Message from the Chairman

At VICA, what we do does not fit neatly into a one-year time frame. For example, we have been fighting for a reform, reduction, and revision of our city’s outdated and outlandish approach to business tax for more than six years. This year, working with several City Council members, we have achieved significant success in this area. Our coalition of more than 30 organizations presented a united front to City Hall; we testified in public hearings; held behind-the-scenes discussions with elected officials and their staffs; and carried out a forceful advertising and media relations campaign.

The result: the first meaningful reform of business tax in years.

No Infrastructure, No Business

Everyone knows that Los Angeles’ nearly 6,000 miles of freeway lanes are overburdened; that LAX is nowhere close to being a 21st Century airport; or that our ports lack the security and capacity they need. If we can’t move goods and people efficiently, our business community cannot thrive.

So we are continuing the fight to prevent raiding of Prop. 42 funds, designated for highway repair. We are taking a leading role in opposing portions of the Mayor’s plan for a multi-billion airport expansion that would increase – not decrease – congestion. We continue to agitate for improvements of our ports.

Focusing on How We Govern Ourselves

How we govern ourselves is critical to a democracy.

In both Iraq and Afghanistan, where voting was a life-threatening experience, more than 55 percent of those eligible braved threats and intimidation. In our recent mayoral race, fewer than 25 percent of registered voters cast ballots.

We have begun reviewing the need for a fairer method for setting voting districts; analyzing the success of our current approach to term limits; and even looking at public funding of statewide campaigns. Stay tuned for more on all of these issues.

And Much More…

✔ We joined several City Council members in a successful fight to keep a half-cent sales tax from being placed on the ballot. ✔ We worked to keep nurse-patient ratios in line to assist our beleaguered hospital system, and to seek solutions for a healthcare system sicker than those it is designed to help. ✔ We continue to push our elected officials for more workers’ comp reform. ✔ We are involved in dozens of other projects, initiatives and position development, all designed to support our business community.

Evaluating Success

Our success can be measured by how often we are invited to testify on various legislative matters; how much attention elected officials and their staffs pay to our positions; our success rate in the passage of legislation we support and the defeat of legislation we oppose.

By all of these standards, we have had a most successful year.

Recently, I was asked how VICA accomplishes so much. “It’s easy,” I told him. “We have a dedicated and influential Board; hard-working committee chairs and members; and a staff that is effective and hard working. Nothing more, nothing less.”

Next year? Former San Fernando Valley resident Al Jolson said it best: “You ain’t seen nothin’ yet.”

Martin M. Cooper, APR, Chairman of the Board
Governor signs workers’ comp reform bill.

Leadership: Directors

- Bruce Ackerman - Economic Alliance of the San Fernando Valley
- Jill Banks Barad - Jill Barad & Associates
- Roberto Barragan - Valley Economic Development Center
- Adriana D. Barrera - Los Angeles Mission College
- Glen Becerra - Southern California Edison
- Harvey Berg - ACI Billing Services
- Robert C. Bills - Valley Presbyterian Hospital
- Jane Boedemann - Galpin Motors, Inc.
- John Bradley - The Boeing Company
- Carolyn Casavan - West Coast Environmental & Engineering
- Martin M. Cooper - Cooper Beavers Inc.
- Donna Deutschman - ONEgeneration
- David Fleming - Latham & Watkins
- Fred Gaines - Gaines & Stacey LLP
- Coralee Gallien - West Hills Hospital
- James Garrison - Pacific Federal Insurance Corp.
- Julie Gertler - Consensus Planning Group
- Sandy Goldman - BFI, Inc.
- Sue Gornick - New Hampshire Ball Bearings Inc.
- David Grannis - Planning Company Associates, Inc.
- Larry G. Gray - SEC Civil Engineers, Inc.
- Ira Hulsman - Hulsman Consulting, Inc.
- Marianne Haver Hill - M.E.N.D.
- Bonny Herman - VICA
- Robert Hertzberg - Mayer Brown, Rowe and Maw
- Ross Hopkins - Jill Barad & Associates
- Randy Howard - LA Department of Water & Power
- David Iwata - LDZ Marketing Group
- Dean Joaquin - RMS McCladrey Inc.
- Eric Joss - Paul, Hastings, Janofsky & Walker LLP
- Richard Katz - Richard Katz Consulting
- 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
- Clay Lacy - Clay Lacy Aviation
- Deane Leavenworth - Time Warner Cable
- David Levinsohn - Sherman Oaks Hospital
- Greg Lippe - Lipe, Hollie, Hoffer & Allison LLP
- Vince Luzzi - Wells Fargo Bank

Leadership: VICA Officers

Chairman
- Martin M. Cooper - Cooper Beavers Inc.
- Executive Vice Chairman TBD in 2005

Vice Chairmen:
- Legislative Activities: Robert L. Scott - Attorney, CivicCenter Group
- Government Organizations: Richard Katz - Owner, Richard Katz Consulting
- Local Government Streamlining: Tom McCarty, President - The McCarty Company LLC
- Taxation: Mel Kohn - Partner, Kirsch, Kohn & Bridge CPAs
- Advocacy: Sandy Goldman - Director of Community Affairs, BFI, Inc.
- Government Liaison: Jacque McMillan - Senior Government Affairs Representative, Metropolitan Water District

Government Liaison
- Robert Rodine - Principal Consultant, The Polaris Group
- Pugi Matsuda - Publisher, San Fernando Valley Business Journal
- Dean Joaquin - Managing Director, RMS McCladrey, Inc.

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

Secretary
- Randy Howard - Executive Aasst. to the GM, Los Angeles Department of Water & Power

Immediate Past Chairman
- Fred Gaines - Gaines & Stacey LLP

President & CEO
- Bonny L. Herman - CAE

ACCESS

One of VICA’s benefits is the access opportunities it provides members to meet elected officials and other prominent VICA members. To be specific, in 2004 VICA provided:

- A General Membership Luncheon with CA State Controller Steve Westly.
- Receptions to meet City Council Member Tony Cardenas, 6th District; the new publisher of the Los Angeles Daily News, Tracy Rafter; and another with City Council Member Greg Smith, 12th District.
- A General Membership Luncheon on filming friendly with Steve MacDonald, President, Entertainment Industry Development Corporation (EIDC);
- Steve Dayan, Teamsters Local #399 and Steve Caplan, SVP, Association of Independent Commercial Producers.
- Prominent speakers at various committee meetings and luncheons with Jim McDaniel, LA DWP, on water rates; State Senator Jack Scott; and Austin Wiswell, Chief of Aeronautics for CA Department of Transportation.
- VICA members with access to MWD’s State Inspection Tours.

Events

VICA staff and volunteers arranged for over 175 meetings and events in 2004.

Besides the monthly committee and board meetings, VICA holds many special events for the members which are highlighted here and in the photos on this report.

- The State Elected Officials Dinner, a private, off-the-record get-together with State Senators and Assembly Members, that provides an opportunity to discuss state issues and their impact on business.
- The Local Elected Officials Luncheon, a huge gathering of local City Council representatives from the entire region, to discuss various issues of interest.
- The May trip to Washington, D.C. was a joint venture with the LA Chamber. The organizations lobbied on similar needs for LA: more $$ for transportation, hospitals, and for assistance with major water projects.
- The 16th Annual Business Forecast Conference, “Cracking the Economic Code” was a big hit and included AEG’s Ted Tanner; CA State Secretary of Business, Transportation & Housing, Sunne Wright McPeak and former Sen. Art Torres, Supervisor Zev Yaroslavsky, Asm. Keith Richman, and John Chiang of the Board of Equalization to name a few other conference speakers.
- December Annual Meeting highlighted Ron Deaton newly appointed GM of LADWP and the election of new VICA board members and officers.
- Golfers networked and played hard at Moorpark Country Club.

Awards

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

- The 4th Annual Awards Gala and presentation of the Corporate Award for Excellence. Honorees included:
- Achievement in the Not for Profit Organization Award to ONEgeneration

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• **Volunteer Advocate** to Fred Gaines, Gaines & Stacy LLP
• **Small Business Achievement** to Win-Win Workplace Solutions
• **Large Business Achievement** to Precision Dynamics Corp.
• **VICA Volunteer of Year Award** to METRO
• **Wells Fargo Bank** was the 2004 Robert E. Gibson Corporate Award honoree, received by Vince Liuzzi.
  
  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 5 as nominees in the Fernando Awards process. Among those in 2004 were Richard Leyner, Jill Banks Barad and Karl Boeckmann, who was the actual honoree.
  • For the first time the **SEIU (Service Employees International Union) Local #434B** honored VICA for its support of legislation supporting long term in-home health care givers
  • VICA President/CEO **Bonny Herman** received three awards: from Senator Jack Scott, AM Dario Frommer and Carol Liu; Haven Hills and the Armand Arabian Achievement Award.
  
  • VICA’s Director of Government Relations, **David Phelps**, received recognition by the San Fernando Valley Business Journal as one of the outstanding “40 under 40” nominees.

  • **Mel Kohn, CPA** of Kirsch, Kohn & Bridge received VICA's most prestigious award, the **Harmon Ballin Award**, for his outstanding contribution to the organization’s business agenda.
2004 POSITIONS TAKEN BY COMMITTEES

**LEADERSHIP:**

**Committee Co-Chairs**

**Aviation**
- Robert Rodine, The Polaris Group

**Communications & Entertainment**
- Greg Lippe, Lever, Lippe, Hellige & Russell LLP
- Scott Murphy, AmeriTel, Inc.

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

**Environmental, Infrastructure & Water**
- Carolyn Casavan, West Environmental & Engineering
- Sue Gornick, New Hampshire Ball Bearings, Inc.
- Randall Nuedeck, Metropolitan Water District

**Federal Issues**
- Glen Becerra, Southern California Edison
- Ralph Tan, Andrews Kurth, LLP

**Ground Transportation**
- David Grannis, Planning Company Associates, Inc.

**Healthcare & Insurance**
- David Levinsohn, Sherman Oaks Hospital
- Rick Miller, West Hills Hospital

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

**Local Issues**
- Brandon Bogaus, Mercantile National Bank
- George Staviris, Colliers Seeley International, Inc.

**Membership**
- Dean Joaquin, RSM McGladrey, Inc.

**State Issues**
- George Minter, Greer/Dailey/Minter
- Michael Mizrahi, The Gas Company

**Workers’ Comp Reform**
- Harvey Berg, ACI Billing Services, Inc.
- Carole Gallien, West Hills Hospital – Chair
- Greg Lippe, Lever, Lippe, Hellige & Russell LLP

**Board of Directors**

- Protection of Local Government Revenue (Support Prop 1A)
- California Economic Recovery Plan (Support Props 57 & 58)

**Aviation**
- Quiet Communities Act of 2003 (Oppose H.R. 475)
- Non-stop Service - LAX & Wash. Reagan Ntl Airport (Support)

**Communications & Entertainment**
- Internet Telephony Exemption (Support H.R. 4129)
- The Fraudulent Online Identity Sanctions Act (Support H.R. 3754)
- Internet Piracy (Support SB 1506)
- Provisions of S. 1637 related to Income Tax Incentives for Filming (Support)
- The Digital Media Consumers’ Rights Act of 2003 (Oppose H.R.107)

**Education**
- Charter Schools and Charter Clusters (Support)

**Environment, Infrastructure & Water**
- Storm Water Bond Measure (Support L.A. City Measure O)
- Conversion of Oak Woodlands (Oppose SB 1334)
- Santa Susana Field Laboratory (Oppose SB 1456)
- Underutilization of Brownfields (Support AB 389)
- Principles on Solid Waste Disposal - The Invisible Crisis (Support)
- Waste Management/Bradley Landfill Transition Master Plan (Support)
- Proposed Changes to LA City Plumbing Code re: Zero-Water Consumption Urinals (Support)
- Liquid Natural Gas Facilities - Cabrillo Port Project (Support)

**Federal Issues**
- Indian Gaming Regulatory Act Amendments of 2003 (Oppose S.1529)
- Proposed Changes to Federal Fair Labor Standards Act (FLSA) Exemptions (Support)
- Class Action Fairness Act of 2003 (Support S.274)
- CALFED Bay-Delta Program Funding (Support)
- Federal funding of Renewable Energy Productive Incentive program (Support REPI)

**Ground Transportation**
- 2004 Federal Transportation Program (Support)

**Healthcare**
- Stem Cell Research Funding (Support Prop 71)
- Residential Care Facilities (Oppose SB 1662)
- Continued Funding for the In-Home Supportive Svc. (I.H.S.S.) Residential Program (Support)
- Staff-to-Patient Ratios (Oppose AB 2300)
- Nurse-to-Patient Ratios (Support AB 2963)
- Alzheimer’s Day Care Resource Center Program (Support)
- Funding Support for North Valley Police Station (Support)
- “Eyes on the Neighborhood” Program (Support)

**Local Issues**
- Establishment of Coalition / Deadline for Meaningful Business Tax Reform (Support)
- Funding Support for North Valley Police Station (Support)
- “Eyes on the Neighborhood” Program (Support)
- Exclusion of Bad Debts from Gross Receipts (Oppose AB 1056)

**State Issues**
- California Open Primary Proposals (Support Prop 62/ Oppose Prop 60)
- Tribal Gaming Compacts and Renegotiation (Oppose Props 68 & 70)
- Split Roll Property Tax (Oppose)
- FY 2004-05 California State Budget (Support amendments)
- Disposal of Excess State Real Estate (Support)
- Minimum Wage Increase (Oppose AB 2832)
- Unfair Competition Law Reform (Support Prop 64)
- Micro-Businesses (Support AB 1643)

**Workers’ Comp**
- Workers’ Comp: Inpatient Burn Exclusion (Support)
- Workers’ Compensation Insurance Rate Regulation (Limited Support)