I am pleased to report that in 2003 VICA continued to be the preeminent non-profit, non-partisan business advocacy organization in our region. It was a great honor to be Chairman of this highly respected and extremely effective organization.

As an organization dedicated to advocating on behalf of our more than 300 member companies, VICA knows that the continuing health of our business community is of vital importance to our region. The growth and vitality of business is a cornerstone of our society, and in that spirit VICA continued in 2003 to represent our members in an effort to help shape the future of the San Fernando Valley.

Throughout the year, VICA’s dedicated committee members selected, studied and took positions on legislation that would impact business. We advocated strongly in public forums, in the media, and in quiet meetings with elected officials. We took our advocacy directly to the decision makers in City Hall, in Sacramento and in Washington, D.C. And we brought our members and the decision makers together at public events and at our highly acclaimed Annual Business Forecast Conference.

VICA’s aggressive “Ax the Tax” campaign has put a bright light on the Los Angeles City Business Tax and has resulted in substantial reforms which will greatly benefit the Los Angeles business community. VICA led a city-wide coalition of business groups in achieving a substantial simplification of the business tax filing categories, single category filing, and relief from past due taxation. We set the stage for the 25% tax reduction proposal which is now pending before the City Council. While we still believe that the elimination of the City of Los Angeles Gross Receipts Tax is necessary in order to make the City attractive to new and growing businesses, it is clear that the reforms which have been made are the result of VICA’s great efforts on this issue.

We also take great pride in our role in the statewide campaign to support Governor Schwarzenegger’s proposals for workers’ compensation reform. While much work remains to be done in this area, our members, and other businesses around the state, are already seeing results in the form of lower workers’ compensation premiums and a streamlined benefits system.

In these lean times for state and local government, VICA’s role in insuring that the Valley gets its fair share of crucial transportation, education and other infrastructure funding has never been more important. Our ongoing communications with our State legislators and Federal representatives have kept the San Fernando Valley at the top of the list for these crucial long term investment projects.

VICA could not function without the active involvement of our Board of Directors, Committee Co-Chairs, Officers and Staff. I am grateful for their incredible abilities and efforts. Thank you to all our members. Your support is the linchpin of our successful advocacy agenda. Please peruse this report and do not hesitate to contact VICA with any questions or comments that you may have.
LEADERSHIP: DIRECTORS

- Bruce Ackerman - Economic Alliance of the San Fernando Valley
- Jill Banks Barad - Jill Barad & Assoc.
- Roberto Barragan - Valley Economic Development Center
- Adriana D. Barrera - L.A. Mission College
- Glen Becerra - So. Cal. Edison
- Robert C. Bills - Valley Presbyterian Hospital
- Jane Boedtkmann - Galpin Motors, Inc.
- Brandon Bogeaus - Mercantile Ntl. Bank
- John Bradley - The Boeing Company
- Darrell Brown - Wells Fargo Bank
- Carolyn Casavan - West Coast Environmental & Engineering
- Martin M. Cooper - Cooper Communications, Inc.
- Hal Dash - Cerrell Associates, Inc.
- C. T. DeCinces - C. T. DeCinces Construction
- Harvey Englebard - The MWV Group
- Fred Evans - California State University, Northridge
- David Fleming - Latham & Watkins
- Fred Gaines - Gaines & Stacey LLP
- James Garrison - Pacific Federal Insurance Corp.
- Julie Gertler - Consensus Planning Group
- Sandy Goldman - BFL, Inc.
- Sue Gornick - New Hampshire Ball Bearing, Inc.
- David Grannis - Planning Company Associates, Inc.
- Larry G. Gray - SEC Civil Engineers, Inc.
- James L. Greene - RSM McGladrey, Inc.
- Billie Greer - Green/Dailey/Minter
- Ira Handelman - Handelman Consulting, Inc.
- Marianne Haver Hill - M.E.N.D.
- Bonny Herman - VICA
- Robert Hertzberg - Mayer, Brown, Rowe and Maw
- Joan Hoffman - Dobrinski Hoffman Architects
- Ross Hopkins - Ross B. Hopkins & Assoc.
- Randy Howard - L.A. Dept. of Water & Power
- David Ivosta - LD2 Marketing Group
- Eric Joss - Paul, Hastings, Janofsky & Walker LLP
- Richard Katz - Richard Katz Consulting
- Arnold Kawasaki - Soka University of America
- Bruce Keeler - Salomon Smith Barney, Inc.
- Dorena Knepper - California State University, Northridge
- Jolene Koester - California State University, Northridge
- Mel Kohn - Kirsch, Kohn & Bridge LLP
- Tom Komp - The HELP Group
- Larry Krutchik - The Edison Group
- David Levinsohn - Sherman Oaks Hospital

2003 YEAR IN REVIEW

ACCESS

VICA provides members ample opportunities for ACCESS to elected officials in 2003
- Local issues hosts a Candidates Forum for City Council candidates in L.A.’s Districts 6 and 12.
- Former Congressional Member James Coyne addressed VICA’s aviation community about the status of business aviation, the impact of 9/11 and communities across the nation’s objections to general aviation while demanding easier access to airports.
- VICA congratulated Hal Bernson for his long career as a City Councilman at a luncheon in March.
- The State Issues Committee hosted their annual State Elected Officials Dinner to discuss issues impacting regional business.
- L.A. City Controller Laura Chick presents the State of the City’s Finances to Local Issues Committee, April 2003.

LEADERSHIP: VICA OFFICERS

Chairman of the Board
- Fred Gaines - Managing Partner, Gaines & Stacey LLP

Executive Vice Chairman
- Martin M. Cooper - APR, President, Cooper Communications, Inc.

Vice Chairmen of Advocacy
- Robert L. Scott - Director, Business Development, RSM McGladrey, Inc.
- Richard Katz - Owner, Richard Katz Consulting
- Arnold Kawasaki - Soka University of America
- Bruce Keeler - Salomon Smith Barney, Inc.
- Dorena Knepper - California State University, Northridge
- Jolene Koester - California State University, Northridge
- Mel Kohn - Kirsch, Kohn & Bridge LLP
- Tom Komp - The HELP Group
- Larry Krutchik - The Edison Group
- David Levinsohn - Sherman Oaks Hospital

Vice Chairman, Membership
- James L. Greene - Director, Business Development, RSM McGladrey, Inc.

Vice Chairmen, Programs
- Sandy Goldman - Director of Public Affairs, BFL, Inc.
- Jacque McMillan - Principal Legislative Representative, Metropolitan Water District
- Robert Pearlman - Partner, BDO Seidman

Treasurer
- Peter Satuloff - President, Anderson, Satuloff, Machado & Mendelsohn

Immediate Past Chairman
- Cathy Maguire - Public Affairs Manager, The Gas Company

President & CEO
- Bonny L. Herman - CAE
ed a Water Forum dealing with supply, quality and reliability.
- VICA brings annual delegation to Washington, DC, May 4-7. Best meetings included those with Senators Boxer and Feinstein, Deputy Assistant Interior Secretary Bennett Railey and the kick-off breakfast with Doyle MacManus and reporters at the Los Angeles Times, Washington Bureau office.
- Annual Golf Tournament at Robinson’s Ranch brings out 100 golfers and raises $13,000 for VICA’s advocacy efforts.

AWARDS

VICA AWARDS its members at various high-profile events throughout the year.
- Bob Scott, prominent VICA officer, is named Fernando Award winner in 2003.
- Alan Ungar is named VICA’s Harmon Ballin Award honoree.
- Washington Mutual’s rep Peter Villegas hands off Robert E. Gibson Award to 2003 honoree Verizon, accepted by LaVerne Davis accompanied by VICA Chairman Fred Gaines and President Bonny Herman.

Excellence in Business Advocacy Honorees include:
- Achievement in the Not for Profit Organization Award Valley Community Clinic
- Volunteer Advocate Mel Kohn
- Small Business Achievement Award Lever, Lippe, Helie & Russell
- Large Business Achievement Award AirTel Plaza Hotel
- VICA Volunteer of the Year Award Martin M. Cooper

2003 Revenues

2003 Expenses

BOARD OF DIRECTORS, CONTINUED FROM PAGE 2
- Steven W. Lew - Consultant
- Greg Lippe - Lever, Lippe, Helie & Russell LLP
- Cal Lockett - WellPoint Health Networks
- Joe Lucente - Fenton Ave. Charter School
- Cathy Maguire - The Gas Company
- PEGI Matsuda - SFV Business Journal
- Tom McCarty - The McCarty Company LLC
- Jacque McMillan - Metropolitan Water District
- George Minter - Great/Dailey/Minter
- Donald Miod - Miod & Co.
- Mike Mizrahi - The Gas Company
- Walter Mosher Jr., Ph.D. - Precision Dynamics Corporation
- Scott Murphy - AmeriTel, Inc.
- Randall Neudeck - Metropolitan Water District
- Ann O’Connor - Universal Studios, Inc.
- Anastasia O’Neill - Southwest Airlines
- Sanford Paris - Paris Industrial Parks
- Francis Park - Latham & Watkins
- Robert Pearman - BDO Saidman LLP
- Lisa Pitney - The Walt Disney Co.
- James Polish - Carsmith Ball
- Ben Reznik - Jeffers, Mangels, Butler & Marmaro
- Robert L. Rodine - The Polaris Group
- Jesse Rosas - Rosas & Associates
- Judi Rose - Valley Community Clinic
- Irwin Rosenberg - Laidlaw Transit Services, Inc.
- Brad Rosenheim - Rosenheim & Assoc.
- Norman Ross - Delton Hampton & Assoc.
- Frank Salas - L.A. Dept. of Water & Power
- Dan Sandel - Sandel Medical Industries, LLC
- Peter J. Satuloff - Anderson, Satuloff, Machado & Mendelsohn
- Gail Schaper-Gordon - Win-Win Workplace Solutions
- Bob Scott - CivicCenter Group
- Marvin Selesnick - Selesnick & Weissman, LLP
- Marvin R. Selter - CMS, Inc.
- Stuart M. Solomon - Transcon Property Services
- Rod Spackman - ChevronTexaco, Corp.
- Roger Stanard - Law Office of Roger Stanard
- George Stavaris - Colliers Seeley International, Inc.
- Dale Surowitz - Encino Tarzana Regional Medical Center
- Ralph Tarr - Andrews Kurth LLP
- Alan B. Ungar, CFP - Critical Capital Management
- Francisco Uribe - Verizon
- Larry Venema - Automobile Club of So. Cal.
- Peter Villegas - Washington Mutual
- Michael Wall - Northridge Hospital Medical Center
- Tyree Wieder, Ed.D. - L.A. Valley College
- Mel Wilson - Re/Max Centre
- Gary Yomantas - New Hampshire Ball Bearing, Inc.
- Rocky Young - L.A. Pierce College
2003 POSITIONS TAKEN BY COMMITTEES

LEADERSHIP:

**Committee Co-Chairs**

**Communications & Ent.**
- Greg Lippe, Levez, Lippe, Hellie & Russell LLP
- Scott Murphy, AmariTeil, Inc.

**Education**
- Gail Schaper-Gordon, Win-Win Workplace Solutions

**Environment, Infrastructure & Water**
- Carolyn Casavan, West Coast Environmental & Engineering
- Sue Gornick, New Hampshire Ball Bearings, Inc.
- Randall Neudeck, Metropolitan WaterDistrict

**Federal & State Issues**
- Glen Boccia, Southern California Edison
- Sandy Goldman, BFI, Inc.
- George Minter, Lever, Lippe, Andrews Kurth, LLP

**Healthcare, Insurance/HR**
- Workers’ Compensation
  - David Levinsohn, Sherman Oaks Hospital
  - Cal Lockett, WellPoint Health Networks, Inc.
- Reform Subcommittee
  - Carol Gallen, West Hills Hospital
  - Harvey Berg, ACI Billing Services, Inc.
  - Greg Lippe, Levez, Lippe, Hellie & Russell LLP

**Land Use**
- Ira Handelman, Handelman Consulting, Inc.
- Brad Rosenheim, Rosenheim & Associates

**Local Issues**
- David Iwata, LD2 Marketing Group
- George Stavaris, Colliers Seeley International, Inc.

**Membership**
- James L. Greene, RSM McGladrey, Inc.

**Transportation**
- David Giannini, Planning Company Associates, Inc.
- Robert Rodine, The Polars Group

**Board of Directors**
- Richman-Canciamilla 2003 State Budget Compromise
- East-West Busway Accessory Package

**Communications and Entertainment**
- Wireless Phone Number Take-Back
- Anti-Spam Legislation (SB 12)
- Film Permit Quid Pro Quo (AB 1478)
- Council member Mischkowski’s Motion re: Neighborhood Councils & Filming Permits
- Digital Piracy (HR 2752)

**Education**
- Los Angeles Community College Bond Measure (Prop AA)

**Environment, Infrastructure & Water**
- CEQA Amendments (AB 406)
- California 21st Century Infrastructure Investment Fund (Prop 53)
- Traditional Tribal Cultural Sites (SB 18)

**Federal and State Issues**
- Federal Tax Legislation Procedure
- Manufacturers’ Investment Credit (AB 473)
- Support of California SBDC Funding
- Federal Economic Stimulus Proposals
- Private Contracting Services (SB 163)
- Adult Day Health Care
- Creation of State Earned Income Tax Credit (SB 224)
- FDA Proposed Bar Code Rule
- Ridley Thomas (AB 1643)
- Federal Income Tax Cuts
- Local Homeland Security Funding for Cities
- Licensing Health Plan Administrators (AB 1431)
- Drivers Licenses (SB 60)
- California State Budget FY 2003-04
- S Corporation Taxation (SB 516)
- Local General Income Tax (AB 1690)
- Class Action Fairness Act of 2003 (S 274)
- San Fernando Valley Statistical District (7/15/03)
- Capital Facilities fees (AB 1051)
- Permanent Extension of the Research and Development Tax Credit (HR 463/S 664)
- Leasehold Improvement Depreciation Period (HR 1634/S 576)
- Proposition 56 - Budget Accountability Act
- Unfair Competition Law Reform

**Healthcare**
- Association Health Plans (HR 660 and S.545)
- HMO Reform (HR 2990 and S.1344)
- Patient Safety & Quality Improvement Act (HR 663)
- Medical Liability Reform
- Recommendation for Medicare Reform (Update)
- Healthcare Coverage (SB 2)
- Inspections and Hospital Taxes:
  - Nurse-to-Patient Ratios (SB 1005)
  - Fines: Nurse-to-Patient Ratios (AB 253)

**Land Use**
- Large Retail Stores
- Sanitation Equipment and Sewer Service Charge Rate Increases
- Inclusionary Zoning Ordinance
- Community Impact Reports
- Rent Stabilization Ordinance - Major Rehabilitation Program

**Local Issues**
- TeamWork LA Government Organization Plan
- Los Angeles Community College Bond Measure (Proposition AA)
- Timing of City Elections

**Transportation**
- MTA Employee Relations (AB 199)
- MTA Reserves (AB 1720)
- Camera-Light Programs (AB 1022)
- LAX Master Plan
- Tidelands Trust
- Charter Amendment

**Workers’ Compensation Reform Sub-committee**
- Workers’ Compensation - State of Affairs
- Workers’ Compensation Reform Package 2003
- Workers’ Compensation - Further Reform