Message from the Chairman

I am excited to take the helm of the VICA board this year, and I think VICA members owe a great deal of gratitude to my predecessor Bob Scott (The CivicCenter Group) who oversaw and guided a historic transformation of this business organization.

Not only was the staff overhauled with the hiring of a talented and dynamic team of professionals, programs were introduced and modified to provide our members with a fresh look, our policy committees were improved, and our investment structure was reformed to give our members more value and more choices. Most importantly, VICA's influence with lawmakers and in the media increased significantly.

With your continued involvement and support over these past two years, Bob Scott and VICA's dedicated staff guided VICA through major changes that will help to strengthen our ability to advocate for a stronger Valley business climate for years to come. Thank you, Bob!

VICA concludes transition; prepares for continued growth

Under new board Chair Greg Lippe (Lippe, Hellie, Hoffer & Allison LLP), expect continued growth at VICA in the following categories:

Stronger advocacy

Regardless of what the “issue de jour” will be among policymakers this year, lawmakers everywhere can be sure on one thing: they will be seeing even more VICA members knocking on their doors in ’08. In 2007, we dramatically increased the frequency of our visits to Sacramento with ten advocacy trips to the State Capitol. Lippe’s goal in 2008 is to expand the size of VICA’s delegation. Also look for an increased focus on regulations, with numerous industry workshops planned on AB 32, water issues, and much more. Finally, VICA’s advocacy strategy will be more aggressive in 2008 so that lawmakers will be held more accountable for their actions.

Grow membership

Part of being effective is having a large membership. Through new and improved programs and selling the unique services VICA’s exceptionally professional staff provide, growing the membership should not be all that difficult. To that end, Lippe has pledged to make membership more of a priority for the 2008 board and will work towards further maximizing the value of investing in VICA. With new programs such as VICA’s Red Tape Busters, Lippe asks “how can one afford NOT to be a VICA member?”

Re-brand VICA

Building upon VICA’s revitalization over the past two years, several events will be re-branded so that VICA is more widely associated with advocacy and leadership. VICA will also better market itself to attract more of the region’s top employers to its events and programs through improved communications and outreach. Lippe is excited that VICA will hold its first-ever San Fernando Valley Business Hall of Fame dinner in June and convene the Business Advocacy Conference in October, the only public policy conference in the Valley.
The following is a partial list of public officials who met with VICA in 2007:

**Federal Officeholders**
- Dianne Feinstein
- Howard Berman
- Buck McKeon
- Jim Oberstar
- Brad Sherman
- Diane Watson

**State Officeholders**
- Karen Bass
- Julia Brownley
- Ron Calderon
- Gilbert Cedillo
- John Chiang
- Judy Chu
- Kevin de León
- Mike Feuer
- Felipe Fuentes
- Paul Krekorian
- Lloyd Levine
- Alex Padilla
- Don Perata
- Anthony Portantino
- Mark Ridley Thomas
- George Runner
- Sharon Runner
- Jack Scott
- Cameron Smyth
- Audra Strickland

**Local Officeholders**
- Richard Alarcón
- Mike Antonovich
- Lee Baca
- Tim Ben Boydston
- James Bozajian
- Tony Cardenas
- Laura Chick
- Rocky Delgadillo
- Tamar Galatzan
- Eric Garcetti
- Monica Garcia
- Wendy Greuel
- Janice Hahn
- Jose Huizar
- William Koehler
- Julie Kornstein
- Tom LaBonge
- Mary Sue Maurer
- Marsha McLean
- Bernard Parks
- Jack Perry
- Ed Reyes
- Anthony Villaraigosa
- Dennis Washburn
- Jack Weiss
- Herb Wesson
- Dennis Zine

**Public officials & Dignitaries**
- Kevin Acebo
- Dale Bonner
- David Brewer
- Gail Goldberg
- Helmi Hisserich
- Richard Katz
- Gina Marie Lindsey
- David Link
- Michel Moore
- Bud Ovrom
- Rita Robinson
- Mitt Romney
- Karen Sisson
- Roger Snoble
- Sean Walsh

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**Financial Report**

### Revenue

**Events**
- After Dark: 6,850.00
- Annual Meeting: 23,775.00
- BFC: 163,998.33
- Board Fees: 35,800.00
- Committee Meetings: 6,364.00
- DC Trip: 9,450.00
- Federal Luncheon: 1,000.00
- Gala: 152,200.00
- Government Handbook: 23,788.00
- Local Luncheon: 32,080.00
- Newsmaker Connections: 2,180.00
- Sacramento: 1,600.00
- State Dinner: 15,800.00

Total Events: 474,885.33

**Membership Dues**
- Unallocated Investment: 64,291.00
- Membership Dues - Other: 129,696.67

Total Membership Dues: 193,987.67

**Other Revenue**
- Interest: 6,930.31
- Voluntary Donations: 2,625.00
- Other Revenue - Other: 168.62

Total Other Revenue: 9,723.93

**Gross Profit**: 678,596.93

**Net Revenue**: 28,618.78

### Expense

**Event Expenses**
- Total After Dark: 8,270.53
- Total Annual Meeting: 19,097.10
- Total BFC: 41,192.28
- Board: 5,080.96
- Committee: 4,107.13
- Total DC Trip: 13,353.77
- Total Federal: 0.00
- Total Gala: 78,789.34
- Government Handbook: 10,066.01
- Local Luncheon: 7,808.21
- Newsmaker Connection: 5,077.92
- Total Sacramento: 1,987.13
- Total State Dinner: 1,085.59

Total Event Expenses: 195,915.97

**Operational Expenses**
- Advertising & Marketing: 6,340.00
- Computer Copier Maintenance: 11,484.63
- Computer Hardware/Software: 18,568.80
- Consulting Fees: 5,710.00
- Credit Card Fees: 3,944.59
- Total Employee Costs: 285,339.34
- Gifts/Plaques-NonEvent: 7,526.87
- Total Insurance: 19,260.37
- Meetings/Conferences-assorted: 4,463.86
- Membership Fees, Contribution: 3,350.00
- Mileage/Travel-NonEvent: 2,404.33
- Office Supplies: 9,474.08
- Postage, Messenger: 12,191.66
- Presidents Expense: 3,118.40
- Printing & Graphics- NonEvent: 3,685.75
- Rent: 41,010.00
- Subscriptions: 1,693.63
- Taxes and Licenses: 116.10
- Telephone, Telecommunications: 7,324.77
- Website: 7,050.00

Total Operational Expenses: 454,062.18

**Total Expense**: 649,978.15

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**2007 Committees**

- **Environment & Infrastructure**
  - Chair: Carolyn Casavan
  - Co-Chairs: Jacques McMillan, Ralph Tarr

- **Government Affairs**
  - Chair: Greg Lippe
  - Co-Chairs: Lynn Rinker, Matt Klink

- **Land Use & Housing**
  - Chair: Josh Gertler

- **Membership & Marketing**
  - Chair: Doug Rosenthal
  - Co-Chair: Paul Laufer

- **Transportation**
  - Chair: Robert Rodine
  - Co-Chair: Greg Weinberg

- **Workforce Education & Healthcare**
  - Chair: Susan Ng
  - Co-Chair: Don St. Clair

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**Thank you to our Titanium Sponsors**

- Wells Fargo
- Metropolitan Water District of Southern California
- Providence Health System
- Pratt & Whitney Rocketdyne, Inc.
- Sherwood Oaks Hospital

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- Bernard Parks
- Jan Perry
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- Marsha Ramos
- Greg Smith
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- Mitt Romney
- Karen Sisson
- Roger Snoble
- Sean Walsh
Events

**Business Forecast Conference**

More than 400 business leaders and public officials participated in VICA’s 19th Annual Business Forecast Conference on Nov. 8 at the Universal Hilton Hotel, presented by Wells Fargo. The event featured engaging and productive panel discussions with prominent decision makers and opinion leaders about land use, healthcare, education, transportation, and other business issues. The luncheon program featured Dale Bonner, Secretary of California’s Business, Transportation & Housing Agency, and L.A. Mayor Antonio Villaraigosa, who thanked VICA for its support for projects in the East Valley, including the NBC Universal development in Universal City.

**Local Officeholders Lunch**

More than 250 VICA members and 20 local officeholders gathered at Beverly Garland’s Holiday Inn to discuss the issues effecting Valley businesses at VICA’s Local Officeholders Luncheon. Local Officeholders in attendance were: Richard Alarcón, Lee Baca, James Bozajian, Tamar Galatzan, Eric Garcetti, Wendy Greuel, Janice Hahn, William Koehler, Julie Korenstein, Tom LaBonge, Mary Sue Maurer, Marsha McLean, Georgia Mercer, Bernard Parks, Marsha Ramos, Greg Smith, Dennis Washburn, Jack Weiss, Zev Yaroslavsky and Dennis Zine.

**Sacramento & D.C. Advocacy Trips**

During the peak legislative season, VICA lead monthly delegations to Sacramento to meet with lawmakers and to push for tax credits for manufacturers and filmmakers, flexible workweek scheduling, and funding for I-5 and I-405, among other issues. VICA First Vice Chair Greg Lippe was honored by the CalChamber for his advocacy efforts in Sacramento. VICA joined Los Angeles Mayor Antonio Villaraigosa and 200 local business leaders and other public officials for two full days of advocacy in Washington, D.C. in March, fighting for California’s fair share of federal appropriations. Currently, California receives just 79 cents for each tax dollar we send to Washington.

**State Officeholders Dinner**

VICA’s popular State Officeholders Dinner brought together a sold-out audience of 125 VICA members with eleven state officeholders: Controller John Chiang, Board of Equalization Vice Chair Judy Chu, Senators George Runner, Alex Padilla and Jack Scott; Assemblymembers Julia Brownley, Mike Feuer, Paul Krekorian, Kevin de León, Lloyd Levine, and Anthony Portantino. Grand Sponsor NBC Universal hosted the dinner event at the Universal Studio Grill.

**VICA Business Advocacy Awards Gala**

Four-hundred of the Valley’s top business leaders and elected officials attended VICA’s 2007 Awards Gala dinner on June 15, presented by Las Lomas. The dinner was held at the Sheraton Universal Hotel and recognized the Best of the San Fernando Valley, including L.A. City Councilman Greig Smith, who received the Legislator of the Year Award, and Providence Health System, which received the prestigious Robert E. Gibson Corporate Award for Excellence. Other honorees included VICA Advocate: Carolyn Casavan, West Coast Environmental & Engineering; Entertainment: Time Warner Cable; Finance: California United Bank; Healthcare: Sherman Oaks Hospital; Manufacturer: Southern California Gas Company; Real Estate: Thomas Properties Group; Technology: AmeriTel Inc. Bob Hertzberg (Mayer, Brown, Rowe & Maw, LLP) and VICA Past Chair Fred Gaines (Gaines & Stacey, LLP) served as masters of ceremony for the gala, which was considered by many to be the most fun event in many years.

**VICA’s 58th Annual Meeting**

Cheryl Fair, ABC7 News Director, keynoted VICA’s Annual Meeting at the Airtel Plaza Hotel. The luncheon, attended by 300 Valley business leaders, was presented by The Walt Disney Company. VICA honored Pete Satuloff (Anderson, Satuloff, Machado & Mendelsohn) with its 2007 Harmon Ballin Community Service Award, and Pegi Matsuda (San Fernando Valley Business Journal) with the 2nd Annual President’s Award. VICA President & CEO Brendan Huffman took the opportunity as well to recognize outgoing Chair Bob Scott (CivicCenter Group) for his service to VICA and the Valley community, and to welcome incoming Chair Greg Lippe (Lippe, Hellie, Hoffer & Allison LLP), the new executive committee and board of directors.

**Other 2007 Events**

VICA also welcomed numerous officeholders at monthly Newsmaker Connections, quarterly VICA After Dark receptions, and special events such as a town hall with presidential candidate Mitt Romney.
## Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization/Company</th>
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<tbody>
<tr>
<td>Bruce Ackerman</td>
<td>Economic Alliance of the SFV</td>
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<tr>
<td>David Adelman</td>
<td>Greenberg &amp; Bass</td>
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<td>Wayne Adelman</td>
<td>Decision Publications</td>
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<td>Lee Alpert</td>
<td>Alpert &amp; Barr</td>
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<td>Jill Barad</td>
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<td>Roberto Barragan</td>
<td>Valley Economic Development Center</td>
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<td>Tom Bates</td>
<td>Sherman Oaks Hospital</td>
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<td>Casey Beyer</td>
<td>John Laing Homes</td>
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<td>Ray Boyadjian*</td>
<td>Comerica Bank</td>
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<td>Andrew Bunnin</td>
<td>Sanford C. Bernstein</td>
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<td>Carolyn Casavan*</td>
<td>West Coast Environmental &amp; Engineering</td>
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<td>Joseph Chow</td>
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<tr>
<td>Martin M. Cooper* **</td>
<td>Cooper Beavers Inc.</td>
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<td>Marianne Haver Hill</td>
<td>M.E.N.D.</td>
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<td>Jason Horstman</td>
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<td>Brendan L. Huffman*</td>
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<td>Hawker Beechcraft Services</td>
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<td>Pegi Matsuda*</td>
<td>San Fernando Valley Business Journal</td>
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<td>Tom McCarty</td>
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<td>Jacque McJulian*</td>
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<td>George Minter</td>
<td>Greer/Dailey/Minter</td>
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<td>Donald Miod</td>
<td>Miod &amp; Co.</td>
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<td>Walter Mosher Jr., Ph.D. **</td>
<td>Precision Dynamics Corporation</td>
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<td>Scott Murphy</td>
<td>AmeriTel, Inc.</td>
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<td>Susan Ng*</td>
<td>Kaiser Permanente</td>
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<td>Hilary Norton Orozco</td>
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<td>Ann O’Connor</td>
<td>NBC Universal</td>
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<td>Jerald Otchis*</td>
<td>Bobrick Washroom Equipment, Inc.</td>
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<td>Sanford Paris**</td>
<td>Paris Industrial Parks</td>
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<td>Lisa Pitney</td>
<td>The Walt Disney Co.</td>
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<td>Carlsmith Ball LLP</td>
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<td>Mike Quiroga</td>
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<td>Lakeside Health Care</td>
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<td>Lynn Rinker*</td>
<td>Coldwell Banker Quality Properties</td>
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<td>Robert L. Rodine*</td>
<td>The Polaris Group</td>
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<td>Irwin Rosenberg</td>
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<td>Brad Rosenheim</td>
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<td>Doug Rosenthal*</td>
<td>Wells Fargo Bank</td>
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<td>Robert Rozanski</td>
<td>Los Angeles Department of Water &amp; Power</td>
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<td>Francisco Uribe</td>
<td>Verizon</td>
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## 2007 VICA Staff

- Brendan Huffman, President & CEO
- Jessica Yasukochi, Vice President
- Angela Fentiman, Communications Manager
- David Murphy, Government Affairs Manager
- Monique Gonzalez, Executive Assistant