VICA ENSURES THAT THE SAN FERNANDO VALLEY BUSINESS COMMUNITY HAS A STRONG AND INFLUENTIAL VOICE
CHAIRMAN’S MESSAGE

As a kid, I was a loyal follower of the “Adventures of Superman.” I think I watched almost every episode. I remember feeling totally exhilarated each and every time the mild-mannered Clark Kent would transform himself into the Man of Steel and leap into the sky, on his way to right some wrong in the name of “Truth, Justice and the American Way.”

Superheroes have reached an unprecedented level of popularity in our culture. Why? It’s not just because they provide an exciting escape into a world of fantasy. It’s because superheroes offer us so much more. They inspire hope in dark and difficult times. They help us remember that anything is possible. They keep us believing that good can triumph over evil.

So, why am I going on and on about superheroes? Well it’s not because of their outrageous outfits or their great gadgets or their cool command centers. It’s really because of an epiphany I had while serving as VICA’s Chairman this past year. At every board meeting I chaired, at every committee meeting I attended and on every trip I took to City Hall or the State Capital, I found myself surrounded by VICA superheroes.

Like other superheroes:
- VICA members possess extraordinary powers and abilities – as business owners and officers, corporate directors of public affairs and community relations, lobbyists, and business consultants
- VICA members fight very powerful common enemies – be it higher taxes, oppressive regulations, or bureaucratic chokeholds
- VICA members have the support of a strong cast of allies – like trade associations, chambers of commerce, the press and, upon occasion, even elected officials
- VICA members are driven by a higher purpose – to create an economic and regulatory environment that supports job growth and healthy business activity in the San Fernando Valley

In 2012, VICA prevailed in many significant battles:
We successfully advocated...
- for the extension of the California Film Tax Credit Program
- for the reform of the LA’s Business Tax
- against restrictions on business aviation in the Valley
- for the approval of several development projects which will have a major impact on the Valley

And when 2013 comes to an end, I look forward to celebrating with you all of the many new battles VICA will have won.

David Adelman
2012/13 VICA Chairman
Greenberg & Bass
VICA Advocates for Pension Reform

Every year VICA surveys its members on their legislative priorities, and pension reform consistently makes the list. This year VICA focused on reforming the California employee’s pension system, supporting Gov. Jerry Brown’s 12-Point Pension Reform Plan, and celebrated the passage of AB 340 (Furutani) and its companion bill AB 197 (Buchanan). The new law, which took effect on Jan. 1, increased the retirement age, caps benefits for the highest earners and requires state employees to pay at least half of their pension costs. While this is a significant reform, VICA continues to work toward further changes in the system to ensure pension costs are properly managed.


VICA continues its advocacy in Sacramento

VICA’s monthly advocacy trips to the State Capitol are crucial to ensuring the voice of the business community is heard by legislators. The Sacramento trips allow VICA staff and members to interact with lawmakers and discuss the issues that are most important to our members.

Throughout 2012, VICA met with many of California’s elected officials (see the ‘Who met with VICA’ list on pages 4 and 5 of this report) and representatives from legislative offices to discuss many issues including: California Environmental Quality Act (CEQA) reform proposals, the California Film and TV tax credit programs, local redevelopment agencies, California’s chronic water shortage, work week reform, San Fernando Valley transportation and much more.

VICA members also joined the Greater San Fernando Valley Chamber of Commerce at the California Chamber of Commerce’s 2012 Legislative Briefing. This two-day trip featured Senate President Pro Tem Darrel Steinberg, Senators Alex Padilla, Carol Liu, Fran Pavley, and Kevin de León.

Destination: D.C. — VICA’s Annual Advocacy Trip to Capitol Hill

In March, more than 60 VICA members joined 175 business leaders from across Los Angeles for an annual trip to Washington, D.C.

The delegation spent three days meeting with elected officials and department heads to discuss a program to accelerate transportation funding (America Fast Forward), the expansion of international tourist visas, increasing exports, and legislation to crack down on online copyright infringement.

The trip included a White House briefing and meetings with several cabinet members including: Secretary of Transportation Ray LaHood, Commerce Secretary John Bryson and Energy Secretary Steven Chu. The group also met with SBA Administrator Karen Mills and Senators Dianne Feinstein and Barbara Boxer, Majority Whip Kevin McCarthy, Minority Whip Steny Hoyer, Rep. Howard Berman, Rep. Adam Schiff, and shared a meal with Rep. Brad Sherman.

Legislative Success: State

VICA had a successful year of advocacy at the state Capitol, with 32 of 43 key bills decided in its favor—a 74 percent success rate. In total, VICA tracked and took action on 81 bills throughout the session.

The Governor signed the following bills that VICA supported:

- **AB 197 (Buchanan):** A part of the Public Employees’ Pension Reform Act of 2013, this bill authorizes a contracting agency and its employees to agree, in writing, to equally share the costs of employee pensions with or without a change in benefits.

- **AB 340 (Furutani):** A part of the California Public Employees’ Pension Reform Act of 2013, this bill includes a cap on the amount of compensation that can be used to calculate a retirement benefit, a higher retirement age, equal sharing of pension costs between employers and employees, averaging of the final three years of employment to determine benefits and other provisions.

- **AB 890 (Olsen):** Exempts roadway improvement projects or activities carried out by a local authority from the California Environmental Quality Act.

- **AB 2026 (Fuentes):** Extends the California Film & Television Tax Credit Program through 2017.

- **AB 2274 (Lara):** Requires a “vexatious litigant” to obtain court approval for additional filings if they fire their attorney.

- **SB 863 (de León):** Enacts a variety of workers’ compensation reforms that eliminate waste, inefficiency and loopholes that result in unnecessary employer costs.

- **SB 1099 (Wright):** Limits regulation effectiveness dates to quarterly dates: January 1, April 1, July 1, or October 1.

- **SB 1102 (DeSaulnier):** Requires the California Transportation Commission to review and approve cost overages of 20 percent or more for Caltrans projects.

WHO MET WITH VICA

**Federal Officeholders**
- Rep. Howard Berman
- Senator Barbara Boxer
- Secretary of Commerce John Bryson
- Secretary of Energy Steven Chu
- Senator Dianne Feinstein
- Senator Orrin Hatch
- Rep. Steny Hoyer
- Secretary of Transportation Ray LaHood
- Rep. Kevin McCarthy
- Rep. Adam Schiff
- Rep. Brad Sherman

**State Officeholders**
- Assemblymember Frank Bigelo
- Assemblymember Bob Blumenfield
- Assemblymember Raul Bocanegra
- Assemblymember Ron Bonta
- Secretary of State Debra Bowen
- Governor Jerry Brown
- Assemblymember Julia Brownley
- Assemblymember Betsy Butler
- Assemblymember Rocky Chavez
- Controller John Chiang
- Assemblymember Ken Cooley
- Senator Kevin de León
- Assemblymember Roger Dickinson
- Assemblymember Tim Donnelly
- Assemblymember Mike Feuer
- Assemblymember Felipe Fuentes
- Senator Cathleen Galgiani
- Assemblymember Cristina Garcia
- Assemblymember Jeff Gorell
- Attorney General Kamala Harris
- Senator Ed Hernandez
- Assemblymember Marc Levine
- Senator Ted Lieu
- Assemblymember Fiona Ma
- Assemblymember Holly Mitchell
- Senator Bill Monning
- Assemblymember Kevin Mullin
- Lieutenant Governor Gavin Newsom
- Senator Alex Padilla
- Assemblymember Richard Pan
- Assemblymember Jim Patterson
- Senator Fran Pavley
- Assemblymember Anthony Portantino
- Assemblymember Bill Quirk
- Assemblymember Ron Smith
- Assemblymember Cameron Smyth
- Senate Pro Tem Darrell Steinberg
- Assemblymember Bob Wieckowski
- Assemblymember Scott Wilk
- Assemblymember Das Williams

**Local Officeholders**
- LA City Councilmember Richard Alarcón
- LA County Supervisor Michael Antonovich
- LA City Councilmember Joe Buscaino
- LA City Councilmember Tony Cardenas
- LA County District Attorney Steve Cooley
- LA City Councilmember Mitchell Englander

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- Assemblymember Ken Cooley
- Senator Kevin de León
- Assemblymember Roger Dickinson
- Assemblymember Tim Donnelly
- Assemblymember Mike Feuer
- Assemblymember Felipe Fuentes
- Senator Cathleen Galgiani
- Assemblymember Cristina Garcia
- Assemblymember Jeff Gorell
- Attorney General Kamala Harris
- Senator Ed Hernandez
- Assemblymember Marc Levine
- Senator Ted Lieu
- Assemblymember Fiona Ma
- Assemblymember Holly Mitchell
- Senator Bill Monning
- Assemblymember Kevin Mullin
- Lieutenant Governor Gavin Newsom
- Senator Alex Padilla
- Assemblymember Richard Pan
- Assemblymember Jim Patterson
- Senator Fran Pavley
- Assemblymember Anthony Portantino
- Assemblymember Bill Quirk
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- Assemblymember Bob Wieckowski
- Assemblymember Scott Wilk
- Assemblymember Das Williams

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- LA City Councilmember Joe Buscaino
- LA City Councilmember Tony Cardenas
- LA County District Attorney Steve Cooley
- LA City Councilmember Mitchell Englander
• SB 1161 (Padilla): Establishes in statute California’s existing policy that state agencies will not regulate Voice-over-Internet Protocol (VoIP) and IP-enabled services unless authorized by federal law and specified by the Legislature.

• SB 1186 (Steinberg): Creates notice requirements for an alleged aggrieved party to follow before bringing an action for an alleged violation of the Americans with Disabilities Act, and reduces the statutory damages for ADA violations.

• SB 1197 (Calderon): Imposes additional accountability measures on the California Film & Television Tax Credit Program through 2017.

• SB 1479 (Pavley): Requires sellers of counterfeit music and video products to pay restitution to the owner or lawful producer of the material at the wholesale price of legitimate copies.

• SB 1456 (Lowenthal): Enacts the recommendations of the California Community College Commission on Student Success.

The Governor vetoed the following bills opposed by VICA:

• AB 889 (Ammiano): Would have added new wage and labor regulations for domestic workers, including overtime compensation.

• AB 1166 (Solorio): Would have prohibited school districts from including any information about a student’s standardized test scores or course grades on their school identification cards.

Legislative Success: City

Six of the eight city-level issues that VICA supported were also supported by the Los Angeles City Council.

• Business Tax Holiday (Englander): Extends for an additional three years the business tax exemption for new businesses entering the city.

• Comprehensive Zoning Code Revision (City Planning Department): Creates a completely new Zoning Code for the City of LA to provide a better framework for analyzing the merits of proposed development projects.

• Development Projects Requiring Multiple Approvals (Englander): Creates consistent procedures for reviews of projects requiring multiple permit and variance approvals.

• Farmer’s Field (Perry): Establishes a contract with AEG to invest $1 billion for a new football stadium in the City of LA and $300 million to renovate the LA Convention Center.

• NBCUniversal Evolution Plan (City Planning Department): Allows NBCUniversal to further develop its Universal City commercial property, which is anticipated to create 31,000 construction jobs and 12,000 permanent jobs in the San Fernando Valley.

• The Village at Westfield Topanga (Zine): Replaces six existing commercial buildings at Westfield Topanga with a new shopping center, commercial office space, a premier hotel and new restaurant and grocery options for the Warner Center community.

LA Business Tax Advisory Committee Chair
LA City Attorney Carmen Trutanich

LA Community College District Trustee
Mona Field
Glendale City Councilmember
Laura Friedman
Calabasas Mayor Pro Tem Fred Gaines
LA Unified School District Board of Education Member Tamar Galatzan
LA City Councilmember Eric Garcetti
LA City Controller Wendy Greuel
Pasadena City Councilmember
Chris Holden
LA City Councilmember Paul Koretz
LA City Councilmember Paul Krekorian
LA City Councilmember Tom LaBonge
Calabasas Mayor Mary Sue Maurer
LA Unified School District Board of Education Member Nury Martinez
LA City Councilmember Jan Perry
LA Community College District Trustee
Miguel Santiago
LA City Attorney Carmen Trutanich

Public Officials

LA Community College District President
Steve Veres
LA City Mayor Antonio Villaraigosa
LA City Councilmember Herb Wesson
LA County Supervisor Zev Yaroslavsky
LA Unified School District Board Member
Steve Zimmer
LA City Councilmember Dennis Zine

LA Department of City Planning
General Manager Michael LoGrande
Small Business Administration
Administrator Karen Mills
LA Department of Water & Power
General Manager Ron Nichols
LA Department of Building & Safety
General Manager Bud Ovrom
CA Earthquake Authority CEO
Glenn Pomeroy
Van Nuys Airport General Manager
Jess Romo
LA City Administrative Officer
Miguel Santana
LA Metropolitan Transportation Authority
Deputy CEO Paul Taylor
CA Deputy Insurance Commissioner
Byron Tucker
LA Bureau of Sanitation General Manager
Enrique Zaldivar

Valley Industry & Commerce Association | Annual Report 2012
VICA IN ACTION

Pension Reform
Worked toward reforming the California employees’ pension system with the passage of AB 340 and AB 197. While this is a substantial reform, VICA will continue to work toward more changes in the system.

Entertainment
Encouraged more film, television and commercial production in California by sponsoring a bill that extends the California Film Tax Credit program through 2017.

Worked to protect the business of the recording arts industry by supporting bills that would create a task force to identify media pirating and sales of illegally copied materials, and increase punishments for these crimes.

Insurance
Worked to prevent a single-payer insurance system from being enacted. This bill would have cost the state $42 billion in the first year alone.

Defeated a bill to award damages to injured persons up to the value of their medical care, even when the amount would exceed the actual costs paid for that care.

Employment
Protected the rights of employers to consider an applicant’s unemployed status during the hiring process. The provision was removed from the bill.

Taxes
Preserved the integrity of Proposition 13 by stopping a ploy to eliminate protections against unfair commercial property taxes.

Worked to extend a business tax holiday for new businesses in Los Angeles. This holiday will encourage new business growth in the region.

Advocated for business tax exemptions for new car dealers and technology companies in Los Angeles to urge car dealers and tech developers to invest in the region.

Business Expenditures
Defeated a bill that would have put onerous requirements on businesses to disclose corporate political expenditures. The bill was an attempt to shame corporations out of sponsoring political advertisements.

Supported small business by helping to limit the dates that new regulations can go into effect and ease their compliance costs.

Local Business
Helped to protect Van Nuys airport operators from an extended closure of the airport’s main runway.

Celebrated Valley business and mainstays during the annual Hall of Fame awards. Those honored included Kaiser Permanente, Edgar Rice Burroughs, Casa Vega, Los Angeles Valley College and Universal Studios.

Supported legislative approval of major Valley construction projects, including The Village at Westfield Topanga, NBCUniversal Evolution Plan, Hidden Creeks Estates and Preserve, and Il Villagio Toscano, as well as regionally-significant projects including Farmers Field football stadium, Paramount Pictures Hollywood Project and BNSF Railway’s Southern California International Gateway.

Advocated for inclusion of more San Fernando Valley projects in The Southern California Association of Government’s Regional Transportation Plan.

Land Use
Advocated for CEQA reform that would streamline review procedures for land use projects requiring multiple permit and variance approvals.
12 LEGISLATIVE PRIORITIES FOR 2012

In 2012 VICA pledged to:

1. Support public pension reform and address raising the retirement age, banning abusive practices such as “spiking” and “double dipping” and ensuring that public employees pay their fair share of pension costs.

2. Lead the effort for business tax reform in the City of Los Angeles, including the elimination of the business tax.

3. Push for California Environmental Quality Act reform in order to eliminate project delays from external factors for political, business or personal purposes and extend AB 900 provisions to all projects.

4. Lead efforts towards renovating key sections of the 101 and 405 freeways to relieve bottlenecks, increase roadway safety and enable quicker, more efficient transportation between the San Fernando Valley, downtown Los Angeles and the Westside.

5. Advocate for a faster investment timeline for the $40 billion secured through Measure R to speed up construction of major transportation projects in the greater San Fernando Valley.

6. Work on expanding the State Film Production Tax credit to encourage more production in the state of California for films, TV and commercial production as well as create $3 in jobs for every $1 invested.

7. Play an active role in assisting the planning process for the $1 billion in funding for the 405 Corridor Mass Transit project through the Sepulveda Pass as part of America’s Fast Forward.

8. Take the lead in supporting the City of Los Angeles Planning Department’s efforts to consolidate the city zoning code and other long overdue reforms to make the system work again.

9. Make strides towards addressing California’s chronic water shortage to ensure that all Californians have an adequate and reliable source of water.

10. Reinstate the flexible work week by allowing employees to work 40 hours during a given week instead of the current 8-hour workday.

11. Call for the modernization of the Los Angeles International Airport’s terminals, airfield, and passenger amenities to create a more pleasant travel experience.

12. Request that the Legislature assess the higher education funding structure to better utilize federal funding mechanisms and balance public investment with affordability for students and their families.
2012 ELECTION

This year marked a national election, as Californians voted for more than 150 national and state positions, and 11 ballot measures.

VICA carefully reviewed the ballot items for both the June primary and November general election, and voters sided with VICA on most issues.

Debates

This year VICA hosted a series of debates, including a “Debate-A-Palooza” with the candidates for the 30th Congressional District and 27th State Senate District. Individual debates were held for the 28th Assembly District, 39th Assembly District, and 46th Assembly District.

June Primary

VICA supported measure on term limits

For years VICA has advocated for revising the term limits system for the State Legislature. Voters approved Proposition 28, which reduced the total number of years a politician can serve in the California State Legislature from 14 years to 12 years while permitting a legislator to serve these 12 years in the California State Senate or the California State Assembly.

November General Election

Six of 10 statewide propositions went VICA’s way

Six of the 10 statewide propositions followed VICA’s endorsements. Proposition 30 succeeded in the polls, creating temporary tax increases to prevent further cuts to K-12 and higher education as well as local public safety programs. Proposition 32 planned to prohibit direct contributions to political candidates by unions and corporations, but was shot down because of its attack on fair participation in political activities. Proposition 37 also failed in the polls, since its plan to mandate labeling of genetically engineered foods was based on unsubstantiated claims and would have caused an undue burden on growers and food manufacturers. Voters realized that the tax increase offered by Proposition 38 to fund K-12 education and early childhood programs would have led to increased cuts to higher education and would have no effect on the state budget. Proposition 39’s victory ensures that out-of-state companies will pay tax on a percentage of their sales in California, benefitting California businesses’ competitiveness and the budget deficit. Finally, Proposition 40 validated the Citizen’s Redistricting Commission maps for the State Senate Redistricting Plan, which was drawn by independent citizens without political party influence.

Candidates who met with VICA:

- Richard Alarcón (AD 39)
- Howard Berman (CA 30)
- Raul Bocanegra (AD 39)
- Dianne Feinstein (U.S. Senate)
- Edward Headington (AD 38)
- Laurette Healey (AD 46)
- Brian Johnson (AD 46)
- Andrew Lachman (AD 46)
- Patricia McKeon (AD 38)
- Adrin Nazarian (AD 46)
- Fran Pavley (SD 27)
- Brad Sherman (CA 30)
- Paul Strickland (AD 38)
- Scott Wilk (AD 38)
- Todd Zink (SD 27)

Assembly candidates Patricia McKeon, Paul Strickland, Edward Headington and Scott Wilk during an AD 38 debate sponsored by VICA, the Santa Clarita Chamber of Commerce and Valley Industry Association.
NEW MEMBERS IN 2012

- AAA TLC Healthcare
- The Adult Skills Center
- Allen Matkins Leck Gamble Mallory & Natsis
- Altria Client Services
- John W Bradley
- California Bank & Trust
- California Commerce Club, Inc.
- California Lutheran University
- Carfax
- CBS Outdoor
- Christina Hounanian Consulting
- Clark & Karsh
- Coca Cola Bottling Company
- Columbia Hollywood College
- Dart Container Corp.
- Emerson & Associates
- ExxonMobil
- Farmers Insurance group
- Fifteen Group
- Free Speech Coalition
- Freeman Public Affairs
- Fueling California
- Galpin Motors
- Glendale Arts & Alex Theatre
- Greer Dailey
- Harper Management
- Hollywood /Los Angeles Beautification Team
- Hotel Association of Los Angeles
- HWDS & Associates
- Jay A Goldberg
- Jeffer, Mangels, Butler & Mitchell
- JLM Staffing Solutions
- John Cromwell Consulting
- Just Deals Online Inc.
- The Lancaster Law Group
- Leavitt Insurance Services of Los Angeles
- Lee & Lee Associates LA/Ventura Inc.
- Leukemia & Lymphoma Society
- Los Angeles Jewish Home for the Aging
- Los Angeles Police Protective League
- Michael Sullivan & Associates
- Millenium Dance Complex
- Morris and Swanson
- Motion Picture Association of America
- National University
- Occidental Petroleum Corp.
- Premier Solutions International
- PriceWaterhouseCoopers LLP
- Restaurant Depot
- Roxborough, Pomerance, Nye & Adreani
- San Fernando Valley Bar Association
- San Fernando Valley Rescue Mission
- Shalev Senior Living
- Sugerman Communications Group
- Therapeutic Living Centers for the Blind
- Tierra del Sol Foundation
- Trujillo/Caston Solutions
- Valero
- Valley Cultural Center
- Volt Workforce Solutions
- Western States Petroleum Association
### SPONSORS + SUPPORTERS

**President’s Circle**
- Daily News
- San Fernando Valley Business Journal
- NBCUniversal
- Wells Fargo
- Department of Water & Power

**Premier Partners**
- Business Life
- CHASE
- PacFed
- Pacific Federal
- Thomas Group
- US Bank
- Vons
- Woodbury University

**Platinum Members**
- AT&T
- Clear Channel
- Health Net
- Kaiser Permanente
- Microsoft
- Native American Health Center
- Time Warner Cable
- Southwest
- Valley Presbyterian Hospital
- State Farm

**Gold Members**
- California State University, Northridge
- Cerrell Associates
- Clay Lacy Aviation
- Metropolitan Water District
- Ralphs Grocery Company
- Van Nuys Airport
- The Walt Disney Company

**Silver Members**
- ACS, A Xerox Company
- AEG
- Airbus Americas, Inc.
- Anthem Blue Cross
- Bank of America
- BNSF Railway Company
- Bobrick Washroom Equipment, Inc.
- The Boeing Company
- California Commerce Club, Inc.
- California Lutheran University
- CBS Outdoor, Inc.
- Chevron Products Company
- City of Hope
- First California Bank
- Fueling California
- Granada Hills Charter High School
- Home Depot
- Latham & Watkins
- Lewitt, Hackman, Shapiro, Marshall & Harlan
- Los Angeles Valley College
- Metro
- Motion Picture Association of America, Inc.
- Northridge Hospital Medical Center
- Occidental Petroleum Corporation
- Paul Hastings LLP
- PriceWaterhouse Coopers LLP
- Republic Services
- Restaurant Depot
- Shangri La Construction
- Southern California Edison
- USI of Southern California Insurance Services, Inc.
- Waste Management Inc.
- Westfield Corporation, Inc.

**Bronze Members**
- The Afriat Consulting Group, Inc.
- Alston & Bird LLP
- Altria Client Services, Inc.
- Anheuser-Busch, Inc.
- Armbruster Goldsmith & Delvac LLP
- California Commerce Club, Inc.
- California Lutheran University
- CBS Outdoor, Inc.
- Chevron Products Company
- City of Hope
- First California Bank
- Fueling California
- Granada Hills Charter High School
- Habitat for Humanity of San Fernando/Santa Clarita Valleys
- High Lantern Group
- Hilton Universal City and Towers
- ITT Technical Institute
- Kirsch, Kohn & Bridge LLP
- Los Angeles Marriott, Burbank Airport
- Los Angeles Police Protective League
- Los Angeles Tourism & Convention Board
- Mayer Brown LLP
- New Horizons
- Northrop Grumman Corp., Navigation Systems Division
- Quallion LLC
- Sheraton Universal Hotel
- Sony Pictures Entertainment
- Stay Green Inc.
- Sugerman Communications Group
- Superior Group
- The Tech Consultants, LLC
- Trammell Crow Company
- UCLA Governmental & Community Relations
- Verizon
- Vulcan Materials Company
- Western Bagel Baking Corporation
VICA events drew record crowds in 2012 and continued to connect members with candidates, business leaders and officeholders.

State Officeholders Dinner

February 20
PRESENTED BY: NBCUNIVERSAL

Sixteen state elected officials joined more than 200 VICA members for VICA’s State Officeholders Dinner. Officeholders spun the Wheel of Questions and shared personal stories, lawmaking insight, possible alternative career paths and important public policy issues that impact businesses.

VICA thanks the following state officeholders who attended:

**CONTROLLER**
• John Chiang

**SECRETARY OF STATE**
• Debra Bowen

**SENATE PRO TEMPORE**
• Darrell Steinberg

**SENATORS**
• Kevin de León
• Ted Lieu
• Fran Pavley

**ASSEMBLYMEMBERS**
• Bob Blumenfield
• Roger Dickinson
• Tim Donnelly
• Mike Feuer
• Felipe Fuentes
• Fiona Ma
• Holly Mitchell
• Anthony Portantino
• Bob Wieckowski
• Das Williams

San Fernando Valley Business Hall of Fame

June 7
PRESENTED BY: JP MORGAN CHASE, THOMAS PROPERTIES GROUP, INC. 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.

2012 Inductees:
• Edgar Rice Burroughs
• Casa Vega
• Kaiser Permanente
• Los Angeles Valley College
• Universal Studios

At the 2012 San Fernando Valley Business Hall of Fame, Casa Vega was the small business honoree.
Local Officeholders Luncheon
August 16
PRESENTED BY: NBCUNIVERSAL AND VONS

Elected officials from Los Angeles County, the City of Los Angeles and surrounding cities, and local boards of education joined VICA members for the annual Local Officeholders Luncheon at The Beverly Garland. There were more than 24 officeholders in attendance to discuss transportation, education funding, government transparency and various local ordinances and ballot issues.

Los Angeles County
SUPERVISORS
• Michael Antonovich
• Zev Yaroslavsky

City of Los Angeles
DISTRICT ATTORNEY
• Steve Cooley
CITY CONTROLLER
• Wendy Greuel
CITY ATTORNEY
• Carmen Trutanich
COUNCILMEMBERS
• Joe Buscaino
• Tony Cardenas
• Mitchell Englander
• Eric Garcetti
• Paul Krekorian
• Paul Koretz
• Tom LaBonge
• Jan Perry
• Herb Wesson
• Dennis Zine

City of Calabasas
MAYOR
• Mary Sue Maurer
MAYOR PRO TEM
• Fred Gaines

City of Glendale
COUNCILMEMBER
• Laura Friedman
L.A. Community College District
BOARD PRESIDENT
• Miguel Santiago
TRUSTEES
• Mona Field
• Steve Veres
L.A. Unified School District
BOARD MEMBERS
• Tamar Galatzan
• Nury Martinez
• Steve Zimmer

Business Forecast Conference
October 19
PRESENTED BY: WELLS FARGO & WOODBURY UNIVERSITY

Airbus Americas, Inc. Chairman Allan McArtor declared that Southern California is ripe and ready for resurgence in the aerospace industry. During the luncheon portion of VICA’s 24th annual Business Forecast Conference (BFC), McArtor noted that the Los Angeles region is perfectly poised to grow the state economy with advanced manufacturing and our proximity to numerous airports.

Staying with the theme of the afternoon’s event, Cleared for Takeoff, McArtor touched on Airbus’s growth and accomplishments, as well as the expansion of LAX. “Southern California is an attractive region for manufacturing due to the skills, dependability and schools,” he said, explaining Airbus’s investment in the area. McArtor also commended VICA for its strong advocacy efforts. “VICA is one of the most powerful business organizations in the country,” he declared, as he started his luncheon address.
California Governor Jerry Brown also spoke at the event to thank VICA for their support of his ballot initiative, Proposition 30. He called for the rest of the business community to follow in VICA's footsteps and support Prop. 30.

Expert economists offered their view of the coming year’s outlook during the breakfast forecast panel at VICA’s BFC. Despite the theme of the event, the overall tone was pessimistic, though sprinkled with bits of optimism.

William Roberts (San Fernando Valley Economic Research Center at CSU, Northridge) closed the discussion with notes on the local economy. Though relatively pessimistic about issues surrounding the state budget and government impact on business, he did offer optimistic reports on the housing and construction industries making a slow recovery. Gary Schlossberg (Wells Capital Management) offered a modest view of the economy, though tried to remain optimistic in the process.

Demosthenes Vardiabasis (Pepperdine University) spoke on the importance of innovation, entertainment and tourism to the California economy. He offered interesting views on the European economic crisis and the impact of debt, particularly Chinese debt, on the American economy. Don St. Clair of Woodbury University served as the panel moderator.

**BREAKOUT SESSIONS**

**Battle Royale—Are the Odds in their Favor?**

The political experts discussed everything from legislative races to their predictions for the Presidential election. Redistricting was a hot topic as the panelists discussed the possible negative consequences associated with changing constituent bases.

**Death and Taxes—2012 Ballot Initiatives**

Attendees were given a unique insider's perspective on the state initiative process and what to expect come Election Day. This panel was moderated by Fiona Hutton, Fiona Hutton & Associates, Inc. Members heard the expert opinions of panelists Brandon Castillo, Bicker, Castillo & Fairbanks; Christine Aghassi, The Dolphin Group; and Roger Salazar, Mercury Public Affairs.

**Running On Empty**

Agreeing on the need for California to seek out cleaner, renewable alternative fuels for the state, panelists discussed the implementation of AB 32 and climate change regulations. Hector Madariaga, Southern California Gas Company, moderated panelists Jamie Hall, CalSTART; Robert Sturtz, United Airlines; and Catherine Reheis-Boyd, Western States Petroleum Association.

**Sinking In Quicksand**

Janelle Bieler, Manpower, moderated the panel that discussed how California businesses have been driven across state lines by incessant regulations imposed by state bureaucrats. California State
Assemblymember Tim Donnelly; Wendy Mitchell, WM Consulting, Inc.; Dorothy Rothrock, California Manufacturing and Technology Association; and Kim Stone, Civil Justice Association of California, spoke on the over-regulation and the difficulties of doing business in the state. They stressed that the state’s leadership does not believe that California has a “regulation problem” or a bad business climate.

The Right Prescription?
The Affordable Care Act is possibly the most significant change in the healthcare industry since Medicare. Panelists Jim Lott, Hospital Association of Southern California; Herb Schultz, U.S. Department of Health and Human Services; Jessica Waltman, National Association of Health Underwriters; and Bill Wehrle, Kaiser Permanente informed attendees of the implications this reform will have on businesses and employees, along with its biggest myths. There was also an explanation of the Health Benefits Exchanges, how and when they would be set up, and how they are expected to work. The discussion was moderated by Michael Turpin, USI Insurance Services.

Back to Black-
The Need for Pension Reform
Following the passage of the recent pension reform bill, AB 340, this panel discussed the need for state leaders to continue moving forward with changes to the California Public Employees Retirement System (CalPERS) and California State Teachers Retirement System (CalSTRS). Expert opinions came from Marcia Fritz, California Foundation for Fiscal Responsibility; Tyler Izen, L.A. Police Protective League; California State Assemblymember Cameron Smyth; and Adam Summers, Reason Foundation and moderated by Coby King, Ek & Ek.

Casting Your Mobile Net
Mobile experts Bridget Ayers, Get Smart Web Consulting; David Chou, Microsoft; and Eric Wise, Avenue Mobile (an ISBX Company), spoke to attendees about building a company brand and using that brand across all media platforms. Panelists also discussed the need for mobile strategy and mobile websites. These technology specialists were moderated by Shayna Englin, Fission Strategy.

Move It! Move It!
Javier Angulo, Walmart, moderated the conversation about Southern California’s position as the second biggest retail market in the country. Panelists Chris Chase, Port of Los Angeles; Dr. John Husing, Economics & Politics, Inc.; Scott Moore, Union Pacific Railroad; and Chris Shimoda, California Trucking Association stressed that the region is one of the best places for importing goods. Experts also discussed the minimal impact that the expansion of the Panama Canal is expected to have on Southern California and our ports, and the expectation that the railroads will continue to grow throughout the region.

Annual Meeting
December 6
PRESENTED BY: PRATT & WHITNEY ROCKETDYNE, INC. AND SAN FERNANDO VALLEY BUSINESS JOURNAL
VICA’s 63rd Annual Meeting honored exceptional VICA members, installed a new board of directors and named David Adelman (Greenberg & Bass LLP) as the board chair for a second year.
Peter Lowy, co-chief executive officer of the Westfield Group, provided the keynote address. As the head of the financial department of Westfield, Lowy described the challenges of running a global company and how Westfield is investing more capital in its larger markets — Los Angeles, New York, London, and Sydney.

VICA also presented awards to some of its notable members. Mel Kohn (Kirsch, Kohn & Bridge LLP) received the President’s Award for his dedication to VICA for the last 15 years. Greg Lippe (Gregory N. Lippe Accountancy Corp.) received the Harmon Ballin Community Service Award. 2012’s Robert E. Gibson Corporate Award of Excellence went to Time Warner Cable.

VICA elected and installed its 2013 board of directors and officers at the meeting.

The luncheon was presented by Pratt & Whitney Rocketdyne and the San Fernando Valley Business Journal. It was held at the Burbank Airport Marriott. Attendees brought toys to donate to Haven Hills.

Leaders Forum
VICA’s Leaders Forums provide members the opportunity to hear from prominent public figures and ask questions face-to-face. In its fourth year, the luncheon series featured a few state and federal elected officials, including, California Attorney General Kamala Harris, California Lieutenant Governor Gavin Newsom and Senator Dianne Feinstein. VICA also hosted two debates in a Leaders Forum event called Debate-A-Palooza, featuring Congressional candidates Rep. Howard Berman and Rep. Brad Sherman and State Senate candidates Senator Fran Pavley and Lt. Colonel Todd Zink.

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 2012, VICA hosted four After Dark events featuring: L.A. County Supervisor Michael Antonovich, L.A. City Councilman Joe Buscaino, State Senator Alex Padilla and Assemblymember Felipe Fuentes.

Newsmaker Connections
VICA’s Newsmaker Connections offer members an opportunity to address elected officials and public administrators. In 2012, Newsmaker Connections featured a debate between 46th Assembly District Candidates, Laurette Healey, Brian Johnson, Andrew Lachman and Adrin Nazarian. VICA also co-hosted a debate for AD 38 candidates, Edward Headington, Patricia McKeon, Paul Strickland and Scott Wilk. Other participants in our Newsmaker Connections include a debate between Raul Bocanegra and L.A. City Councilmember Richard Alarcón, and individual events with L.A. City Councilmember Dennis Zine, Los Angeles Department of Water and Power General Manager Ron Nichols and Assemblymember Bill Monning.
MEDIA HIGHLIGHTS

Valley Industry & Commerce Association | Annual Report 2012

Los Angeles Times
Panel passes L.A. City Council redistricting plan
Feb. 24—The Los Angeles Redistricting Commission voted to approve new maps for city council districts despite criticism from residents, VICA and similar organizations. The panel abandoned its plans to create a sixth council district in the San Fernando Valley which would have probably reduced the number of Latino council members from five to four. The new boundaries are expected to increase the chances of an Asian American winning a council seat.

Daily News
L.A. Mayor Villaraigosa urges Congress to pass transportation bill
Mar. 22—VICA supported Mayor Villaraigosa’s effort to pass a transportation bill that would speed up the construction of several L.A. County highway and rail projects. Congress approved a bill that would allow municipalities to get flexible, low-interest loans from the government, fund 12 projects in the L.A. region and reduce the project completion period from 30 to 10 years. VICA Chair David Adelman said expediting Measure R would mean, “Twenty years of reduced traffic congestion, lower taxes, lower emissions and increased business productivity, during which the quality of all of our lives would be vastly improved.”

MTA reworking plans for San Fernando Valley Metro line
Apr. 10—With VICA pushing for alternative routes for a transit corridor along Ventura Blvd. to the 210 freeway, the Metropolitan Transportation Authority began reworking plans to build a new north-south transit service in the eastern San Fernando Valley. Stuart Waldman discussed how a line along Van Nuys and Sepulveda would be more beneficial to the area.

Daily News
Gross Receipts Tax disappoints business
May 7—A city advisory committee recommended getting rid of the gross receipts tax in a phase-out over 15 years. VICA has suggested eliminating the gross receipts tax for years and has formed its Ax the Tax coalition to gain support among those who oppose charging companies to engage in commerce within the City of Los Angeles. “This may not be enough to keep businesses that are now leaning toward leaving the city,” said VICA President Stuart Waldman.

Environmental Report for NFL stadium in downtown L.A. blasted
June 4—VICA and other business groups supported the environmental impact report presented by Anschutz Entertainment Group (AEG) for the proposed downtown stadium at a city council meeting. “Farmers Field would serve as a catalyst for the further economic revitalization,” said VICA President Stuart Waldman. Environmental groups and unions spoke in opposition of the report. The 10,000 page document outlined traffic, noise and glare expected from the stadium.

Daily News
Labor and business groups push for LAX modernization plan
July 15—VICA is among a coalition of powerful business organizations pushing for the modernization of the Los Angeles International Airport. The FIX LAX NOW coalition is advocating for a plan to improve the northern runways as well as complete necessary infrastructure, transportation and ground improvements in order to
remain competitive. The group has launched a campaign to express their support to neighborhood organizations, civic leaders and the Los Angeles City Council.

**Daily News**

**Food Container Ban will cost state hundreds of jobs**

**Aug. 24**—VICA strongly opposed Sen. Alan Lowenthal’s proposal to ban the use of polystyrene foam food packaging or “Styrofoam” and encouraged the Legislature to undertake a full economic influence analysis of the proposal. According to VICA President Stuart Waldman, the alternatives to these products cost two to three times more than the currently-used containers and the ban would cost California nearly 1000 jobs. He argued that we should be creating more jobs, not eliminating them, and that the ban would increase costs for small businesses and do nothing to improve the environment.

**Sacramento Gives Final Approval of $200 Million, Two-Year Tax Credit Extension**

**Sept. 1**—A bill to extend the California Film Tax Credit Program through 2017 was passed through the Legislature. It was designed to keep movie and TV productions, and subsequently thousands of jobs, in the state. “Assemblymember Fuentes is leading the way in growing the California economy. Extending these critical tax credits will help retain our state’s fundamental industry and the millions of jobs it creates,” said Stuart Waldman.

**LA City Council takes another step towards Pension Reform**

**Sept. 26**—VICA’s Doug Arseneault addressed the Los Angeles City Council in favor of the proposed pension reform plan for new city employees. The plan, which was ultimately dropped because enough signatures could not be collected by the Dec. 28 deadline, would have increased the retirement age from 55 to 65 for civilian employees. If approved, the city could have saved as much as $4.3 billion over 30 years.

**California Proposition 39: Closing out-of-state corporation tax loophole**

**Oct. 23**—California Proposition 39, which eliminates a tax loophole granted to out-of-state corporations doing business in California, was approved in the November election. VICA took a supportive stance in favor of Prop. 39, and VICA Chair David Adelman spoke out on its behalf. “If corporations want to take advantage of the marketplace that we have here, they should be forced to play on the same playing field, on a level playing field, with the corporations that are located here,” said Adelman. Prop. 39 will force every company doing business in California to base their taxes on the income generated in the state.

**Los Angeles Times**

**Voters back pension plan over tax hike**

**Dec. 4**—In addition to the sales tax increase passed in the November election, another sales tax hike will be put on the March 5 ballot. The measure would add a half-cent tax to every dollar of purchases made in Los Angeles. VICA President Stuart Waldman predicted that the tax will be rejected in the upcoming election despite voters’ enthusiastic response to the Measure J tax retention and Proposition 30.
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LISA FERRERAS  
Communications Manager

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Membership Coordinator

HELENE CHEMEL  
Membership Coordinator

KATIE NORRIS  
Executive Assistant
## 2012 Financial Summary

### Revenue

<table>
<thead>
<tr>
<th>Event</th>
<th>JAN-DEC '12</th>
<th>'12 Budget</th>
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<tr>
<td>After Dark</td>
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<td>Annual Meeting</td>
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<td>Sacramento</td>
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### Membership Dues

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<td>Voluntary Donations</td>
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### Other Revenue

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<td>Other Revenue - Other</td>
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### Total Revenue

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### Expense

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<td>Sacramento</td>
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<td><strong>Total Event Expenses</strong></td>
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### Operational Expenses

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<tr>
<td>Telephone, Telecommunications</td>
<td>9,244.36</td>
<td>8,800.00</td>
</tr>
<tr>
<td>Website</td>
<td>8,819.10</td>
<td>4,000.00</td>
</tr>
<tr>
<td><strong>Total Operational Expenses</strong></td>
<td><strong>626,438.42</strong></td>
<td><strong>638,928.00</strong></td>
</tr>
</tbody>
</table>

### Total Expense

<table>
<thead>
<tr>
<th></th>
<th>JAN-DEC '12</th>
<th>'12 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL EXPENSE</strong></td>
<td><strong>914,755.23</strong></td>
<td><strong>852,028.00</strong></td>
</tr>
</tbody>
</table>

### Net Income

<table>
<thead>
<tr>
<th></th>
<th>JAN-DEC '12</th>
<th>'12 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Income</strong></td>
<td><strong>6,288.64</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>