Message from the Chairman

As an organization that advocates with government on behalf of business, we measure our successes and failures not in weeks or months, but in years. Whether we are dealing with matters at the local, state or federal levels, the wheels of government turn exceedingly slowly.

For example, VICA has been leading the fight for business tax reform in Los Angeles for more than five years. In 2005, the City Council enacted significant reform, with a promise of more to come. In fact, VICA presented four of the key City Council members who played an instrumental role in the reform package with half a plaque, promising to give them the other half when the job is complete.

We still have those half plaques, and we would like nothing better than to award them. The failure to effect further business tax reform this year is not for lack of trying.

A Year of Success and Challenge

In the just-concluded year, VICA's Board of Directors took 57 positions. Despite the diversity of topics – ranging from aviation to zoning – they all have one thing in common: they are designed to represent the interests of our region's business community.

VICA's positions on a broad range of issues reflected both the concerns and opportunities of our constituencies:

- We successfully opposed consolidation of the Airport's police with the LAPD and advocated against the proposed one-half-cent sales tax increase to fund additional police;
- We supported firewalling Prop. 42 funds to preserve transportation monies and several proposals to improve goods movement in and out of our vital ports;
- We supported both continuation of fuel taxes vs. user fees on general aviation community and Alternative J of the Van Nuys Airport Master Plan;
- We advocated funding for hospitals to assist their compliance with seismic retrofit requirements and followed up our concern with both nurse-patient ratios and the nursing shortage by supporting legislation designed to address these healthcare issues; and
- Our wide range of meetings and programs designed to meet the business community's needs included highly successful events such as our State Elected Officials Dinner, Local Elected Officials Lunch, Business Forecast Conference and 170 more.

Recognizing that good governance is the basis of democracy, VICA's Board noted the need for refinement of term limits legislation by supporting longer terms for state elected office holders. Similarly, the Board voted support for redistricting to create balanced districts across California.

Unfortunately, neither proposal met with success.

A Final Word...

It has been an honor to lead this vibrant organization for the past two years. The successes we have achieved are attributable to our involved Board of Directors, hard-working committee chairs and members, dedicated staff, and a broad range of businesses who have actively supported our work.

Chairman Robert Scott and his leadership team will, no doubt, take VICA to even greater heights of success.

For the past two years, those of you who have heard me speak or read my words have indulged my propensity for quoting England's wartime leader. And so, for my final quote by Prime Minister Winston Churchill I offer the following that speaks to VICA's belief in our system of government: "No one pretends that democracy is perfect or all-wise. Indeed, it has been said that democracy is the worst form of government, except for all those other forms that have been tried from time to time."

Martin M. Cooper, APR
2004-05 CHAIRMAN OF THE BOARD
ACCESS

One of VICA's benefits is the opportunities it provides members to meet elected officials and other prominent VICA members. To be specific, in 2005 VICA afforded opportunities to meet with:

- Mayor James Hahn at the VICA Committee Fair
- A Solid Waste Forum featuring L.A. Councilman Greig Smith & keynote speaker Senator Dianne Feinstein
- A General Membership Luncheon with State Insurance Commissioner John Garamendi
- A General Membership Luncheon with State Assemblyman Keith Richman
- A General Membership Luncheon with Michigan Peevey, President of the California Public Utilities Commission (PUC)
- A Congressional Briefing Luncheon with Congressmen Howard Berman and Brad Sherman
- A Greenhouse Gas and Climate Control Forum featuring speakers from South Coast AQMD, MWD, Clean Air Coalition and California Climate Action Registry
- Prominent speakers at various committee meetings and luncheons with Jamie de La Vega, L.A. Deputy Mayor for Transportation; Bud Ovrum, L.A. Deputy Mayor for Economic Development; L.A. Councilman Greig Smith; Joe Sigala, Measure O Citizens Advisory Committee; Marian Mulkey, California HealthCare Foundation; L.A. Councilman Dennis Zine, Steve Soboroff, President, Playa Vista; Greg Nelson, Department of Neighborhood Empowerment; David Janssen, CAO, L.A. County; David Fleming, MTA Board Member; Assemblyman Paul Koretz; L.A. Councilwoman Janice Hahn and L.A. Councilwoman Wendy Greuel.
- A Distinguished Speakers Series featuring Billie Greer, Office of Governor Schwarzenegger; Former Speaker of the Assembly and L.A. Mayoral Candidate Robert Hertzberg; Assemblyman Keith Richman; Dominick Rubalcava, LADWP; Jim Lott, Hospital Association of Southern California, and Assemblyman Lloyd Levine.

EVENTS

VICA staff and volunteers arranged for more than 140 meetings and events in 2005. Besides the monthly committee and board meetings, VICA holds many special events for the members which are highlighted here.

- The State Elected Officials Dinner, a private, off-the-record get-together with State Senators and Assembly Members that provided an opportunity to discuss state issues and their impact on business. State elected officials in attendance were Senators Sheila Kuehl, Jack Scott, Richard Alarcón, George Runner and Assembly Members Fran Pavley, Cindy Montanez, Paul Koretz, and Lloyd Levine.
- The Local Elected Officials Luncheon, a huge gathering of local City Council representatives from the entire region, to discuss various issues of interest. Local Elected officials in attendance were: L.A. City Council Members Tom LaBonge, Bernard Parks, Tony Cardenas, Wendy Greuel, Alex Padilla, Ed Reyes, Greig Smith and the surrounding city officials were Julie Ruelas, Cameron Smyth, Barry Groveman and Rani Manoukian.
- The May trip to Washington gave VICA's delegation an opportunity to meet with the movers and shakers in D.C. VICA lobbied on federal tax legislation, Social Security, incarceration of illegal persons, the national energy policy, water supply and many other issues.
- The 17th Annual Business Forecast Conference, “Juggling, Tumbling and Balancing Acts for Business” was a big hit and included Tom Campbell, State of California Director of Finance; Rohit Shukla, Larta Institute; Larry Kosmont, Kosmont Companies; Mark Goulston, Author of Getting Out of Your Way at Work; Assemblyman Keith Richman; Linnea McCord, Grazia School of Business and Management, Pepperdine University, to name a few other conference speakers.
- December's 56th Annual Meeting highlighted Ken Wood, Executive Vice President & COO, Blue Shield of California and the “State of the Valley” address by City of Los Angeles Mayor Antonio Villaraigosa as well as the election of new VICA Board members, officers and chairman.

AWARDS

VICA recognizes and awards the achievements of its members at various high-profile events throughout the year.

- The 5th Annual Awards Gala and Corporate Awards for Excellence. Honorees included:

VICA Volunteer Advocate to Robert Rodine, The Polaris Group
- Not-for-Profit Organization to Child Care Resource Center
- Small Business Achievement to West Coast Environmental & Engineering
- Large Business Achievement to Los Angeles Daily News
- Outstanding New VICA Company to Habitat for Humanity
- Bob Hope Airport was the 2005 Robert E. Gibson Corporate Award honoree, accepted by Charles Lombardo. This award has been presented by VICA since 1978 when VICA honors an outstanding company for its business and civic excellence. This is presented at the Awards Gala.
- VICA members are always in the final five as nominees in the San Fernando Awards process. Among those in 2005 were Jill Banks Barad and Richard Leyner.
- VICA's Director of Operations, Jessica Yasukochi, received recognition by the San Fernando
Valley Business Journal as one of the outstanding “40 under 40” honorees.

- Fred Gaines, Managing Partner of Gaines & Stacey, LLP and former Chairman of VICA received VICA’s most prestigious award, the Harmon Ballin Award, for his outstanding contribution to the organization’s business agenda.

**LEADERS**

**Officers**

**Chairman**
- Martin M. Cooper, Cooper Beavers Inc.

**Executive Vice Chairman**
- Robert L. Scott, CivicCenter Group

**Vice Chairmen:**
- Carolyn Casavan, CEO, West Coast Environmental & Engineering
- Sandy Goldman, Director of Community Affairs, BFI, Inc.
- Randy Howard, Executive Asst. to the GM, Los Angeles Department of Water & Power
- Dean Joaquin, Managing Dir., RSM McGladrey, Inc.
- Richard Katz, Owner, Richard Katz Consulting
- Mel Kohn, Partner, Kirsch, Kohn & Bridge CPAs
- Greg Lippe, Managing Partner, Lippe, Hoffer & Allison LLP
- Tom McCarty, President, The McCarty Company LLC
- Jacque McMillan, Senior Government Affairs Rep., Metropolitan Water District
- Robert Rodine, Principal Consultant, The Polaris Group
- Larry Venema, District Manager, Automobile Club of So. Cal.

**Treasurer**
- Peter Satuloff, President, Anderson, Satuloff, Machado & Mendelsohn
- Pegi Matsuda, Publisher, San Fernando Valley Business Journal

**Immediate Past Chairman**
- Fred Gaines, Gaines & Stacey LLP

**President & CEO**
- Bonny L. Herman, CAE

**Directors**
- Bruce Ackerman - Economic Alliance of the San Fernando Valley
- David Adelman - Greenberg & Bass LLP
- Jill Banks Barad - Jill Barad & Assoc.
- Roberto Barragan - Valley Economic Development Center
- Adriana D. Barrera - Los Angeles Mission College
- Robert C. Bills - Valley Presbyterian Hospital
- Jane Boeckmann - Galpin Motors, Inc.
- John Bradley - Pratt & Whitney Rocketdyne, Inc.
- Carolyn Casavan - West Coast Environmental & Engineering
- Martin M. Cooper - Cooper Beavers Inc.
- David Fleming - Latham & Watkins
- Fred Gaines - Gaines & Stacey LLP
- Carole Gallien - West Hills Hospital
- James Garrison - Pacific Federal Insurance Corp.
- Josh Gertler - Consensus Planning Group
- Sandy Goldman - BFI, Inc.
- Larry G. Gray - SEC Civil Engineers, Inc.
- Ira Handelman - Handelman Consulting, Inc.
- Marianne Haver Hill - M.E.N.D.
- Bonny Herman - VICA
- Robert Hertzberg - Mayer, Brown, Rowe and Maw
- Rosalyn Hsu - Jill Barad & Assoc.
- Randy Howard - LA Department of Water & Power
- David Iwata - LD2 Marketing Group
- Dean Joaquin - RSM McGladrey Inc.
- Eric Joss - Paul, Hastings, Janofsky & Walker LLP
- Richard Katz - Richard Katz Consulting
- Dorena Knepper - California State University, Northridge
- Jolene Koester - California State Univ., Northridge
- Mel Kohn - Kirsch, Kohn & Bridge LLP
- Tom Komp - The HELP Group
- Clay Lacy - Clay Lacy Aviation
- Deane Leavenworth - Time Warner Cable
- David Levinsohn - Sherman Oaks Hospital
- Greg Lippe - Lippe, Hoffer & Allison LLP
- Vincent Liuzzi - Wells Fargo Bank
- Cal Lockett - WellPoint Health Networks
- Marta Mack - Metro
- Cathy Maguire - The Gas Co.
- Pegi Matsuda - San Fernando Valley Business Journal
- Tom McCarty - The McCarty Company LLC
- Jacque McMillan - Metropolitan Water District
- Fiona Cross Mesko - Southwest Airlines
- Stacy Miller - Child Care Resource Center
- George Minter - Greer/Dailey/Minter
- Donald Miod - Miod & Co.
- Mike Mizrahi - The Gas Co.
- Walter Mosher Jr. - Precision Dynamics Corp.
- Scott Murphy - AmeriTel, Inc.
- Randall Neudeck - Metropolitan Water District
- Susan Ng - Kaiser Permanente
- Ann O’Connor - Universal Studios, Inc.
- Thomas Oliver - Los Angeles Pierce College
- Jerold Otchis - Bobrick Washroom Equipment, Inc.
- Sanford Paris - Paris Industrial Parks
- Francis Park - Latham & Watkins
- Robert Pearman - BDO Seidman LLP
- Lisa Pitney - The Walt Disney Co.
- James Polish - Carlsmith Ball
- Maryann Reyes - Southern California Edison
- Lynn Rinker - Southland Regional Association of Realtors
- Robert L. Rodine - The Polaris Group
- Irwin Rosenberg - Laidlaw Transit Services, Inc.
- Brad Rosenheim - Rosenheim & Associates
- Doug Rosenthal - Wells Fargo Bank
- Peter J. Satuloff - Anderson, Satuloff, Machado & Mendelsohn
- Gail Schaper-Gordon - Win-Win Workplace Solutions
- Bob Scott - CivicCenter Group
- Marvin R. Selter - CMS, Inc.
- Jan Sobel - Gelb Enterprises
- Stuart M. Solomon - Transcon Property Services
- Rod Stockman - Chevron Products Company
- George Stavaris - Colliers Seeley International, Inc.
- Dale Surowitz - Encino Tarzana Regional Medical Center
- Ralph Tarr - Andrews Kurth LLP
- Ron Tropicchi - AT&T
- Francisco Uribe - Verizon
- Larry Venema - Automobile Club of Southern California
- Michael Wall - Northridge Hospital Medical Center
- Don Weissman - Waserman, Camden, Casselman & Pearson LLP
- Tyree Wieder - Los Angeles Valley College
- Ronda Wilkin - Blue Shield of California
- Gary Yomantas - New Hampshire Ball Bearing, Inc.

**2005 Year in Review**

2005 Revenues

- Dues: 4%
- Gov’ts Handbook: 39%
- Golf Tournament: 18%
- DC Trip: 20%
- Annual Meeting: 3%
- Awards Gala: 1%
- Voluntary Donations: 1%
- Other Meetings: 4%
- Scholarships: 10%
2005 POSITIONS TAKEN BY VICA

AVIATION
- Van Nuys Airport Master Plan Alternative “J” (Support)
- General Aviation Fuel Taxes vs. User Fees (Support)
- Regulations Governing Airport Noise (Oppose AB 556)
- Consolidation of the Los Angeles World Airports Police Under the LAPD (Oppose L.A. City Charter Amendment A)

EDUCATION
- School Construction Streamlining (Support)
- Teacher Tenure (Support Prop 74)
- CSU Doctoral Degrees (Support SB 724)
- RENEW LA Plan (Support)
- Utility Re-Regulation (Oppose Prop 80)
- Conversion Technologies (Support AB 1090)
- Cal/EPA Environmental Permit Applicants’ Bill of Rights (Support)
- Water Supply Shortage Prevention Act of 2005 (Support HR 1071)
- National Energy Policy (Support)
- Allocation of Measure O Funds in Proportion to Populations of the San Fernando Valley (Support)

ENVIRONMENT, INFRASTRUCTURE & WATER
- Electric Utility Corridor Development (Support)
- Million Solar Roofs Initiative (Support SB 1)
- RENEW LA Plan (Support)
- Utility Re-Regulation (Oppose Prop 80)
- Conversion Technologies (Support AB 1090)
- Cal/EPA Environmental Permit Applicants’ Bill of Rights (Support)
- Water Supply Shortage Prevention Act of 2005 (Support HR 1071)
- National Energy Policy (Support)
- Allocation of Measure O Funds in Proportion to Populations of the San Fernando Valley (Support)

FEDERAL ISSUES
- Permanent Extension of the Federal Issues Support
- National Energy Policy (Support)
- Reforming Medicare (Support)
- Defense Base Realignment and Closure Act of 1990 (Support BRAC 2005)
- Federal Payment to States and Localities for Incarcerating Illegal/Undocumented Persons (Support)
- Saving Social Security (Support)

GROUND TRANSPORTATION & LAND USE
- Electric Utility Corridor Development (Support)
- By-right Development (Support)
- Interim Control Ordinance (Oppose)
- Funding for Transportation (Support Prop 42)
- HOV/Diamond Lane Performance Study (Support SB 519)
- Goods Movement & Toll Roads (Support)
- City of Los Angeles Tree Ordinance (Oppose)
- Freeway On-Ramp Meters (Support)
- Hybrid Car Diamond Lane Access (Support)

HEALTHCARE & INSURANCE
- Mandatory Drug Discount (Oppose Prop 79)
- Voluntary Drug Discount (Oppose Prop 78)
- Health Care Reform (Support)
- Healthy Kids Position (Support SB 437/AB 772)
- Creation of Inspector General Office for L.A. County (Support AB 1230)
- Identity Information Protection (Oppose SB 682)
- The Safe Hospitals Bond Act of 2005 (Support AB 1047)
- Medical Liability Reform - Revised (Support)
- Continued Funding for the In Home Supportive Services Program (Support I.H.S.S.)
- RN Educator Scholarship Fund (Support AB 702)

LOCAL ISSUES
- Advertising on City Vehicles (Support)
- Assessing TOT to Internet Travel Companies (Oppose)
- One cent sales tax increase in the City of Los Angeles (Support)
- Controller Laura Chick’s Proposed Oversight of the Audit of Los Angeles Unified School District (LAUSD’s) Administrative Operations (Support)

STATE ISSUES
- California Public Employee Defined Contribution and Hybrid Plans (Support ACA 23)
- Maintaining 60-Day Notice for “No-Fault” Evictions (Support SB 51)
- Unemployment Benefit Expansion (Oppose AB 391)
- Special Events Permits (Support AB 111)
- Merger of SBC and AT&T (Support)
- Legislative Term Limits (Support)
- Legislative Redistricting (Support)

TRANSPORTATION
- Vehicle Access (Support AB 714)
- Transportation Design Build Project for HOV lanes on North I-405 freeway (Support AB 1026)

2005 VICA STAFF
- Bonny L. Herman, President/CEO
- Jessica Yasukochi, Director of Operations
- David Phelps, Director of Government Relations
- Rika Powaukee, Executive Assistant
- Sharlene Greene, Membership Director
- Consultants:
  - Laurie Golden, Michael Golden, Jacob’s Well Public Relations, VICA Publicists

COMMITTEE CO-CHAIRS
Aviation
- Robert Rodine, The Palomar Group
- Harold Lee, Air Sources, Inc.

Education
- Tom Komp, The HELP Group
- Gail Schaper-Gordon, Win-Win Workplace Solutions

Environment, Infrastructure & Water
- Randy Howard, Los Angeles Department of Water & Power
- Randall Neudeck, Metropolitan Water District

Federal Issues
- Stacy Miller, Child Care Resource Center
- Ralph Tan, Andrews Kurth, LLP

Healthcare & Insurance
- Carole Gallien, West Hills Hospital
- Mike Wall, Northridge Hospital

Land Use
- Lynn Rinker, Southland Regional Association of Realtors
- Brad Rosenheim, Rosenheim & Associates

Local Issues
- David Adelman, Greenberg & Bass LLP
- George Stavaris, Coopers Seeley International, Inc.

Membership
- Dean Joaquin, RSM McGladrey, Inc.
- Douglas Rosenthal, Wells Fargo Bank

State Issues
- Greg Lippe, Lippe, Holler & Allison, LLP
- George Minter, Green/Dailey/Minter

Taxation
- Mel Kohn, Kirsch, Kohn & Bridge

Transportation
- Josh Gerter, Consensus Planning Group
- Larry Venema, Automobile Club of Southern California

Mayor Villaraigosa breaks out laughing at the presentation of the Energizer bunny by VICA Chairman Marty Cooper at the end of his first “State of the Valley” address at VICA’s 56th Annual Meeting.