



Friday, November 11, 2011

#### Quote of the Week

"Just as we hit a tail-spin to get into this, we can catch a tail wind to get out of it."

-Assemblymember Bob Blumenfield discussing the economy and housing downturn during VICA's Newsmaker Connection.

#### MEMBERS

VICA thanks our

**Renewing Members (join date)**

[El Proyecto Del Barrio, Inc.](#) (2001)

[Gelb Enterprises](#) (1995)

[Los Angeles Pierce College](#) (1989)

#### CALENDAR

##### The Week Ahead

##### Government Affairs Committee Meeting

Mon., Nov. 14, 12:30 p.m.

Providence Tarzana Medical Center  
18321 Clark St., Tarzana

[Click here](#) to RSVP.

##### Healthcare Committee Meeting

Tues., Nov. 15, noon

VICA Office

5121 Van Nuys Blvd., Sherman Oaks

[Click here](#) to RSVP.

##### Metro Orange Line Public Workshop

Thurs., Nov. 17, 6-8 p.m.

North Hollywood Public Library  
5211 Tujuna Ave., North Hollywood

For more information or to RSVP,  
contact 213.922.3039 or

[Rabinovd@metro.net](mailto:Rabinovd@metro.net).

##### Save The Date

##### United Way's HomeWalk 2011

Sat., Nov. 19, 7 a.m.

Exposition Park  
700 Exposition Park Blvd.  
Los Angeles

For more information, visit  
[www.HomeWalkLA.org](http://www.HomeWalkLA.org).

##### Metro Orange Line Public Workshop

Sat., Nov. 19, 10 a.m.-noon

West Valley Regional Library  
19036 Vanowen St., Reseda

For more information or to RSVP,  
contact 213.922.3039 or

[Rabinovd@metro.net](mailto:Rabinovd@metro.net).

##### VICA After Dark with L.A. City



VICA President Stuart Waldman, VICA Immediate Past Chair Greg Lippe (**Gregory N. Lippe Accountancy Corporation**), Assemblymember Bob Blumenfield and Kathy Watrous (**State Farm Insurance**)

## Bob Blumenfield meets with VICA members

*Assemblymember gets candid about the state budget*

Assemblymember Bob Blumenfield was at the VICA offices this week to discuss his recent policy activities with VICA members. During VICA's Newsmaker Connection, Blumenfield talked about his work to build coalitions between adversaries in order to get legislation passed that benefits the whole community. He told attendees about his work to pass a bill (SB 292) that reduces the obstacles and legal challenges to building an NFL stadium in downtown Los Angeles. He also discussed his work as chair of the Assembly Budget Committee and his support for VICA-backed reforms, including performance-based budgeting. The Newsmaker Connection was presented by **State Farm Insurance** and the **Government Center Gazette & Van Nuys News Press** served as the event's media sponsor.

## Bill would resolve mining dispute

*VICA provides commentary for the SCV Business Journal*

Our Congressional leaders have the opportunity to end an ongoing dispute between local government and private enterprise with an equitable and mutually-agreed upon resolution. S. 759 (Boxer), the Soledad Canyon High Desert, California Public Lands Conservation and Management Act of 2011, would conclude a 12-year debate over CEMEX USA's plans to mine in Soledad Canyon. The compromise that led to S. 759 is an example of how business and government can work together to resolve conflicts in a way that benefits private companies, public entities and the community. However, the years of effort invested in the process could be futile if action is not taken by the end of this year. [Click here](#) to read the full article in the *Santa Clarita Valley Business Journal*.

**Councilmember Mitchell Englander**

Tues., Nov. 29, 5:30-7:30 p.m.  
*The Beverly Garland Holiday Inn*  
 4222 Vineland Ave., North Hollywood  
[Click here](#) to RSVP.

**VICA's 62nd Annual Meeting**

Thurs., Dec. 15, 11:30 a.m.-2 p.m.  
*Burbank Airport Marriott*  
 2500 N. Hollywood Way, Burbank  
[Click here](#) to RSVP.

**Sundance Film Festival Trip**

Thurs., Jan. 19-Mon., Jan. 23  
*Park City, Utah*  
 Contact VICA at 818.817.0545 for  
 more information.

**Leaders Forum with CA Attorney  
General Kamala Harris**

Wed., Jan. 25, noon-1:30 p.m.  
*The Beverly Garland Holiday Inn*  
 4222 Vineland Ave., North Hollywood  
[Click here](#) to RSVP.

**MEDIA HIGHLIGHTS**

**Villaraigosa: Auto dealerships  
should be exempt from business  
tax,** [The City Maven](#), Nov. 8

**Summit eyes future of Valley  
transportation,** [Daily News](#), Nov. 7

**Forecast calls for slow growth,**  
[Santa Clarita Valley Signal](#), Nov. 1

**HOT ISSUES**

**Aviation:** Citing persistent helicopter noise from flights carrying tourists, paparazzi and news reporters, the L.A. County Board of Supervisors voted 4-0 to support H.R. 2677, a bill by Rep. Howard Berman (D-Van Nuys). The measure permits the Federal Aviation Administration to order that helicopters fly at a higher altitude in Los Angeles County.

**Energy:** California has installed enough rooftop solar panels to generate more than 1 gigawatt of electricity, a milestone only five countries worldwide have reached. The state has the potential to add perhaps 79 gigawatts more through the \$3.3 billion Million Solar Roofs Initiative, which offers financial incentives for homeowners and businesses to install solar systems.

**Environment:** House Oversight and Government Reform Committee is investigating the California Air Resources Board. Committee chairman, Rep. Darrell Issa, R-Temecula, sent a 13-page letter advising that he was "expanding" the committee's ongoing investigation into the establishment of fuel economy standards.

**VICA blog has no shortage of opinions**

*Members provide interesting and informative content*

VICA members continue to provide new content each week for VICA's [Business Advocate Blog](#). This forum allows members to share their opinions and expertise. This week, Lori Brogin (**Pacific Federal Insurance Corp.**) provides valuable information about how to [save money on dental care](#). VICA Board Member and Education Committee Chair Dana Martin (**ITT Technical Institute**) discusses what could happen to education in California if [state budget projections](#) are not met. VICA Immediate Past Chair Greg Lippe (**Gregory N. Lippe Accountancy Corporation**) writes about the [Constitutional requirements for a U.S. President](#), adding his recommended qualifications for the job. VICA 2nd Vice Chair and Transportation Committee Chair Coby King (**MWW Group**) [calls on business leaders](#) to be active in upcoming discussions and decisions about transportation projects. [Check back often](#) to see what VICA members are writing about and comment on the articles. The blog features new posts every week. If you are interested in becoming a contributor, email [angela@vica.com](mailto:angela@vica.com) for more information.

**After Dark to feature Mitchell Englander**

*L.A. City Councilmember headlines popular reception*

The final VICA After Dark reception of 2011 will feature L.A. City Councilmember Mitchell Englander. Attendees will have the opportunity to meet Englander, hear about his work at City Hall since being elected this spring and mingle with other business leaders. Englander was elected to the city's Twelfth District seat on March 8, 2011, a position formerly held by Councilmember Greig Smith. He received a significant 58 percent of the vote in the primary field filled with challengers. The reception will be held 5:30-7:30 p.m., Tuesday, November 29 at The Beverly Garland Holiday Inn. Hosted beer, wine and appetizers will be provided, along with a chance to win a gift card to Tula's Restaurant at the hotel. VICA After Dark is presented by **Microsoft** and the **San Fernando Valley Business Journal**. **NBCUniversal** is co-sponsoring the event.

**November member profile: Michelle Seukunian**

*VICA members featured on the VICA website*



*Title:* Vice President, Area Manager

*Organization:* First Bank

[www.firstbanks.com](http://www.firstbanks.com)

*About First Bank:* One-hundred-year-old family owned bank based in St. Louis with branches in four states and 65 offices in California

*VICA involvement:* Co-Chair, Membership Committee

*Birthplace:* Los Angeles—NATIVE

*Career turning point:* Getting hired by Wells Fargo in 1988 having never been in sales

OR banking.

*Why VICA membership is important:* Since we're the voice and vision that so many have and they all really want, need, benefit and

**Fiscal responsibility:** The Senate Rules Committee voted 3-1 to change a longstanding practice of using public funds to provide snacks and meals for members, which cost taxpayers at least \$111,316 in 2011. Under the proposal approved by the committee, members will be asked to pay \$2,000 a year to cover coffee room expenses and meals when the business of the house, such as late legislative sessions, prevents lawmakers from leaving the Capitol.

**Infrastructure:** L.A. Mayor Antonio Villaraigosa has been working on a plan to borrow 27 years worth of tax revenue and spend it repairing nearly one-fourth of the city's streets. The initiative—known as L.A. Road Works—would consume much of the city's allotment of Measure R funds, fixing approximately 1,500 miles of streets within two to three years.

**Pensions:** Gov. Jerry Brown's public pension plan drew a mixed review from the nonpartisan Legislative Analyst's Office. Brown wants the Legislature to put his plan on the November 2012 ballot, which would require two-thirds support in both the Assembly and the Senate.

**Small business:** The U.S. Senate passed H.R.674, which repealed a law that was costly to businesses by requiring federal, state and local governments to withhold 3 percent of payments for products and services worth more than \$10,000. The bill was approved by a vote of 94-1. The House of Representatives voted 405-16 to repeal the tax withholding requirement, October 27.

**State budget:** California has fallen \$1.5 billion behind in revenues through the first four months of the fiscal year, according to state Controller John Chiang. For the month of October, Chiang said California was \$810.5 million behind what was expected, or 16.3 percent.

#### ABOUT VICA

Presenting the business perspective on behalf of employers in the San Fernando Valley cities of Los Angeles, Burbank, Glendale, Calabasas, Hidden Hills, San Fernando and Santa Clarita.

Read more about VICA at [VICA.com](http://www.vica.com) or read our [Guiding Principles \(PDF\)](#).

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appreciate all of VICA's efforts. [Click here](#) to read Michelle's full profile. Contact [angela@vica.com](mailto:angela@vica.com) if you would like to complete a member profile form to be considered for inclusion on the [VICA website](#) and in *VICA Weekly*.

### VICA Viewpoint:

*Who would you like to see buy the Los Angeles Dodgers and why do you want him/her to be the new owner?*



I vote for Nordstrom as the new owner. If nothing else, the team will look fashionable.

*Sue Carleo  
VICA Board Member; President, Los Angeles Valley College*



I would like the buyer to be an individual who is a U.S. Citizen and resident or a group of individuals who are U.S. Citizens and residents with adequate funding (for the acquisition, future operations and security measures) and staying power, who will leave the team in Los Angeles, not drain the teams assets for personal use and not gouge the fans.

*Greg Lippe  
VICA Immediate Past Chair and Finance Vice Chair; President, Gregory N. Lippe Accountancy Corp.*



I would like Fred Gaines to buy the Dodgers. Why? Because he loves the team, he knows baseball (having played for Grant HS) and, he could unilaterally make me the Bat Boy!

*Brad Rosenheim  
VICA Vice Chair and Land Use Committee Vice Chair; Principal, Rosenheim & Associates, Inc.*

[Click here](#) to read more VICA Viewpoints.

All VICA members are invited to participate in the next VICA Viewpoint question. The question is: What made you decide to join VICA?

Submit your answer (not to exceed 50 words) and a headshot to [angela@vica.com](mailto:angela@vica.com) to be considered for inclusion in the next issue of *VICA Weekly*. All responses must be received by noon on Thurs., Nov. 17 to be considered for inclusion in the Nov. 18 issue of *VICA Weekly*.

### Committee Reports

Transportation - Nov. 8

Hosted by *The Beverly Garland Holiday Inn*

- Paul Taylor (**Metro**) delivered his quarterly Metropolitan Transportation Authority update and answered questions regarding

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service in the San Fernando Valley.

- Lan Saadatnejadi (**Metro**) discussed planned highway projects in North Los Angeles County with a special emphasis on Measure R in the San Fernando Valley and the potential for larger projects in upcoming years.
- Renee Berlin (**Metro**) addressed concerns regarding plans for the Van Nuys Boulevard Transit Corridor and Green Line extension to LAX.
- Mel Wilson, who was recently appointed to the **Metro** Board of Directors, urged the business community to play a more active role in upcoming **Metro** discussions.

Entertainment - Nov. 10

*Hosted by Sunrise Kitchens* at the VICA office

- Assemblymember Betsy Butler (D-El Segundo) discussed the 2011 Legislative session, including debate over the extension of film tax credits and her commitment to generating clean energy jobs in California.
- Mike Nugent (Creative America) discussed the grassroots campaign to combat content piracy through a coalition of studios, production companies and employee unions.
- Todd Lindgren (**FilmL.A., Inc.**) presented the 2011 Q3 statistics for on-site production in the City of Los Angeles.
- Kate Hennigan (Mayor's Office of Economic and Business Policy) outlined several initiatives that Mayor Villaraigosa is supporting to increase film production.
- Leila Torres-Drewes (**Manpower**) discussed plans for an upcoming event about the future of the entertainment industry that will be sponsored by **Manpower, FilmL.A.** and VICA.



### Winter 2011 Book & Toy Drive\*

October 17-December 2

Every child deserves a happy holiday...  
Share the joy of the season by helping CCRC put books and toys in the little hands of 2,000 children!

- Donate new books and toys to CCRC (ages 0-13)
- Make a tax deductible donation
- Feature CCRC's Winter 2011 Book & Toy Drive campaign on your website
- Drop off new, unwrapped toys at CCRC's Chatsworth & Palmdale locations

**Contact CCRC at 818.717.1039 for more information.**

**\*VICA will donate the new and unwrapped toys collected at its 62nd Annual Meeting to the CCRC toy drive.**

#### Member Messages

##### **Get your message in VICA Weekly!**

VICA members can promote their business, events and news in VICA Weekly. Member messages are available for \$50 per week or \$175 for four weeks. Messages are text-based and may not contain more than 70 words. A logo may be added for an additional \$5 per week. For more information or to schedule your member message, [click here](#) or call Angela at 818.817.0545.

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