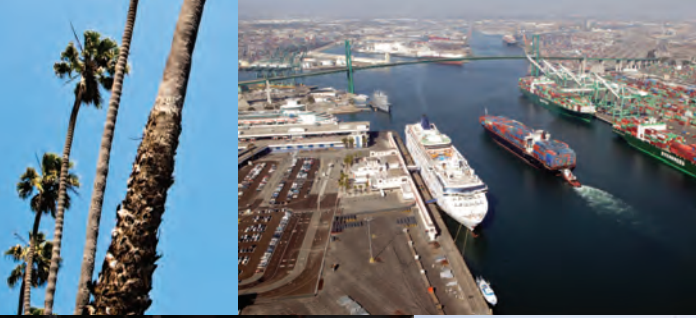




**Biz
Fed**

**Los Angeles
County
Business
Federation**

Strengthening the Voice of Business



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www.bizfed.org

BizFed's mission is to dramatically underline—and efficiently mobilize—the scale and strength of business owners and leaders as catalysts for meaningful change to ensure a healthy and vibrant economy.

The Los Angeles County Business Federation charter is to effectively mobilize the collective—and cooperative—voice and volume of all the existing advocacy organizations.

Our Goals

Educate and engage the business community on important business issues and public policy—where large and small are powerfully aligned to advance a shared agenda.

Augment and support existing advocacy efforts by stepping up in two ways—facilitate an effective and efficient way to reach a common group; then educate and connect large numbers of businesses.

Utilize this new, collective strength to influence the votes of elected officials and regulatory boards on issues that are important to businesses in Los Angeles County.

Every Business in LA County Deserves a Voice

As an individual business belonging to an organization or trade group that is a BizFed member, your cooperative voice will be added to the powerful and resonant chorus at the leading edge of change.

It's time to take individual efforts—large and small—and wrap them up cooperatively, targeting measurable impact on a much larger scale.



Access to Leaders

BizFed also provides intimate access to key political leaders, leading policymakers and thought leaders such as:

- Personal engagement with the President's Export Council and the White House Administration's National Export Initiative
- Targeted transportation work with U.S. Congressional leaders such as Sen. Barbara Boxer and U.S. Transportation Secretary Ray LaHood
- Exclusive one-on-one discussions with local and regional electeds such as Los Angeles County Supervisors and Long Beach and Los Angeles mayoral and council officials
- Personalized CA water infrastructure tour with SoCal business leaders
- Custom interactions with California state lawmakers such as Lt. Gov. Gavin Newsom, CA Congressman Xavier Becerra, Senator Kevin de Leon, Senator Ed Hernandez, Assemblyman Isadore Hall III, Assemblyman Ricardo Lara, Assemblywoman Betsy Butler, CA Governors including Arnold Schwarzenegger, Gray Davis, George Deukmejian and Pete Wilson
- Select opportunities with White House Cabinet officials including U.S. Commerce Secretary John Bryson, U.S. Labor Secretary Hilda Solis
- Building bridges with business and local electeds and officials from all 88 LA County cities





Via the Action Alert system and the power of aggregated numbers, the message to elected officials is pay attention—this issue is critical to economic vitality in Los Angeles County.

Influence Fueled by Easy Action Alerts

BizFed's influence will be powered by a set of streamlined, easy-to-deploy communication tools including a Web-based Action Alert system that enables mentor organizations to rally their business members to amplify Los Angeles County's business clout to important federal, state, county and local lawmaking officials and regulatory agency leaders.

A major local university has independently developed and is hosting the BizFed database—sorting member businesses by district within Los Angeles County for the following:

*U.S. Congressional Districts
California Senate Districts
California Assembly Districts
Los Angeles County Board of Supervisors
Los Angeles City Council members*

Voting Initiatives

BizFed also has united in a bipartisan initiative with the Secretary of State's Office to actively engage member organizations to boost voter registration with easy-to-access Web links on their sites.



Top BizFed Issues: 2007–2011

	2007	2008	2009	2011*
Transportation: reduce commute time	1	8	5	13
Curb urban crime and gang activity	2	6	–	14
Improve and reform K-12 education	3	5	–	7
Controlling workers' compensation costs	4	3	8	10
Transportation: invest in public transportation	5	14	5	15
Transportation: freeway infrastructure	6	10	5	15
Water conservation and access	7	7	3	18
Affordable healthcare coverage	8	9	1	3
Streamlining the local permitting processes	9	4	2	9
Availability of monetary credit	–	1	4	5
Reduce the State budget deficit	12	2	–	4
Taxes and Fees	17	16	–	1
Government Regulation /Compliance	18	13	–	2
Legislative Gridlock (State and Federal)	–	–	–	6
Environmental Regulations	26	29	–	8

2011 Big Wins

ECONOMIC AGENDA FOR CHANGE

BizFed accelerated efforts to ignite collaboration on a statewide Agenda for Economic Change, supporting the framework of Lt. Gov. Gavin Newsom's "Economic Growth & Competitiveness Agenda" as a visionary outline for a critically needed new approach in economic and governance strategies.

BizFed is actively engaged in supporting and propelling six critical priority areas including:

Aligning infrastructure decisions with regional strategies, reforming the California Environmental Quality Act and ending abuses, rooting state policies and programs in implementable regional strategies, creating a statewide export strategy, and solving next-generation redevelopment.

LAND USE, ENERGY AND TRANSPORTATION

Regional planning agencies' decisions on land use, housing, transportation and energy policies have profound effects on the vitality of Southern California businesses.

- BizFed and a coalition ensured business concerns were reflected in a new energy policy developed by the South Coast Air Quality Management District
- BizFed has mobilized regional business collaboration on revisions to SoCal's Air Quality Management Plan
- BizFed is uniting businesses' voice in development of the Southern California Association of Governments' Regional Transportation Plan/Sustainable Communities Strategy to meet air pollution standards and transit, housing and land use demands

PHENOMENAL GROWTH

Propelled by effective and united policy focus, intelligence-sharing and achievements, BizFed's grassroots alliance grew more than 35% in 2011 to encompass more than 95 organizations, with over 165,000 businesses representing more than 2+ million employees across LA County.

2011 Advocacy Action Achievements and Impact

BUSINESS-FRIENDLY REFORM

Active state, county and local government reforms are needed to aid private-sector businesses that are the job creators that will lead CA's economic recovery.

Cutting Red Tape. Result: BizFed leading coalition efforts with local agencies to streamline regulations to help create/retain jobs, reduce regulatory burdens on business. SUPPORT OPPOSE

LA City Gross Receipts Tax Elimination. Result: Implementation studies to end highest business tax rate in LA County. SUPPORT OPPOSE

Federal 1099 Reporting Regulations. Result: Full national repeal of onerous new business reporting requirement. SUPPORT OPPOSE

Hospital Project Delays. Result: Governor orders changes to state oversight agency to expedite construction and create jobs. SUPPORT OPPOSE

Protecting CA's Entertainment Industry (SB550). Result: Legislation gives authorities greater ability to crackdown on piracy. SUPPORT OPPOSE

Elimination of Community Redevelopment Agencies. Result: Efforts to find reform compromises for this job-creation and business investment mechanism continue. SUPPORT OPPOSE

State Office of Economic Development. Result: Lawmakers make this business-friendly office permanent. SUPPORT OPPOSE

Elimination of Enterprise Zones. Result: Retained in CA budget negotiations. SUPPORT OPPOSE

TRANSPORTATION/TRADE

LA County needs transportation and goods movement solutions that make immediate and long-term reductions in congestion.

Measure R “30/10” Initiative & America Fast Forward – Supporting 166,000

jobs. Result: Federal attention on innovative financing mechanisms to help reduce gridlock.

SUPPORT
 OPPOSE

CA’s Infrastructure Bank (AB700).

Result: Governor agreed to restructure, giving bank greater capacity for action.

SUPPORT
 OPPOSE

Goods Movement (AB1128).

Result: Key freight-truck route expanded to boost port trade and goods movement.

SUPPORT
 OPPOSE

LAX Customs Staffing.

Result: Federal calls for review and boosted staffing to reduce delays.

SUPPORT
 OPPOSE

Port of Long Beach – Pier S Development – Supporting up to 40,000 jobs.

Result: Strengthening trade competitiveness.

SUPPORT
 OPPOSE

Southern California International Gateway – Supporting up to 22,000

regional jobs. Result: BNSF Railway new near-dock facility boosts ports’ trade infrastructure.

SUPPORT
 OPPOSE

Boosting International Trade.

Result: First in the nation Regional Export Council in LA, uniting private and nonprofit sectors to work with government advancing trade opportunities for local businesses.

SUPPORT
 OPPOSE

RESPONSIBLE GOVERNANCE

Federal, state and local governments need to be more responsive to voters, “do no harm” to business, deliver sensible budgets on time, and be more responsible, transparent and accountable with public funds.

City of Vernon Disincorporation (AB46/AB781) – Supporting up to

105,000 regional jobs. Result: Senate defeated bill that would have eliminated one of LA County’s most business-friendly cities.

SUPPORT
 OPPOSE

Split Roll (AB448).

Result: Costly anti-business legislation stalled.

SUPPORT
 OPPOSE

Reducing State Workforce.

Result: Governor continues to pare state offices and commissions.

SUPPORT
 OPPOSE

Hotel Housekeeping Regulations

(SB432). Result: Costly and burdensome bill mandating hotels use fitted bedsheets withdrawn by author.

SUPPORT
 OPPOSE

Employee Retention Mandate

(AB350). Result: Onerous anti-business worker-retention rules for commercial properties rejected by Legislature.

SUPPORT
 OPPOSE

Healthcare Reform for Small

Business. Result: Controlling health-care costs remains a top priority as federal reform efforts continue to unfold.

SUPPORT
 OPPOSE

Styrofoam Food Container Ban

(SB568). Result: Costly anti-business legislation withdrawn by author.

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 OPPOSE

ENERGY/ENVIRONMENT/LAND USE/ DEVELOPMENT

Essential quality-of-life environmental components of clean air and sustainable sources of clean water are critical to business investment and growth in Southern California.

Reforming the California Environmental Quality Act. Result: Leader in establishing business coalition to stop CEQA abuses.

SUPPORT
 OPPOSE

Economically, Environmentally Sustainable Water Plans. Result: Continuing legislative attention on improving CA's ailing water system.

SUPPORT
 OPPOSE

AQMD Draft Energy Policy. Result: Coalition effected change in policy development, ensuring business concerns reflected and incorporated.

SUPPORT
 OPPOSE

NBC Universal's Evolution Plan – Supporting up to 43,000 jobs. Result: Largest infill project in LA history includes \$3B investment and significant boost for SoCal's important entertainment industry.

SUPPORT
 OPPOSE

Wilshire Grand Redevelopment – Supporting up to 12,000 jobs. Result: Project approval means \$1B direct investment in LA, increased tourism market.

SUPPORT
 OPPOSE

LA COUNTY STRATEGIC PLAN FOR ECONOMIC DEVELOPMENT

LA County needs a shared and well-planned vision of economic growth that includes a businessfriendly environment to create and retain good quality jobs, while proactively attracting new businesses, jobs and investment critical to a strong and vibrant economy.

Championing Regional Growth. BizFed is the “regional champion” of the “Create a Business-Friendly Environment” component of the first-ever LA Countywide Strategic Plan for Economic Development, with proactive mobilization to encourage action across the County.

Past Advocacy Actions and Achievements

Open Primaries. Result: 2010 voter approval of open primaries leads way to reduce partisan gridlock. Top-two vote-getters advance regardless of party.

SUPPORT
 OPPOSE

Redistricting Reform. Result: 2008 and 2010 propositions put redistricting in hands of citizens commission, eliminating gerrymandering of boundaries for sake of political party gain.

SUPPORT
 OPPOSE

Measure R & America Fast Forward – Supporting 166,000 jobs. Result: 2008 LA County measure raises nearly \$30 billion for local transit projects. Advances on innovative federal financing to get projects moving.

SUPPORT
 OPPOSE

Sustainable Land Use. Result: Leader in establishing business alliance on regional implementation strategies for Global Warming Act (SB375)

SUPPORT
 OPPOSE

LA County Workforce Stimulus Program – Supporting 11,000+ jobs. Result: \$168 million in federal funds in 2009

SUPPORT
 OPPOSE

Split Roll Tax. Result: Active opponent, costly anti-business legislation stalled; member of Californians Against Higher Property Taxes

SUPPORT
 OPPOSE

Federal Hospital Funding. Result: 2009 hospital fee-assessment legislation nets nearly \$2 billion in matching federal Medicaid dollar

SUPPORT
 OPPOSE

Education Reform. Result: Legislation passed setting framework for incentivized state funding community colleges to boost student completion rates

SUPPORT
 OPPOSE

Enterprise Zones. Result: Defeated 2010 legislation that would have hurt business retention/expansion

SUPPORT
 OPPOSE

Workplace Regulation – Paid Sick

Leave. Result: Defeated 2008 legislation that would have expanded employers' costs and liability.

SUPPORT
 OPPOSE

Public Pension Reform. Results: Governor reached deals with 6 state unions in 2010 that included rollbacks saving nearly \$100M. Reforms continue.

SUPPORT
 OPPOSE

LA City Business Taxes – Supporting 56,000+ jobs. Results: Lowered tax rate for Internet businesses in 2010; 3-year tax holiday for new businesses

SUPPORT
 OPPOSE

LAX Modernization – Supporting 400,000 regional jobs. Result: EIR process moving forward

SUPPORT
 OPPOSE

Port of Long Beach – Desmond Bridge Replacement – Supporting 315,000 regional jobs. Result: Project and EIR approved in 2010, to break ground in 2012

SUPPORT
 OPPOSE

CA Water System Reform. Result: 2009 historic legislative water deal

SUPPORT
 OPPOSE



Only BizFed provides the forum for diverse businesses throughout Los Angeles County to organize and tap into our collective power, mobilize toward a focused agenda, and amplify the voice of over 165,000 businesses!

As a powerful grassroots alliance of business advocacy organizations we:

- engage and mobilize our association members and their business members
- influence policy and policy makers
- increase resources and organizational capacity

All to advance our economic vitality and quality of life!

LOS ANGELES COUNTY SENATE DISTRICTS

ALEX PADILLA

NUMBER OF BUSINESSES
6,328 *

KEVIN DE LEON

NUMBER OF BUSINESSES
6,059 *

BOB HUFF

NUMBER OF BUSINESSES
3,040 *

RON CALDERON

NUMBER OF BUSINESSES
2,943 *

TED LIEU

NUMBER OF BUSINESSES
19,067 *



Go to www.bizfed.org/map to find up-to-date figures and statistics and to access more interactive maps including:

- U.S. Congressional Districts
- California Senate Districts
- California Assembly Districts
- LA County Board of Supervisors
- LA City Council Districts



BizFed is...

Los Angeles County Business Federation

As a modern-day grassroots alliance, The Los Angeles County Business Federation (BizFed) represents over 95 top business associations including industry trade groups, chambers of commerce, ethnic business groups, business improvement districts along with over 50 civic minded, leading companies and agencies. BizFed seeks to unite, educate and engage the business community on important issues and public policy – where large and small are powerfully aligned to advance a shared agenda for strong sustainable economic vitality. BizFed's alliance organizations represent over 165,000 businesses across Los Angeles County that employ more than 2 million workers – all united.



BizFed Institute

As a sponsored project of Community Partners, BizFed Institute seeks to enhance LA County's community revitalization, economic development and civic engagement through strengthened information, research and communication targeted at business owners of every size, sector, ethnic and gender origin and diverse perspective to harness and define the collective voice of business. The Institute builds upon the unique grassroots alliance that exists within the Los Angeles County Business Federation and unites it with the broader economic development, civic and diverse community of nonprofit agencies in the greater Los Angeles County region.

BizFed PAC

BizFed's Political Action Committee is designed to give businesses greater significant impact by aggregating a large number of established business-focused PACs and their resources around issues and candidates by focusing on – and contributing to – key and influential Los Angeles County local and state races, candidates and ballot issues with a primary goal of electing business-experienced leaders who initiate and support proactive, competitive economic public policies and governance.



2012 Officers



John Kelsall
BizFed Chair
Greater Lakewood
Chamber of Commerce



Mark Wilbur
Immediate Past Chair
Employers Group



David Fleming
Founding Chair
Latham & Watkins



Holly Schroeder
**Energy/Environment/
Land Use Committee
Co-Vice Chair**
Building Industry
Association – LA/Ventura



Patty Senecal
**Energy/Environment/
Land Use Committee
Co-Vice Chair**
Western States
Petroleum Association



**Susan Sifuentes-
Trigueros**
**Energy/Environment/
Land Use Committee
Co-Vice Chair**
Southern California Gas Co.



Tracy Rafter
CEO
BizFed



LaDonna DiCamillo
Chair-Elect
Long Beach Area
Chamber/BNSF Railway
Company



Joe Ahn
**Advocacy Committee
Co-Vice Chair**
Northrop Grumman



Glen Becerra
**Energy/Environment/
Land Use Committee
Co-Vice Chair**
Southern California
Edison Co.



Kristine Guerrero
**Responsible
Governance Committee
Co-Vice Chair**
League of California
Cities



Marisa Olguin
**Responsible
Governance Committee
Co-Vice Chair**
Vernon Chamber
of Commerce



Jim Clarke
**Advocacy Committee
Co-Vice Chair**
Apartment Association
of Greater Los Angeles



Cynthia Kurtz
**Advocacy Committee
Co-Vice Chair**
San Gabriel Valley
Economic Partnership



Arpy Hatzikian
**Business Friendly
Committee
Co-Vice Chair**
Gensler



Ron Wood
**Operations Committee
Co-Vice Chair**
Valley Economic
Alliance



Jim Wullschlegel
**Operations Committee
Co-Vice Chair**
City National Bank



Leron Gubler
**Polling & Research
Committee
Co-Vice Chair**
Hollywood Chamber
of Commerce



Laurie Hughes
**Business Friendly
Committee
Co-Vice Chair**
Gateway to LA



David Kissinger
**Business Friendly
Committee
Co-Vice Chair**
South Bay Association
of Realtors



David Grannis
**Transportation/
Trade Committee
Co-Vice Chair**
Point C, LLC



Will Wright
**Polling & Research
Committee
Co-Vice Chair**
American Institute of
Architects – LA



Kim-Yen Huynh
**Communications
Committee
Co-Vice Chair**
Asian American Business
Women Association



Brian Chase
**Communications
Committee
Co-Vice Chair**
Santa Monica
Chamber of Commerce



Dennis Huang
**Transportation/
Trade Committee
Co-Vice Chair**
Asian Business
Association of LA



Hugo Merida
**Transportation/Trade
Committee
Co-Vice Chair**
LA Metropolitan Hispanic
Chambers of Commerce



Hilary Norton
**Transportation/
Trade Committee
Co-Vice Chair**
Fixing Angelenos
Stuck In Traffic (FAST)



M C Townsend
**Nominating
Committee Vice Chair**
Regional Black
Chamber of Commerce
San Fernando Valley



Bob Amano
Secretary/Treasurer
Hotel Association
of Los Angeles

Former Officers 2011

Martha Cox-Nitikman
Communications Committee Co-Vice Chair
Building Owners & Managers Association of Los Angeles

Charles Gale
Advocacy Committee Co-Vice Chair
Redondo Beach, Manhattan Beach, South Bay Association of Chambers

Heidi Gallegos
Operations Committee Co-Vice Chair
Regional San Gabriel Valley Chamber of Commerce

John Murray
Operations Committee Co-Vice Chair
Southern California Minority Business Development Council

Gary Toebben
Nominating Committee Vice Chair
Los Angeles Area Chamber of Commerce

Former Officers 2010

Thomas Flintoft
Chair
LAX Coastal Area Chamber of Commerce

Sandy Cajas
Polling & Research Committee Vice Chair
Regional Hispanic Chamber of Commerce

James W. Litz
Advocacy Committee Co-Vice Chair
Beverly Hills/Greater LA Association of Realtors

Ken Tiratira
Jobs & Economic Impact Committee Vice Chair
Employers Group

Former Officers 2009

Holly Schroeder
Chair
Building Industry Association – LA/Ventura

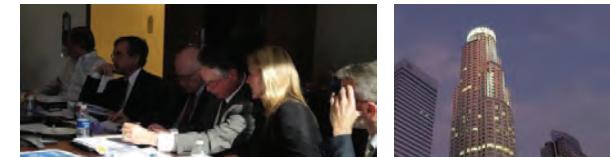
Debi Schultze
Chair Elect
United Chambers of Commerce of the San Fernando Valley & Region

Mike Pfeiffer
Operations Committee Vice Chair
South Park Stakeholders Group

Paul Little
Secretary/Treasurer
Pasadena Chamber of Commerce

Former Officers 2008

Tara Bannister
Chair Elect
California Apartment Association of Los Angeles





WE'RE A PROUD
MEMBER

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