and 2016, and increases based on the Consumer Price Index every year after 2017.
- Actively engaged in conversations on local minimum wage proposals.
- Halted legislation that would allow employers to place liens on an employer’s or third party’s property for alleged, yet-unproven wage violations.
- Negotiated down a bill that would require employers to provide paid sick leave to employees who work as little as seven days per year.
- Fought legislation that would require businesses to share all legal responsibility and liability for their third party contractors’ employees’ wages and other forms of compensation.
- Fought a bill that calls for the annual compilation of a public “list of shame” of companies who have employees that receive public assistance benefits.

ENTERTAINMENT
- Successfully advocated for an increase and extension of the California Film & Television Tax Credit program, which more than tripled funding for the next five years.

WHO MET WITH VICA

Federal Officeholders
- Senators
  - Barbara Boxer
  - Charles Schumer
  - Dianne Feinstein
  - Al Franken
  - Kirsten Gillibrand
  - Tom Harkin
- Congressmembers
  - Karen Bass
  - Xavier Becerra
  - Earl Blumenauer
  - Corrine Brown
  - Julia Brownley
  - John Campbell
  - Tony Cardenas
  - Jim Costa
  - Joe Garcia
  - Bob Gibbs
  - Janice Hahn
  - Steny Hoyer
  - Alan Lowenthal
  - Doris Matsui
  - Gloria Negrete McLeod
  - George Miller
  - Grace Napolitano
  - Nancy Pelosi
  - Scott Peters
  - Thomas Petri
  - Nick Rahall
  - Adam Schiff
  - Brad Sherman
  - Mark Takano

Department Officials
- U.S. Department of Transportation Secretary
  - Anthony Foxx

State Officeholders
- Lieutenant Governor
  - Gavin Newsom
- Assembleymembers
  - Ian Calderon
  - Matt Dababneh
  - Raul Bocanegra
  - Richard Bloom
  - Ed Chau
  - Ken Cooley
  - Roger Dickinson
  - Tim Donnelly
  - Steve Fox
  - Jimmy Gomez
  - Jeff Gorell
  - Chris Holden
  - Reggie Jones-Sawyer
  - Marc Levine
  - Bonnie Lowenthal
  - Mike Morrell
  - Adriin Nazarian
  - Richard Pan
  - John Perez
  - Bill Quirk
  - Sebastian Ridley-Thomas
  - Donald Wagner
  - Bob Wieckowski
  - Das Williams
  - Scott Milk

- Board of Equalization Chair
  - Jerome Horton
- Board of Equalization Members
  - George Runer
  - Betty Yee
- Senators
  - Ricardo Lara
  - Kevin de León
  - Carol Liu
  - Ted Lieu
  - Cathleen Galgiani
  - Steve Knight
  - Ted Lieu
  - Holly Mitchell
  - Bill Monning
  - Alex Padilla
  - Fran Pavley
  - Darrell Steinberg
  - Mark Wyland
- State Controller
  - John Chiang
- Insurance Commissioner
  - Dave Jones
- Superintendent of Public Instruction
  - Tom Torlakson

Local Officeholders
- L.A. County Supervisors
  - Michael Antonovich
  - Mark Ridley-Thomas
  - Zev Yaroslavsky
- Los Angeles Mayor
  - Eric Garcetti
- LA City Controller
  - Ron Galperin
- L.A. City Council President
  - Herb Wesson
- L.A. City Councilmembers
  - Bob Blumenfield
  - Mike Bonin
  - Joe Buscaino
  - Gil Cedillo
  - Mitchell Englelander
  - Felipe Fuentes
  - Jose Huizar
  - Paul Krekorian
  - Paul Koretz
  - Tom LaBonge
  - Mitch O’Farrell
  - Nury Martinez
  - Mitchell Englander
  - Felippe Fuentes
  - Jose Huizar
  - Paul Krekorian
  - Paul Koretz
  - Tom LaBonge
  - Mitch O’Farrell
  - Nury Martinez

- Santa Clarita Mayor
  - Pro Tem
  - Marsha McLean
- LA Board of Education Members
  - Tamar Galatzan
  - Steve Zimmer
- LA Community College District Board of Trustees President
  - Scott Svonkin
- LACCD Board Trustees
  - Miguel Santiago
  - Steve Veres

Public Officials
- LA Department of Transportation General Manager
  - Seleta Reynolds
- LA Board of Public Works President
  - Kevin James
- LA Board of Public Works Vice President
  - Monica Rodriguez
- LA Department of Water and Power General Manager
  - Marcie Edwards
- LA World Airports Executive Director
  - Gina Marie Lindsey
- **LAND USE**
  - Deated state legislation that would have imposed unnecessary regulations on adult film production that would have threatened the safety and privacy of actors.
  - Formed a coalition to bring a Major League Soccer team to and build a soccer stadium in the Valley.
  - Encouraged international and national sports organizations to host major events in the Los Angeles area – including the 2024 Olympic Games – featuring venues in the Valley.

- **HEALTHCARE**
  - Fought against a ballot measure that would have raised healthcare costs by increasing the cap on punitive damages in medical negligence lawsuits from $250,000 to $1 million.
  - Halted a bill that would have created an unreasonable charity care requirement of 5 percent of net patient revenue for every nonprofit hospital.
  - Negotiated for the creation of a Los Angeles City Health Commission instead of a costly and redundant City Health Department separate from the county.

- **MANUFACTURING**
  - Supported a tax credit for the region’s aerospace industry.
  - Advocated for the reauthorization of the Export-Import Bank (EX-IM), which supports billions in exports every year.

- **REGULATIONS**
  - Fought a bill that would have mandated unnecessary warning labels on many sugar-sweetened beverages sold in California, in addition to a per-ounce tax.
  - Supported legislation that would create a “loser pays” rule for bad-faith lawsuits that are frivolous and intended to cause unnecessary delay.

- **TAXATION**
  - Supported Mayor Eric Garcetti’s first step of phasing out the business tax, a decade-long VICA priority.
  - Defeated a 15-cent carbon tax, which would have been the first of its kind nationwide.

- **TRANSPORTATION**
  - Sponsored legislation that repealed a ban on above-ground rail installation in the Valley, prompting a feasibility study by Metro of a possible Orange Line conversion to light rail.
  - Formed a coalition of transportation advocates, community groups and elected officials to bring light rail to the Valley.

- **WATER**
  - Supported a $7.12 billion water bond dealing with water quality, transport and storage that will overhaul the state’s current water system.

---

## IN 2014, VICA PLEDGED TO:

1. **Lead the effort for business tax reform in the City of Los Angeles, including implementation of the Business Tax Advisory Council’s recommended plan to halve rates within five years and eliminate the onerous tax altogether within 15 years.**

2. **Lead the effort to implement local tax credits and remove costly barriers to film, television and commercial production in the City of Los Angeles in order to stem the tide of runaway production.**

3. **Call for all city commissions and special committees to include representatives from the San Fernando Valley, in order to reflect the interests of the 1.6 million Angelenos that live in the Valley – 38 percent of the city’s total population.**

4. **Play an active role in assisting with the planning process for the 41 billion in funding for the 405 Corridor Mass Transit project through the Sepulveda Pass as part of Measure R and America’s Fast Forward.**

5. **Work to increase the state appropriation, lift restrictions and/or make permanent the California Film and Television Tax Credit Program to encourage more production in the state of California for films, television and commercial production.**

6. **Support the installation of commuter rail systems along the Metro Orange Line and planned transit corridors in the San Fernando Valley in order to equalize and better connect the Valley’s transit infrastructure with other Metro systems throughout Los Angeles County.**

7. **Work to decrease our region’s reliance on imported water by advocating for and supporting local water reclamation and improvement efforts that do not unevenly burden or impact the business community.**

8. **Call for reinstatement of the flexible work week that allows individual employees to request deviation from the 8-hour, five-day state mandate.**

9. **Support increased financial and legislative support for workforce development programs, including career technical education programs, at all levels beginning in secondary school.**

10. **Push for California Environmental Quality Act reform in order to eliminate project delays by external actors for political, business or personal purposes and extend existing exemptions to comparable projects.**
2014: LOCAL ELECTIONS AND VICTORIES

In this year's general election, California voters sided with VICA on a massive water bond, revenue enhancements and two ballot initiatives affecting the healthcare industry and its consumers. Angelenos also went with VICA's recommendation and decided against a 30-year parcel tax to fund parks in the city.

California Constitutional and Legislative Offices Experience Minor Shakeup

Some races were too close to call for weeks following the Nov. 4 election, and some local elections resulted in surprises throughout the state. VICA was engaged as ever with Valley and Los Angeles representatives, holding a 3rd district supervisorial debate early in the year and a Leaders Forum with California State Senate Pro Tem Kevin de León, as well as our annual State Officeholders Dinner in February, Congressional Luncheon in April, and Local Officeholders Luncheon in August, where members met with state and federal officeholders.

Here are all the local representatives elected into office in 2014:
- L.A. County Assessor Jeffrey Prang
- L.A. County Sheriff Jim McDonnell
- L.A. County Supervisor Sheila Kuehl
- Board of Equalization Member George Runner
- Board of Equalization Member Jerome Horton
- Congressmember Julia Brownley
- Congressmember Tony Cárdenas
- Congressmember Steve Knight
- Congressmember Adam Schiff
- Congressmember Brad Sherman
- Senator Bob Hertzberg
- Senator Carol Liu
- Senator Fran Pavley
- California State Senate President Pro Tem Kevin de León
- Assemblymember Matt Dababneh
- Assemblymember Mike Gatto
- Assemblymember Patty Lopez
- Assemblymember Adrin Nazarian
- Assemblymember Scott Wilk

Voters Side with VICA 100 Percent on Ballot Measures

On Nov. 4, California residents were faced with Proposition 1, a crucial $7.12 billion bond to ensure the state's water supply during our worst drought on record. Also important was Proposition 2, which increases funds to the state's savings account to protect against future economic downturns. Voters understood the dire need for both and each measure passed. Two ballot initiatives dealing with healthcare were voted down, in line with VICA's positions. Proposition 45 would have allowed a politician to approve or deny healthcare rate changes, exempting large employer health plans – hurting small businesses specifically, and raising premiums. Proposition 46 would have raised the cap on non-economic damages in medical malpractice lawsuits to $1 million from $250,000, encouraging lawsuits and lining trial lawyers' pockets. In Los Angeles County, an attempt at an annual $23 per parcel tax to fund parks and recreation was narrowly defeated.
NEW MEMBERS IN 2014

• 1080 Financial Group
• Affordable Housing Providers of America
• AHN & Associates
• Airport Connection Inc.
• Allison Asset Management Company
• ALZA Strategies
• American Business Machines
• Arroyo Insurance Services
• Barrett Business Services, Inc.
• Beauty Bus Foundation
• BYD Motors
• California Independent Petroleum Association
• California Restaurant Association
• California Strategies, LLC
• Canyon Oak Financial
• Cassidy Turley
• Chef Robért Catering
• Cloud & Fire Ministries
• Conor Lynch Foundation
• Corporate ImpressionsLA, Inc.
• Courtney Torres Consulting
• Cowork Staffing Services
• Critical Care Training Center
• Dave’s Flowers
• Dawson & Associates
• DEWright Inc.
• El Camino Real Charter High School
• El Centro De Amistad
• El Nido Family Center
• EMC Capital Investment
• Encore Tax Consulting Group, Inc.
• Euler Hermes
• Feinberg, Mindel, Brandt & Klein
• First 5 LA
• First Citizens Bank
• Fox Entertainment Group
• Gaspar Insurance Services
• Glendale Arts & Alex Theatre
• Governmental Advocates, Inc.
• HDR Engineering, Inc.
• HNTB Corporation
• Hope of the Valley Rescue Mission
• Hyrax International
• IATSE Local 44
• Jackson, Demarco, Tidus & Peckenpaugh Law Corporation
• Jimmy Blackman & Associates
• Khorsand Capital Partners, LP
• Lee Andrews Group
• Lifeline Employee Benefits
• Los Angeles By-Products Co.
• Los Angeles Pierce College
• Los Angeles River Revitalization Corporation
• Lutheran Social Services
• Lyft Inc.
• M Advisors, LLC
• Make-A-Wish Foundation
• Mattel, Inc.
• Mindgeek
• MK Communications
• Morgan Stanley
• Mount St. Mary’s College
• North Valley Regional Chamber of Commerce
• OneGeneration
• Pacoima Beautiful
• Parsons Brinkerhoff
• Plan A Locations
• Providence Tarzana Hospital
• Public Connections
• RGEF Employee Benefits
• Roadrunner Shuttle (Airport Connection Inc.)
• Rodrigues Holdings
• Rojas Communications Group
• SADA Systems, Inc.
• SeaPort Airlines
• SET Decorators Society of America
• SevenTwenty Strategies
• SFV Community Mental Health Center, Inc.
• SGB-NIA Insurance Brokers
• Sherman Oaks Chamber
• Siemens
• Signs of LA
• Sound City, Inc.
• Status Not Quo
• The Termo Company
• Thornburg Consulting
• Tower General Contractors
• University of Phoenix
• University of Redlands
• V&A Inc.
• West Hills Hospital & Medical Center
• Western LA County Council – Boy Scouts of America
• Western Manufactured Housing Communities Association
• YUM Brands
## 2014 FINANCIAL SUMMARY

### REVENUE JAN-DEC '14 '14 BUDGET

**Events**
- After Dark: 18,208.90 / 16,000.00
- Annual Meeting: 58,480.00 / 51,000.00
- Business Forecast Conference: 151,580.01 / 176,000.00
- Congressional Breakfast: 28,850.00 / 37,000.00
- DC Trip: 4,880.00 / 8,000.00
- Hall of Fame Dinner: 92,926.66 / 129,000.00
- Leaders Forum: 34,576.67 / 52,000.00
- Local Officeholders Luncheon: 103,835.84 / 80,800.00
- Newsmaker Connections: 7,540.84 / 9,000.00
- Sacramento: 1,365.00 / 3,000.00
- State Officeholders Dinner: 94,974.17 / 89,000.00
- VICA Trips/Hockey: 27,332.03 / 40,000.00

**Total Events:** 624,550.12 / 690,800.00

**Membership Dues**
- Unallocated Investment: 22,818.18 / 13,000.00
- Voluntary Donations: 43,250.00 / 71,000.00
- Membership Dues - Other: 170,764.25 / 165,000.00

**Total Membership Dues:** 236,832.43 / 249,000.00

**Other Revenue**
- Board Fees: 76,083.31 / 80,000.00
- Committee Meetings: 593.71 / 4,000.00
- Government Handbook: 18,410.00 / 26,000.00
- Interest: 945.01 / 1,000.00
- Other Revenue - Other: 5,049.55 / 17,000.00

**Total Other Revenue:** 101,081.58 / 128,000.00

**TOTAL REVENUE:** 962,464.13 / 1,067,800.00

### EXPENSE JAN-DEC '14 '14 BUDGET

**Event Expenses**
- After Dark: 5,634.96 / 1,000.00
- Annual Meeting: 23,757.53 / 17,000.00
- Business Forecast Conference: 83,573.29 / 73,000.00
- Congressional Luncheon: 16,178.25 / 10,000.00
- DC Trip: 6,647.06 / 5,000.00
- Hall of Fame Dinner: 60,439.20 / 62,000.00
- Leaders Forum: 11,847.79 / 15,000.00
- Local Luncheon: 17,348.23 / 13,000.00
- Newsmaker Connection: 304.65 / 2,000.00
- Sacramento: 3,890.59 / 4,000.00
- State Dinner: 39,744.17 / 30,000.00
- VICA Trips/Hockey: 18,421.09 / 25,000.00

**Total Event Expenses:** 287,787.30 / 257,000.00

**Operational Expenses**
- Advertising & Marketing: 8,299.00 / 9,000.00
- Computer Copier Maintenance: 21,610.64 / 14,000.00
- Computer Hardware/Software: 6,450.52 / 5,000.00
- Consulting Fees: 6,840.17 / 4,000.00
- Credit Card Fees: 8,454.12 / 8,000.00
- Employee Costs: 499,850.04 / 636,800.00
- Gifts/Plaques-NonEvent: 2,976.60 / 2,000.00
- Insurance: 51,520.53 / 56,100.00
- Meetings & Staff Development: 12,813.38 / 10,000.00
- Membership Fees, Contribution: 4,017.60 / 2,000.00
- Mileage/Travel-NonEvent: 11,341.79 / 10,000.00
- Office Supplies: 11,229.87 / 7,000.00
- Postage: 5,784.87 / 5,000.00
- Presidents Expense: 1,536.31 / 2,000.00
- Printing & Graphics- NonEvent: 10,219.58 / 7,640.00
- Rent: 53,760.00 / 53,760.00
- Subscriptions: 924.08 / 1,200.00
- Taxes and Licenses: 3,523.81 / 300.00
- Telephone, Telecommunications: 16,497.21 / 9,000.00
- Website: 3,965.53 / 4,000.00

**Total Operational Expenses:** 741,615.65 / 846,800.00

**Other Expenses**
- Board: 3,481.93 / 1,000.00
- Committee: 5,008.46 / 3,000.00
- Government Handbook: 8,741.73 / 10,000.00
- VICA PAC Fees: 2,000.00 / 0.00

**Total Other Expenses:** 19,232.12 / 14,000.00

**TOTAL EXPENSE:** 1,048,635.07 / 1,117,800.00

**Net Income:** -86,170.94 / -50,000.00
VICA events drew record crowds in 2014 and continued to connect members with candidates, business leaders and officeholders

**State Officeholders Dinner**

**February 21**

**PRESENTED BY:**
COMCAST NBCUNIVERSAL

Twenty-two state elected officials joined more than 300 VICA members for VICA’s State Officeholders Dinner. The Wheel of Questions determined what each officeholder was asked and question topics ranged from the California Film & TV Tax Credit to High-Speed Rail to Sacramento gossip.

**VICA thanks the following state officeholders who attended:**

**STATE CONTROLLER**
- John Chiang

**INSURANCE COMMISSIONER**
- Dave Jones

**SUPERINTENDENT OF PUBLIC INSTRUCTION**
- Tom Torlakson

**STATE SENATORS**
- Kevin de León
- Cathleen Galgiani
- Ted Lieu
- Holly Mitchell

**BOARD OF EQUALIZATION PRESIDENT**
- Jerome Horton

**BOARD OF EQUALIZATION MEMBERS**
- George Runner
- Betty Yee

**ASSEMBLYMEMBERS**
- Richard Bloom
- Raul Bocanegra
- Matt Dababneh
- Roger Dickinson
- Steve Fox
- Chris Holden
- Reggie Jones-Sawyer
- Marc Levine
- Adrin Nazarian
- Bill Quirk
- Sebastian Ridley-Thomas
- Das Williams
San Fernando Valley Business Hall of Fame

June 12

PRESENTED BY: JPMORGAN CHASE AND WELLS FARGO

The San Fernando Valley Business Hall of Fame was created by VICA to recognize significant contributions to the Valley community. Inductees include individuals, businesses and other community leaders that have been responsible for the continued success and economic vitality of the San Fernando Valley.

2014 Inductees:
• The Bear Pit
• Bobrick Washroom Equipment Inc.
• New Horizons
• Norman’s Rare Guitars
• Providence Health & Services, Southern California

Local Officeholders Luncheon

August 14

PRESENTED BY: COMCAST NBCUNIVERSAL AND WALMART

More than 300 guests attended the event to mingle with local officials from Los Angeles County, the City of Los Angeles and surrounding cities, and local boards of education. The electeds took questions about education, transportation and business development.

Congressional Luncheon

April 23

PRESENTED BY: AIRBUS AMERICAS

2014 was the inaugural year of VICA’s Congressional Luncheon, which featured a series of policy-related questions for members of Congress. Attendees had the opportunity to meet their representatives in the U.S. House and discuss issues important to the business community.

VICA thanks the following state officeholders who attended:
• Congressman Brad Sherman
• Congresswoman Janice Hahn

Los Angeles County
SUPERVISOR
• Zev Yaroslavsky

City of Los Angeles
CITY CONTROLLER
• Ron Galperin
COUNCIL PRESIDENT
• Herb Wesson
COUNCILMEMBERS
• Bob Blumenfield
• Mike Bonin
• Joe Buscaino
• Mitchell Englander
• Felipe Fuentes
• Paul Krekorian
• Tom LaBonge
• Mitch O’Farrell

City of Agoura Hills
MAYOR PRO TEM
• Illeece Buckley-Weber

City of Calabasas
MAYOR
• David Shapiro
COUNCILMEMBER
• Fred Gaines

City of Glendale
MAYOR
• Zareh Sinanyan

City of San Fernando
MAYOR
• Sylvia Ballin

City of Santa Clarita
MAYOR PRO TEAM
• Marsha McLean

L.A. Community College
BOARD PRESIDENT
• Scott Svonkin
DISTRICT TRUSTEES
• Miguel Santiago
• Steve Veres

L.A. Unified School District
BOARD MEMBERS
• Tamar Galatzan
• Steve Zimmer
Every year at the Business Forecast Conference, VICA features an economic forecast breakfast, with specialists on the national, state, and local economies. Gary Schlossberg of Wells Capital Management emphasized the importance of lending as a driver of the national economy. He said that while the U.S. is still experiencing lingering fallout from the financial crisis, infrastructure, technology and the "energy renaissance" are helping the country recover. Jeff Kravetz of US Bank spoke about California’s steady growth, the erasure of its budget deficit and an improving jobs picture for the state, but added that growth and unemployment are more volatile in California compared to the U.S. Bill Roberts of California State University, Northridge lamented the lack of economic data on the San Fernando Valley. However, he predicted that the Valley would outperform the county, state and nation in regards to economic growth based on the data available. This year’s economic forecast breakfast was sponsored by California State University, Northridge and US Bank. During his keynote speech on fueling the future economy at the Business Forecast Conference luncheon, Dennis Arriola spoke about balancing a clean environment with the needs of business. The luncheon was sponsored by The Walt Disney Company.

The Road Ahead
MODERATED BY COBY KING, HIGH POINT STRATEGIES
• Veronica Juarez, Lyft
• Los Angeles City Councilmember Paul Krekorian
• Martin Wachs, RAND Corporation
• Denny Zane, Move LA

#privacy
MODERATED BY KEVIN TAMAKI, AT&T
• Russel Buetow, SADA Systems
• Tanya Forsheit, Baker Hostetler
• Michael Lattimore, Southern California Edison
• Emily Schlesinger, Microsoft

Legislating with the Gavel
MODERATED BY DAVID GOLDBERG, ARMBRUSTER GOLDSMITH & DELVAC
• David DeGroot, Sheppard Mullin Richter & Hamilton
• Ed Howard, University of San Diego
• Kim Stone, Civil Justice Association of California

What Were They Thinking?
MODERATED BY STEVE NISSEN, COMCAST NBCUNIVERSAL
• California State Assemblymember Tim Donnelly
• Stephen Frank, California Political News & Views
• John Myers, KOED
• Dan Walters, Sacramento Bee
Annual Meeting

December 11

PRESENTED BY:
AEROJET ROCKETF DYNE AND
SAN FERNANDO VALLEY
BUSINESS JOURNAL

A packed room of nearly 300 installed the 2014 board and chairman, listened to an energetic speech from Anthem Blue Cross’ Mark Morgan and honored three outstanding VICA members.

After Coby King (High Point Strategies) was re-installed as the 2015 chair, Anthem Blue Cross’ Morgan took to the stage and addressed the complications surrounding the implementation of the Affordable Care Act and the rising costs of healthcare. However, Morgan was optimistic, though he predicted the political horizon for healthcare in 2015 would be one of “clean up.” He concluded by praising the state for taking the lead on the new healthcare law.

VICA’s largest winter event included an awards presentation to various business leaders:

- Francine Oschin (Oschin Partners) received the 22nd Annual Harmon Ballin Community Service Award
- Pam Elyea (History for Hire) was honored with the 8th Annual President’s Award
- Vons received the 35th Annual Robert E. Gibson Corporate Award of Excellence

Leaders Forum

VICA’s Leaders Forums provide members the opportunity to hear from prominent public figures and ask questions. In its fifth year, the series featured a few state and federal elected officials, including gubernatorial candidate and former director of TARP Neel Kashkari, General Manager of the Los Angeles Department of Water & Power Marcie Edwards, California Senate President Pro Tempore Kevin de León, and Executive Director of Los Angeles World Airports Gina Marie Lindsey.
VICA After Dark

VICA After Dark is an evening reception that allows VICA members and guests the opportunity to hear local policy and legislative updates from a featured opinion leader in a casual setting. In 2014, VICA hosted four After Dark events featuring: California State Assemblymembers Matt Dababneh, Raul Bocanegra, and California State Senator Ted Lieu, and ended the year with our Jingle & Mingle with the Valley Economic Alliance.

Newsmaker Connections

VICA’s Newsmaker Connections offer members an opportunity to address elected officials and public administrators. Attendees may ask questions about local public policy and topics most important to the business community and receive immediate responses. In 2014, Newsmaker Connections featured Los Angeles City Controller Ron Galperin; a presentation on the living wage by the Los Angeles Economic Roundtable; a presentation on the effects of California energy policy on opportunity in Los Angeles County; and a 3rd District Supervisorial Debate between candidates John Duran, Sheila Kuehl and Bobby Shriver.
MEDIA HIGHLIGHTS: BEST OF 2014

VICA is frequently sought out to provide the business community’s perspective on current issues.

Los Angeles Daily News

Report Rehashes Los Angeles’ Ongoing Fiscal Woes
► January 8 — Los Angeles has choking traffic, high poverty rates and slow job growth, a new report on the city concludes. Also, locals don’t trust City Hall, pension costs are rising and planning documents are outdated. In an email, Stuart Waldman, president of the Valley Industry and Commerce Association, wrote: “The report says what we all know: The City of Los Angeles is screwed up.”

San Fernando Valley Business Journal

The Small Business Squeeze
► February 24 — The Valley Industry and Commerce Association has heard from many [small businesses], and the bottom line is: While they have not had to make any more drastic changes to employee numbers, they are just getting by on thin profit margins. With a business climate like that, it seems like Los Angeles and California would be working to create policies and regulations that help our small businesses stabilize so they can hire and re-hire employees, contribute more tax revenue and stir the local economy. However, the opposite seems to be the case, looking at proposals from Sacramento.

Waste Hauler Segment
► April 9 — PBS SoCal takes a look into the citywide waste haul program that passed 9-1. VICA Chairman Coby King states, “That doesn’t make sense at all.” VICA believes that Zero Waste LA will destroy small waste haulers, creating a monopoly in the process. Essentially, monopolies lead to higher prices and worse service. The city could have set environmental standards for haulers, but allowed any business that qualified to continue operating.

Does a Back to Basics Budget Leave Room for Big Ideas?
► April 14 — Which Way, L.A.? host Warren Olney goes into detail about L.A. Mayor Eric Garcetti’s first budget proposal that will focus on job growth, making certain neighborhoods more livable and a reform of city service departments. Stuart Waldman of VICA stated, “it’s a good first start. It’s a long season and we’d say it’s a win for opening day.” While the budget didn’t look dramatically different, Garcetti repeatedly said the city was preparing for more changes ahead. Waldman later commented on the mayor’s plan to reform the city’s business tax, stating, “I’m happy to see it in the budget.”

THE HUFFINGTON POST

California Assembly Advances Bill Mandating Condoms During Porn Filming
► May 27 — “Whether you work in agriculture, manufacturing, health care, food service or any other industry, all workers deserve a safe workplace to make a living,” said Hall, who tried and failed twice before to pass such legislation. The bill has provoked contentious committee hearings, with adult film representatives saying it would persuade their industry to flee California. The Valley Industry and Commerce Association says the adult film industry is worth $6 billion in the San Fernando Valley.

Los Angeles Times

Critics of Wage Boost for L.A. Hotel Workers
Point to Earlier Pledge
► June 16 — Valley Industry and Commerce Assn. president Stuart Waldman said he was frustrated at the reaction he had gotten from city lawmakers when he brought up the requirements of
the earlier ordinance. “This council is saying that deal was made with the last council, not this council,” said Waldman, an opponent of the minimum wage increase. If lawmakers take that stand, he said, “people have to question whether to make agreements with them anymore.”

**Forbes**

*California Liberals Declare War on Low-Skilled Workers*

- **July 24** — In each of California’s four largest cities — Los Angeles, San Francisco, San Jose and San Diego — activists are pushing through job-killing minimum wage hikes. In the pitchforks-and-torches atmosphere, some businesses are afraid to speak up. But one such leader, Stuart Waldman of the Valley Industry and Commerce Association, noted to The Los Angeles Times that the wage hikes were a great idea if “we’re trying to drive people to Texas.”

**Teacher Tenure Ruling a Big Gain for California**

- **July issue** — The Valley Industry & Commerce Association (VICA) has advocated for teacher firing reform in past years, like raising the Los Angeles Unified School District’s probationary period for teachers from two years to five years. VICA has also supported increased accountability and consequences for underperforming teachers, as well as standardized testing as a means of determining teachers’ effectiveness.

**Valley Rail Coalition on Track**

- **Aug. 1** — A coalition formed to bring light rail projects to the San Fernando Valley has added a significant number of members, the Valley Industry and Commerce Association announced this week. Joining the Valley on Track coalition formed by VICA are L.A. City Councilmembers Mitch Englander, Tom LaBonge and Nury Martinez; Assemblyman Matt Dababneh; Assemblyman Mike Gatto; and Assemblyman Adrin Nazarian. Institutional members joining were the North Valley Regional Chamber of Commerce and the Greater San Fernando Valley Chamber of Commerce.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>VICA</td>
<td>Advocate for teacher firing reform</td>
</tr>
<tr>
<td>Los Angeles Unified School District</td>
<td>Raising probationary period for teachers</td>
</tr>
<tr>
<td>Valley on Track Coalition</td>
<td>Adding members</td>
</tr>
<tr>
<td>North Valley Regional Chamber of Commerce</td>
<td>Institutional member</td>
</tr>
<tr>
<td>Greater San Fernando Valley Chamber of Commerce</td>
<td>Institutional member</td>
</tr>
</tbody>
</table>

**Condom Law Puts Los Angeles Porn Directors Out of Mood**

- **Aug. 10** — Moves have caused increased budgets for productions in a sector already hard-hit by the availability of free porn on the Internet. Stuart Waldman, president of the Valley Industry and Commerce Association in the San Fernando Valley said pornography is “a huge industry” for his region. Porn movies account for more than 10,000 jobs and close to $6 billion in income in the San Fernando Valley, he said.

**Los Angeles Ordinance Aims to Charge Foreclosure Fees to Banks**

- **Nov. 12** — Should Mayor Eric Garcetti sign a recent Los Angeles ordinance, banks and other lenders that own foreclosed homes in Los Angeles would have to pay fees to fund building inspections as part of an effort to combat blight caused by abandoned and neglected properties. Opponents say the measure is a money-grab by the city. “Most of these houses are not in a bad situation, said Stuart Waldman, president of the Valley Industry and Commerce Association. “We feel like the city is using this revenue to fund staff positions.”
2014 LEADERSHIP

Board of Governors

LEE ALPERT
Alpert, Barr & Grant, APLC

ROBERTO BARRAGAN
Valley Economic Development Center

JOHN BRADLEY
Attorney & Business Consultant

CAROLYN CASAVAN
Casavan Consulting

MARTIN COOPER**
Cooper Communications

JAMES DUNN
Airtel Plaza Hotel

DAVID FLEMING**
Latham & Watkins

ROSS HOPKINS**
Ross Hopkins & Associates

GREG KRIKORIAN
The Valley Economic Alliance

CLAY LACY
Clay Lacy Aviation

STEVE LEW**
Retired

GREG LIPPE **
Gregory N. Lippe Accountancy Corp.

PEGI MATSUDA
Valley Presbyterian Hospital

SANFORD PARIS
Paris Industrial Parks

DAYMOND RICE
ExxonMobil

PETER SALUTOFF
Anderson, Satuloff, Machado & Mendelsohn

MARVIN SELTER**
CMS, Inc.

STUART SOLOMON**
Transcon Property Services, Inc.

ROD SPACKMAN
Chevron Products Company

Board of Directors

DAVID ADELMAN* **
Greenberg & Bass

JAVIER ANGULO
Walmart

JILL BANKS BARAD
Jill Barad & Associates

RICHARD BENBOW
Time Warner Cable

LORI BROGIN-FALLEY
Pacific Federal Insurance Corp.

SAMONA CALDWELL
State Farm Insurance

JUAN CAMACHO
Fox Entertainment Group

MIKE CARTER
Kaiser Permanente

MARISA CASTRO-SALVATI
Southern California Edison

STEVE CATALANO
Kindel Gagan

MARLA CLEMOW
Wells Fargo

JULIA COOKSEY
Verizon

BRAD COX
Trammell Crow Co.

DEBORAH DICESARE
Los Angeles Valley College

BENJAMIN FISS
Craig Lawson & Company

FRED GAINES**
Gaines & Stacey

SAMUEL GARRISON
Caruso Affiliated

DAVID GOLDBERG*
Armbruster, Goldsmith & Delvac, LLP

MARICELA GOMEZ*
Paramount Pictures Corp.

LARRY GRAY
Spindler Engineering

LISA GRITZNER*
Cerrell Associates, Inc.

ELIZABETH HANSELL
The Dolphin Group

MARK HARDYMENT
Bob Hope Airport

DIANNE HARRISON
California State University, Northridge

JEFFREY HEISINGER
US Bank

ROBYN HINES
Microsoft

MARIA HOYE
Latham & Watkins

FIONA HUTTON*
Fiona Hutton & Associates, Inc.

CARLOS ILLINGWORTH
Vons

TYLER IZEN
Los Angeles Police Protective League

DAVID JOSKER
CBRE Group, Inc.

ALEX KASENDORF
Alpert, Barr & Grant APLC

BEVERLY KENWORTHY
California Apartment Association

EDGAR KHALATIAN
Paul Hastings LLC

CAROL KIM
Health Net, Inc.

COBY KING*
High Point Strategies

MEL KOHN*
Kirsch, Kohn & Bridge LLP

LAYNE LAWSON
Clear Channel Outdoor

GREG LIPPE
Gregory N. Lippe Accountancy Corp.

PATTI MACJENNETT
Los Angeles Tourism & Convention Board
DANA MARTIN*  
ITT Technical Institute

TOM MCCARTY  
The McCarty Company LLC

JEFF MCCONNELL*  
Englander, Knabe & Allen

CRAIG MCGUIRE  
Bank of America

JACQUE McMILLAN*  
Metropolitan Water District

SAM MELEHANI  
PriceWaterhouseCoopers

DAVID MEZA  
Southern California Gas Company

STACY MILLER  
Stacy Miller Public Affairs

SCOTT MILLS  
The Beverly Garland

DOUG MORTON  
Bobrick Washroom Equipment

SCOTT MURPHY  
AmeriTel, Inc.

STEVE NISSEN*  
NBCUniversal

FRANCINE OSCHIN  
Oschin Partners

KEITH PARKER  
UCLA Governmental & Community Relations

SUSANNE PASSANTINO  
Republic Services

MELISSA PATACK  
Motion Picture Association of America

ROSS PENDERGRAFT*  
USI of Southern California Insurance Services, Inc.

DAVID PHELPS  
Association of Independent Commercial Producers

LISA PITNEY  
The Walt Disney Company

JAMES POLISH  
Carlstrom Ball LLP

SHARYN QUINN*  
L/B/W Insurance & Financial Services

JOSEPH RAMALLO  
Los Angeles Department of Water & Power

JAMES ROGERS  
Aerojet Rocketdyne

JESS ROMO  
Van Nuys Airport

BRAD ROSENHEIM*  
Rosenheim & Associates

JOSH SCHIMMELS  
San Fernando Valley Business Journal

CYNTHIA SEWELL  
New Horizons

JAN SOBEL  
Boys & Girls Club of the West Valley

PHILIP SOKOLOSKI  
FilmL.A., Inc.

KEVIN TAMAKI*  
AT&T

MICHAEL TOU  
Providence Health & Services

KEITH ZIMMET  
Lewitt, Hackman, Shapiro, Marshall & Harian

Policy Committees

AVIATION  
Paul Haney  
James Dunn

EDUCATION & WORKFORCE  
Dana Martin  
Francesca Vega

ENERGY, ENVIRONMENT & UTILITIES  
Joseph Ramallo  
Rafael Garcia  
Sepand Samzadeh

ENTERTAINMENT:  
David Phelps  
Pam Elyea  
Maricela Gomez

GOVERNMENT AFFAIRS  
Alex Kasendorf  
Vanessa Rodriguez  
Jan Sobel

HEALTHCARE  
Michael Tou  
Jaime Garcia  
Gayathri Jith

INTERNATIONAL AFFAIRS  
Jeff Daar

LAND USE  
Edgar Khalatian  
Amy Freilich  
Brad Rosenheim

MANUFACTURING & TECHNOLOGY  
Jane Skeeter  
Bill Eicher  
Carolyn Casavan

MEMBERSHIP  
Sharyn Quinn  
Holly Rasey

TRANSPORTATION  
Francine Oschin  
Mark Hardyment  
Jaime Rojas

VICA Staff

STUART WALDMAN  
President

JESSICA YASUKOCHI  
Vice President

DOUG ARSENAULT  
Senior Legislative Affairs Manager

BRIDGET BOTTO  
Administrative Assistant

HELENE CHEMEL  
Membership Manager

SARA MITCHELL  
Legislative Affairs Manager

KATIE NORRIS  
Communications Manager
SPONSORS + SUPPORTERS

VICA thanks the following members for their outstanding support in 2014

PRESIDENT’S CIRCLE

- Comcast NBCUniversal
- Los Angeles Daily News
- Wells Fargo
- San Fernando Valley Business Journal
- LA Department of Water & Power

GOLD MEMBERS

- California Apartment Association of Los Angeles
- California Consumer Finance Association
- California State University, Northridge
- Cerrell Associates
- Clay Lacy Aviation
- FilmL.A., Inc.
- Ralphs Grocery Company
- The Walt Disney Company
- Time Warner Cable
- USI of Southern California Insurance Services, Inc.
- Van Nuys Airport

SILVER MEMBERS

- AEG
- Airbus Americas, Inc.
- American Chemistry Council & Plastic Food Service Packaging Group
- Anheuser-Busch, Inc.
- Bank of America
- Bobrick Washroom Equipment, Inc.
- The Boeing Company
- Business Life Magazine
- California Resources Corporation
- Englander Knabe & Allen
- ExxonMobil
- Farmers Insurance Group
- Fox Entertainment Group
- Fresh & Easy Neighborhood Market
- HNTB
- KP Public Affairs
- Latham & Watkins
- Metro
- Motion Picture Association of America, Inc.
- Northridge Hospital Medical Center
- PriceWaterhouse Coopers
- Republic Services
- Southern California Edison
- Van Nuys News Press
- Waste Management Inc.
- West Hills Hospital & Medical Center
- Westfield Corporation, Inc.

PREMIER PARTNERS

- Aerojet Rocketdyne
- Chase
- Microsoft
- Vons
- Pacific Federal
- Walmart
- Providence Health & Services
- Woodbury University

PLATINUM MEMBERS

- AT&T
- Health Net
- Kaiser Permanente
- Southwest
- State Farm
- Clear Channel Outdoor
- Los Angeles Metropolitan Water District of Southern California
- Valley Presbyterian Hospital

BRONZE MEMBERS

- The Adult Skills Center
- The Afriat Consulting Group, Inc.
- Airport Connection, Inc.
- Alston & Bird LLP
- Altria Client Services, Inc.
- Armbruster Goldsmith & Delvac LLP
- Athens Services
- Bel Air Bar and Grill
- Build Rehabilitation Industries
- California Lutheran University
- California Restaurant Association
- Chevron Products Company
- City of Hope
- Free Speech Coalition
- Fueling California
- Granada Hills Charter High School
- Habitat for Humanity of San Fernando/Santa Clarita Valleys
- Harvard-Westlake School
- Hilton Universal City
- ITT Technical Institute
- Kirsch, Kohn & Bridge LLP
- Lewitt, Hackman, Shapiro, Marshall & Harlan
- Los Angeles Marriott, Burbank Airport
- Lyft, Inc.
- Mayer Brown LLP
- MindGeek
- New Horizons
- Northrop Grumman Corp./Navigation Systems Division
- OutFront Media
- Parsons Brinckerhoff
- Port of Los Angeles
- Sheraton Universal Hotel
- Sony Pictures Entertainment
- The Tech Consultants, LLC
- Trammell Crow Company
- UCLA Governmental & Community Relations
- Verizon
- Western Bagel Baking Corporation
- Yum! Brands Inc.