VICA charges on in 2009 despite difficult economic climate

In 2009, VICA managed to succeed in the middle of the worst economic conditions since the Great Depression. VICA's membership grew while other business organizations saw participation dwindle and event attendance remained consistent. VICA even managed to introduce a new event series and increase its advocacy efforts.

**Access to leaders**

In 2009 VICA introduced a new event series. VICA's Leaders Forum highlights noted officials and public figures. The breakfast or lunch events allow VICA members to hear from well-known leaders and ask candid questions. The first three Leaders Forums were held in 2009 and featured Assembly Speaker Karen Bass, former Congressman Tom Campbell and San Francisco Mayor Gavin Newsom. Campbell and Newsom were both candidates for Governor at the time of their appearance.

**Providing the business voice**

During the year VICA made two advocacy trips to Washington, D.C. in addition to its monthly Sacramento trips and ongoing presence at L.A. City Hall. While at the nation’s capitol, VICA pressed lawmakers on the issues most important to the business community. One entire trip was dedicated to ‘card check’ legislation, which would have established a union when the majority of workers signed consent cards. This bill would have been devastating to employers, locking them in collective bargaining agreements, and would have exposed employees to intimidation and coercion.

**Successful advocacy**

VICA’s efforts to keep the entertainment industry in California, one of the region’s most significant economic engines, gained an important victory. VICA was successful in advocating for legislation that established $500 million in tax credits to encourage film and television productions to stay in the state. The incentives have been the reason many productions decided to film locally, saving hundreds of jobs. VICA worked to defeat a state bill that would have extended sick leave to all part-time employees, a result that would have been costly to employers and led to workforce reductions. VICA was also key to the failure of Measure B, an incomplete and poorly-written initiative that would have cost water and power ratepayers as much as $3 billion.

The mission of the Valley Industry & Commerce Association (VICA) is to enhance the economic vitality of the greater San Fernando Valley region by advocating for a better business climate and quality of life.
Financial Report

Revenue

<table>
<thead>
<tr>
<th>Events</th>
<th>Total Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>After Dark</td>
<td>9,684.28</td>
</tr>
<tr>
<td>Annual Meeting</td>
<td>47,465.18</td>
</tr>
<tr>
<td>BFC</td>
<td>138,149.10</td>
</tr>
<tr>
<td>Board Fees</td>
<td>93,650.32</td>
</tr>
<tr>
<td>Committee Meetings</td>
<td>1,062.49</td>
</tr>
<tr>
<td>DC Trip</td>
<td>27,339.56</td>
</tr>
<tr>
<td>Government Handbook</td>
<td>34,586.00</td>
</tr>
<tr>
<td>Hall of Fame Dinner</td>
<td>121,923.21</td>
</tr>
<tr>
<td>Leaders Forums</td>
<td>10,850.00</td>
</tr>
<tr>
<td>Local Luncheon</td>
<td>48,781.43</td>
</tr>
<tr>
<td>Newsmaker Connections</td>
<td>2,227.14</td>
</tr>
<tr>
<td>Sacramento</td>
<td>1,545.00</td>
</tr>
<tr>
<td>State Dinner</td>
<td>47,021.44</td>
</tr>
<tr>
<td>Total Events</td>
<td>584,335.15</td>
</tr>
</tbody>
</table>

Membership Dues

| Unallocated Investment       | 3,536.24      |
| Voluntary Donations          | 57,040.00     |
| Membership Dues - Other      | 115,285.74    |
| Total Membership Dues        | 175,861.98    |

Other Revenue

| Interest                     | 3,536.24      |
| Other Revenue                | 255.00        |
| Total Other Revenue          | 4,243.39      |

Total Income

| Total Income                  | 764,440.52    |

Net Income*

| Net Income*                   | 184.52        |

Expense

<table>
<thead>
<tr>
<th>Event Expenses</th>
<th>Total Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>After Dark</td>
<td>2,877.42</td>
</tr>
<tr>
<td>Annual Meeting</td>
<td>20,319.55</td>
</tr>
<tr>
<td>BFC</td>
<td>63,297.51</td>
</tr>
<tr>
<td>Board</td>
<td>900.00</td>
</tr>
<tr>
<td>Committee</td>
<td>2,372.89</td>
</tr>
<tr>
<td>DC Trip</td>
<td>17,167.73</td>
</tr>
<tr>
<td>Government Handbook</td>
<td>8,440.78</td>
</tr>
<tr>
<td>Hall of Fame Dinner</td>
<td>61,352.62</td>
</tr>
<tr>
<td>Leaders Forum</td>
<td>7,699.16</td>
</tr>
<tr>
<td>Local Luncheon</td>
<td>9,612.88</td>
</tr>
<tr>
<td>Newsmaker Connection</td>
<td>1,062.40</td>
</tr>
<tr>
<td>Sacramento</td>
<td>1,183.15</td>
</tr>
<tr>
<td>State Dinner</td>
<td>4,990.88</td>
</tr>
<tr>
<td>Total Event Expenses</td>
<td>201,276.97</td>
</tr>
</tbody>
</table>

Operational Expenses

| Advertising & Marketing       | 5,543.75      |
| Computer Copier Maintenance   | 15,708.57     |
| Computer Hardware/Software    | 7,993.16      |
| Consulting Fees               | 5,100.00      |
| Credit Card Fees              | 4,851.28      |
| Total Employee Costs          | 397,788.47    |
| Gifts/Plaques-NonEvent        | 1,714.00      |
| Insurance                     | 33,681.80     |
| Meetings/Conferences-assorted| 4,833.71      |
| Membership Fees, Contribution | 1,760.00      |
| Mileage/Travel-NonEvent       | 5,256.60      |
| Office Supplies               | 7,338.13      |
| Postage, Messenger            | 9,161.06      |
| Presidents Expense            | 929.95        |
| Printing & Graphics-NonEvent  | 2,360.81      |
| Rent                          | 43,270.00     |
| Subscriptions                 | 1,847.02      |
| Taxes and Licenses            | 353.40        |
| Telephone, Telecommunications | 8,278.29      |
| Website                       | 5,207.03      |
| Total Operational Expenses    | 562,979.03    |

2009 Committees

Aviation
Chair: Bob Rodine, The Polaris Group
Co-Chair: James Dunn, Airtel Plaza Hotel & Conference Center

Education & Workforce
Chair: Don St. Clair, Woodbury University
Co-Chairs: Robert Garber, Los Angeles Pierce College
Michael Olenick, Child Care Resource Center

Environment, Energy & Utilities
Chair: Carolyn Casavian, West Coast Environmental & Engineering
Co-Chairs: Jacque McMillan, Metropolitan Water District
Joe Mosca, Southern California Gas Company
Ralph Tarr, Andrews Kurth LLP

Entertainment
Chair: Steve Nissen, NBC Universal
Co-Chairs: Todd Lindgren, FilmL.A., Inc.
David Phelps, Assoc. of Independent Commercial Producers

Government Affairs
Chair: Steve Aflak, The Aflak Consulting Group
Co-Chair: Jan Sobel, Boys & Girls Club of the West Valley

Healthcare
Chair: Susan Ng, Kaiser Permanente
Co-Chair: Cathy Dickson, Community Bank

Land Use
Chair: Edgar Khalatian, Paul, Hastings, Janofsky & Walker LLP
Co-Chair: Josh Gertler, Consensus Inc.

Membership
Chair: David Adelman, Greenberg & Bass LLP
Co-Chair: Jason Horstman, Bank of the West

Transportation
Chair: Coby King, The MWW Group
Co-Chair: Jeff McConnell, Arnie Berghoff & Associates

Thank you to our Premier Partners

Wells Fargo
Woodbury University
San Fernando Valley Business Journal
Southwest
Daily News
Pratt & Whitney

Public officials who met with VICA in 2009 (partial list):

Federal Officeholders
Xavier Becerra • Howard Berman
Barbara Boxer • Dennis Cardoza • Judy Chu • Dianne Feinstein • Elton Gallegly
Buck McKeon • Adam Schiff • Joe Sestak
Brad Sherman

State Officeholders
Tom Ammiano • Bob Blumenfield
Julia Brownley • Anna Caballero • Charles Calderon • John Chiang • Mike Davis
Hector De La Torre • Kevin de León
Mike Eng • Mike Feuer • Felipe Fuentes
John Garamendi • Iadood Hall • Jerry Hill
Paul Krekorian • Ted Lieu • Carol Liu
Pedro Nava • Jack O’Connel • Alex Padilla
Fran Pavly • John Perez • Steve Poizner
Anthony Portantino • George Runner
Arnold Schwarzenegger • Cameron Smyth
Darrell Steinberg • Audrey Strickland • Tony Strickland • Tom Torlakson • Norma Torres

Local Officeholders
Richard Alarcon • Michael Antonovich
Rick Auerbach • Lee Baca • Gary Bric
Tony Cárdenas • Laura Chick • Rocky Delgado • Yolfe Lorez Aguilar • Tamar Galatzan • Eric Garcetti • Wendy Greuel
Barry Grovesman • Janice Hahn • Jose Huizar • Paul Koretz • Julie Kornstein
Tom LaBonge • Mary Sue Mauer • Joseph Mosca • Ara Najarian • Gavin Newsom
Tina Park • Bernard Parks • Nancy Pearlman
Jan Perry • Frank Quintero • Ed Reyes
Bill Rosendahl • Miguel Santiago
Greig Smith • Carmen Trutanich • Steve Veres • Antonio Villaraigosa • Herb Wesson
Zev Yaroslavsky • Dennis Zine

Public Officials & Dignitaries
Charlie Beck • Jimmy Blackman • Arne Duncan
• Judy Elliot • Cecilia Estolano
David Fleming • David Freeman • Dario Frommer • Gail Goldberg • Helmi Hisserich
Gilbert Ivey • Richard Katz • Jeffrey Kightlinger • Art Leahy • David Nahai • Bud Ovrom • Rita Robinson • Hilda Solis

*Sums calculated on cash basis
Events

Business Forecast Conference
Dermalogica Founder and Owner Jane Wurwand gave attendees at VICA’s 21st Annual Business Forecast Conference a successful entrepreneur’s perspective on the current economy. Wurwand told the audience of nearly 500 that while pessimists are often correct, true change and innovation comes from optimists. The day included a breakfast forecast from top economists and breakout panels about entertainment, energy, water, transportation, healthcare and government reform. The conference was presented by Wells Fargo and Woodbury University.

Local Officeholders Lunch
Elected officials representing L.A. County, the City of Los Angeles and other Valley cities joined VICA and its members to discuss the issues facing businesses in the Valley. The more than 20 lawmakers in attendance addressed issues ranging from education to transportation, and the state budget’s impact on local jurisdictions. The group also discussed public safety and business tax reform. For the first time ever, those not able to attend the event were able to follow live tweets from this year’s luncheon. Consensus Inc. served as the presenting sponsor and provided staff to tweet at the event.

Sacramento & D.C. Advocacy Trips
In addition to VICA’s annual advocacy trip to Washington, D.C., VICA members made a second trip to the nation’s Capitol in June to fight card check legislation that was bad for business owners and make workers vulnerable to intimidation and coercion. Each month VICA was in Sacramento to discuss tax incentives, filming credits, water bonds and other topics of importance to business leaders.

Leaders Forums
VICA launched a new event series in 2009. Leaders Forums provide VICA members with the opportunity to hear from noted public figure and ask questions. The first Leaders Forums featured Assembly Speaker Karen Bass, former Representative Tom Campbell (who was running for Governor at the time) and San Francisco Mayor Gavin Newsom.

Business Hall of Fame Dinner
VICA and its members welcomed five new inductees into the organization’s San Fernando Valley Business Hall of Fame at the Sheraton Universal Hotel in Universal City. The Beverly Garland Holiday Inn, Gelson’s Markets, Los Angeles Pierce College, Ritchie Valens and Spectrolab became the second group to receive the honor. NBC4 Weathercaster Fritz Coleman returned as the master of ceremonies for the evening and Mayor Antonio Villaraigosa stopped by to congratulate the inductees. This year’s Hall of Fame was presented by Wells Fargo and Thomas Properties Group.

VICA’s 59th Annual Meeting
VICA celebrated its 60th Anniversary, installed a new board and officers, elected Daymond Rice (Vons) as its 2010-2011 chair and honored some of its most outstanding members at the 60th Annual Meeting. James Garrison (Pacific Federal Insurance Corp.) received the 16th Annual Harmon Ballin Community Service Award; Ralph Tarr (Attorney at Law) was the recipient of the 4th Annual President’s Award and the 31st Robert E. Gibson Corporate Award of Excellence was presented to the San Fernando Valley Business Journal. Attendees also heard from Meg Whitman, the former eBay CEO who is seeking the Republican nomination for Governor. The luncheon was held at the Universal Hilton Hotel, and presented by Manpower and Pratt & Whitney Rocketdyne.

Other 2009 Events
VICA welcomed numerous officeholders at Newsmaker Connections and VICA After Dark receptions.
Board of Directors

David Adelman*
Greenberg & Bass LLP

Steve Afriat
The Afriat Consulting Group

Jill Banks Barad
Jill Barad & Associates

Jaclyn Baumgarten
Westfield Corporation, Inc.

Samona Caldwell
State Farm Insurance

Pam Campeau
Pratt & Whitney Rocketdyne

Susan Carleo
Los Angeles Valley College

Carolyn Casavan*
West Coast Environmental & Engineering

RJ Comer
Armbruster & Goldsmith

Brad Cox
Trammell Crow Company

Donna Deutchman
Habitat for Humanity

John Donner
AT&T

James Dunn
Airtel Plaza Hotel & Conference Center

Lee Fossey
Manpower

Fred Gaines**
Gaines & Stacey LLP

James Garrison
Pacific Federal Insurance Corp.

Josh Gertler*
Consensus Planning Group

David Goldberg
Latham & Watkins

Sandy Goldman*
Goldman & Associates

Adam Grant
Alpert, Barr & Grant, APLC

Larry Gray
SEC Civil Engineers, Inc.

Alex Guerrero
Tower General Contractors

Ayahlishum Hammond
Thomas Properties Group, Inc.

Jason Horstman
Bank of the West

Fiona Hutton*
Fiona Hutton & Associates, Inc.

Michael Kelly
The Boeing Company

Edgar Khalatian
Paul, Hastings, Janofsky & Walker LLP

Coby King*
MW Group

Matthew Klink
Cerrell & Associates, Inc.

Jolene Koester
California State University, Northridge

Mel Kohn
Kirsch, Kohn & Bridge LLP

Andrew Kugler
Mayer Brown LLP

Deane Leavenworth
Time Warner Cable

Todd Lingren
FilmL.A., Inc.

Greg Lippe*
Lipper, Hellie, Hoffer & Allison LLP

Dana Martin
ITT Technical Institute

 Pegi Matsuda*
SFV Business Journal

Tom McCarty
The McCarty Company LLC

Joy McCaslin
Los Angeles Pierce College

Jeff McNeele
Arnie Berghoff & Associates

Jacque McMillan*
Metropolitan Water District

Stacy Miller
Stacy Miller Public Affairs

Douglas Morton
Kirsch, Kohn & Bridge LLP

Scott Murphy
AmeriTel, Inc.

Susan Ng
Kaiser Permanente

Steve Nissen
NBC Universal

Michael Olenick
Child Care Resource Center

Francine Oschin
Osinch Partners, Inc.

Jerald Otchis*
Certified Public Accountant

Sanford Paris**
Paris Industrial Parks

Lisa Pitney
The Walt Disney Co.

James Polish
Carlsbad Ball LLP

Sharyn Quinn
L/B/W Insurance & Financial Services, Inc.

Joseph Ramallo
L.A. Department of Water & Power

Daymond Rice*
Vons

Keith Richman
Lakeside Community Healthcare

Lynn Rinker*
Coldwell Banker Quality Properties

Robert L. Rodine*
The Polaris Group

Brad Rosenheim*
Rosenheim & Associates

Sepand Samzadeh
Valley Recycling Center

Diana Sanchez
Van Nuys Airport

Bert Seneca
The Beverly Garland Holiday Inn

Jan Sobel
Boys & Girls Club of the West Valley

Don St. Clair
Woodbury University

Dale Surowitz
Providencia Tarzana Medical Center

Wes Tanka
Southern California Edison

Ralph Tarr*
Attorney at Law

Susan Sifuentes Trigueros
Southern California Gas Company

Francisco Uribe
Home Depot

Stuart Waldman*
VICA

Terry Walker
Providence Health & Services

Donald Weissman
Wasserman, Comden & Casselman LLP

Kelly Yang
Southwest Airlines

Gary Yomantas
New Hampshire Ball Bearing, Inc.

Helen Young
RSM McGladrey, Inc.

Keith Zimmet
Lewitt, Hackman, Shapiro, Marshall & Harlan

Board of Governors

Bruce Ackerman
The Valley Economic Alliance

Lee Kanon Alpert
Alpert, Barr & Grant APLC

Roberto Barragan
Valley Economic Development Center

John Bradley
Pratt & Whitney Rocketdyne, Inc.

Martin Cooper**
Cooper Communications, Inc.

David Fleming**
Latham & Watkins

Hon. Robert Hertzberg
Mayer Brown LLP

Ross Hopkins
Ross Hopkins & Associates

Hon. Richard Katz
Richard Katz Consulting

Clay Lacy
Clay Lacy Aviation

Steve Lew**
Steven W. Lew Public Affairs

Walter Mosher Jr., Ph.D.**
Precision Dynamics Corp.

Marvin Selter**
CMS, Inc.

Peter J. Satuloff
Anderson, Satuloff, Machado & Mendelsohn

Robert Scott**
Civic Center Group

Stuart Solomon**
Transcon Property Services, Inc.

Rod Spackman
Chevron Products Company

2009 VICA Staff
• Stuart Waldman, President
• Jessica Yasukochi, Vice President
• Angela Fentiman, Director of External Affairs
• Stephanie Warren, Director of Business Development
• Maya Zutler, Legislative Affairs Manager
• Monique Gonzalez, Executive Assistant

*Executive Committee / ** Past Chairman