



Friday, August 19, 2011

Quote of the Week

"The one regret I have in life is that I didn't copyright that word [Carmageddon]. I wouldn't be standing here today; I'd be at a home in the Bahamas."

-L.A. County Supervisor Zev Yaroslavsky at VICA's Local Officeholders Luncheon.

MEMBERS

VICA thanks our

Renewing Member (join date)

[DePinto Morales Communications, Inc.](#) (2004)

CALENDAR

The Week Ahead

Sacramento Advocacy Trip

Wed., Aug. 24, all day

State Capitol

[Click here](#) to RSVP.

Save The Date

Rose Goldwater Lifetime Achievement Gala

Sat., Aug. 27, 6 p.m.

Warner Center Marriott Hotel

21850 Oxnard St., Woodland Hills

Call 818.347.4737 for more

information.

Leaders Forum with CA Treasurer

Bill Lockyer

Tues., Aug. 30, noon-1:30 p.m.

The Beverly Garland Holiday Inn

4222 Vineland Ave., North Hollywood

[Click here](#) to RSVP.

Where's the Money? VEDC's 10th Annual Access to Capital Business Expo

Sat., Sept. 10, 8 a.m.-2:30 p.m.

The Odyssey Banquet Center

15000 Odyssey Dr., Granada Hills

[Click here](#) to register.

New Horizons' 10th Annual Golf Classic

Mon., Sept. 19, 9 a.m.

Angeles National Golf Club

9401 Foothill Blvd., Sunland

[Click here](#) for more information or to register.

American Express OPEN: Grow Your Business Through Government Contracting

Wed., Sept. 21, 8 a.m.-3 p.m.



L.A. City Councilmember Mitch Englander (center) with representatives from JP Morgan Chase, from left: Peter Villegas, Scott Lane, Robert Lagace and Lenny McNeil

Local officeholders dish with VICA

Local issues and electeds are focus of annual luncheon

Elected officials from L.A. County, the City of Los Angeles and surrounding cities, and local boards of education joined VICA members for the annual Local Officeholders Luncheon. This year set a record for attendance by local officials, with more than 25 officeholders showing up to discuss transportation, film and television production, redevelopment and various local ordinances. City of L.A. officials had the largest turnout with Mayor Antonio Villaraigosa, Controller Wendy Greuel, Attorney Carmen Trutanich and eight city councilmembers all attending the luncheon. The event, presented by JP Morgan Chase was held at The Beverly Garland Inn in North Hollywood. Co-sponsors included BNSF Railway, The Boeing Company, Daily News of Los Angeles, Paul Hastings, Vons and Wells Fargo. Photos from the luncheon can be viewed on VICA's [Facebook page](#).

BTAC recommends axing gross receipts tax

Removing arduous tax would help stimulate local economy

The Business Tax Advisory Committee (BTAC) unanimously voted to recommend that the City of Los Angeles eliminate its gross receipts tax. VICA has been a long-time proponent of abolishing this unfair and burdensome tax. Recently, the idea gained considerable support from local officials when Mayor Antonio Villaraigosa, Controller Wendy Greuel and Council President Eric Garcetti all made calls to do away with the gross receipts tax. Removing the tax could increase revenue to the city by as much as \$321 million when considering an anticipated improvement to the employment rate, based on a report presented to BTAC by Dr. Charles

Westin Bonaventure Hotel
404 S. Figureoa St., Los Angeles
[Click here](#) to register.

Business Life Magazine's Women Achievers Business & Healthcare Conference

Mon., Sept. 26
8:30 a.m.-1:30 p.m.
Glendale Hilton Hotel
100 W Glenoaks Blvd., Glendale
[Click here](#) to register.

Business Forecast Conference

Fri., Oct. 28, 7 a.m.-2 p.m.
Universal Hilton Hotel
555 Universal Hollywood Dr.
Universal City
[Click here](#) to register.

MEDIA HIGHLIGHTS

Mayor and city leaders mingle with Valley businesses, [Studio City Patch](#), Aug. 19

VICA Luncheon 2011, [Van Nuys News Press](#), Aug. 18

City leaders gathering at Beverly Garland Hotel today, [Studio City Patch](#), Aug. 18

Group says that Valley won with boundary changes, [Daily News](#), Aug. 15

Rick Orlov: Berman getting backing from GOP side, [Daily News](#), Aug. 14

HOT ISSUES

Commissions: VICA member Ron Galperin (**Law Offices of Ron S. Galperin**) has been elected President of the City of L.A. Quality and Productivity Commission. The 15-member panel is charged with encouraging innovation and efficiency in Los Angeles city government. Galperin also serves as Chair of the City of L.A.'s Commission on Revenue Efficiency (CORE).

Education: University of California President Mark Yudof has announced that all professors who receive a positive performance evaluation this fall will get a 3 percent raise and non-academic staff members who are not represented by unions will receive raises between zero and 6 percent, based on performance reviews.

Entertainment: TruTV has ordered up four episodes of "California DMV: Field Offices," according to an *Entertainment Weekly* report. The show, co-produced by Ashton Kutcher and reality TV executive Jason Goldberg, will look at what it's like to work at the state department.

Swenson. The worst possible result for the city is to see a revenue increase of \$25 million, according to projections. Officials are now considering whether a gradual or "cold turkey" approach is the best process for eradicating the tax, and it will require approval from various committees and the full City Council.

State Legislature resumes session
Several bills important to business will be considered

The state Legislature is back in session following its summer recess, which means bills that have been the focus of VICA's advocacy efforts are on the move again. VICA has been actively pushing an extension of the successful production tax credits (AB 1069), which has yet to make it to the Governor's desk. Two CEQA reform bills (AB 880 and SB 226) that would make needed improvements to the dated environmental law have also received VICA support. The list of opposition to the VICA-opposed AB 52 continued to expand this week. VICA has urged lawmakers to reject the bill that would limit patient access to physicians and doesn't address the root causes of rising health care costs. To see all the bills VICA is monitoring, see VICA's [Legislative Tracker](#).

VICA blog scrutinizes new technologies
Members provide interesting and informative content

VICA members continue to provide new content each week for VICA's new [Business Advocate Blog](#). This form allows members to share their opinions and expertise. This week, John Rodriguez (Billboard Connection) discusses a billboard to discourage [texting while driving](#) and provides some grave statistics about the activity. Deirdre Shipstead (Pepperdine University—School of Public Policy) writes about [social media](#) and some of the ways it is being used by government and businesses. 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 for more information.

VICA thanks members for their dedication
Celebrating member's 20, 15 and 5-year anniversaries

VICA appreciates the continued support of its outstanding members. Thanks to our strong membership of more than 360 businesses across the region, VICA is able to advocate for a healthy business climate with fewer regulations and lower business taxes. This month, several members are celebrating milestone anniversaries. Bob Hope Airport has been supporting VICA's advocacy efforts for 20 years. Allen Realty & Studio City Development Corp. is celebrating its 15th Anniversary as a VICA member. Five-year members renewing in the month of August include California Grocers Association and South Coast

Environment: A recent study by the Brookings Institution found clean-technology jobs accounted for just 2 percent of employment nationwide. The Economic Development Department in California reports that \$59 million in state, federal and private money dedicated to green jobs training and apprenticeship has led to only 719 job placements.

Labor: A bill (AB 350, Solorio) that would require businesses to keep employees of companies they acquire and even hire employees of property service contractors is being heard in the Senate Appropriations Committee next week. The VICA-opposed bill prevents businesses operating efficiently and providing job security for their workforce.

Taxation: L.A. Mayor Antonio Villaraigosa told the Sacramento Press Club that California should reverse the nonresidential portions of Proposition 13, which would tax commercial property at a higher rate while lowering residential taxes. VICA has actively opposed legislation that would create this split-roll tax system.

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 or read our [Guiding Principles \(PDF\)](#).

Valley Industry & Commerce Association (VICA)
San Fernando Valley, California
5121 Van Nuys Blvd, Ste 203
Sherman Oaks, CA 91403
Tel (818) 817-0545
Fax (818) 907-7934
www.vica.com

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Air Quality Management District. Without the support of our generous members we would not be able to continue to fight for businesses. Visit the [Member Directory](#) to see a listing of all our members.

VICA Viewpoint:

Do you think the world is headed for a double-dip recession?



Yes. We have 2 major problems: (1) most businesses are afraid to hire because of future economic uncertainties and (2) the public is beginning to think like they did in the 30's—pay down debt and don't buy anything using credit cards. Until we reduce corporate taxes (like Reagan did) to compete with low tax rates levied in the rest of the free world (and thereby bring back a trillion corporate dollars to America), we're stuck.

David Fleming

*VICA Past Chair and Board of Governors Member; **Latham & Watkins, LLP***



For most consumers, the last recession never ended. President Obama's economic policies have failed miserably. Economic uncertainty, the threat of higher taxes and unprecedented federal government regulation have caused an unfriendly business climate. This, coupled with contagion in Europe, makes a double-dip recession all that much more likely.

Matt Klink

*VICA Vice Chair; President, **Cerrell Associates, Inc.***



There is always debate over the economists' official definition of a recession and the reality of the environment. Based on stagnant/low GDP growth, shrinking jobs numbers, and (high) flat unemployment...if sounds like a duck!

Will Marzullo

*Former VICA Board Member; Metro Regional Director—Dallas, **Manpower***

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

All VICA members are invited to participate in the next VICA Viewpoint question. The question is: Is it wise for workers to consider striking (for being asked to pay an additional \$9 per week toward their health care costs) at a time when so many people are out of work?

Submit your answer (not to exceed 50 words) and a headshot to angela@vica.com to be considered for inclusion in the next issue of VICA Weekly. All responses must be received by noon, Thurs., Aug. 25 to be considered for inclusion in the Aug. 26 issue of VICA Weekly.

Committee Reports

Government Affairs - August 17

Hosted by **Providence Tarzana Medical Center**

- Recommended the board support the Lawsuit Abuse Reduction Act consisting of H.R. 966 (Smith) and S. 533 (Grassley), returning Rule 11 of the Federal Rules of Civil Procedure to its original strength in imposing sanctions against lawyers that file frivolous lawsuits.
- Recommended the board support the Small Business Regulatory Freedom Act, S. 474 (Snowe), which sets new requirements for regulation creation and reassessment including small business review panels for all government departments.
- Mel Kohn (Kirsch, Kohn & Bridge LLP) reported on the Business Tax Advisory Council's call for elimination of the gross receipts tax in the City of Los Angeles.
- Received an update about the final legislative district lines approved by the California Citizen's Redistricting Commission.
- Carrie Lopez of California Forward discussed moving greater state governmental control to its citizens.



Join **Child Care Resource Center (CCRC)** at the Sheraton Universal Hotel for its 35th Anniversary Gala on Saturday, September 24, 2011.

CCRC promotes optimal child development and family wellness through access to quality child care, family support, economic development and community education.

This extravagant affair will feature a red carpet entrance, a poolside silent auction, unique entertainment, a superb plated dinner and an exciting live auction!

Register now at www.ccrcla.org!

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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VICA
5121 Van Nuys Blvd, Ste 203
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