



Business Leader

Fall, 2001

**Los Angeles
County
Economic
Development
Corporation**

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CALENDAR **SAVE THE DATE**

San Gabriel Valley Economic Outlook
October 11, 2001

RBAN Quarterly meeting
October 18, 2001

South Bay Economic Outlook
October 24, 2001

British American Business Council
Fall Global Conference
November 3-6, 2001

Westside Cities Economic Outlook
November 7, 2001

**Southern California International Trade
Conference**
November 8, 2001

**Annual Economic Forecast for
2002-2003**
December 4, 2001

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- Manufacturing Report released
- The Power of California update
- Business Assistance program summary
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**Up To A
Challenge**
*A message from
President & CEO
Lee Harrington*

The world has changed. Our region's challenges are evident. Business leadership is rising to the occasion. The Board of the LAEDC has concluded that the LAEDC and its regional EDC partners and Regional Business Assistance Network are "the closest thing to the Red Cross when it comes to our region's economic recovery." In light of the challenges our local economy will face and the pressures that will be placed on local businesses and jobs, the Board has authorized the LAEDC to increase business assistance services, aggressively communicate the availability of these services to the community, and use our economic prowess to help the County of Los Angeles develop an economic strategy to emerge from this uncertain period poised for future growth. The key to our region's success is everyone working together, reaching consensus on a strategy and each doing our part to make it happen. I have never been prouder of our nation or our business leadership.

The LAEDC is now publishing its newsletter, *The Business Leader*, in electronic form. Please contact us at: businessleader@laedc.org if you are having any difficulty in receiving and/or downloading the text, photos or hot links. If you would like to unsubscribe to this newsletter please contact us at: businessleader@laedc.org

Terrorist Attack on World Trade Center Effects on Local Economy by Jack Kyser

The tragic events of the terrorist attack on September 11th will have long-lasting effects in many ways. These implications are at the top of the mind of the LAEDC. What do these events mean to our economy both locally and nationally?

Read full text of Mr. Kyser's message at:
www.laedc.org/pressreleases/jk_ec9-15-01.html

Manufacturing Report Released

The LAEDC is pleased to announce the release of the "Manufacturing in the Los Angeles Five-County Area" report published by our team of leading economic professionals.

According to the report, if the five-county area were a separate state, it would rank fourth in the nation. A total of 2,100 jobs separated the region from the first place position held by Chicago. Surprisingly, manufacturing employs 2.5 times more people than what is perceived the largest Southern California industry—the movie business.

Visit <http://www.laedc.org/press.html> to view highlights from the report, or <http://www.laedc.org/pubtion.html> to order your copy of the full forecast.

Calendar, continued

**Fashion Industries Guild Gala Event:
Honoring Ilse Metchek
October 6, 2001**

**Governor's Conference for Women
Luncheon
Long Beach Convention Center
October 11, 2001**

**California Fashion Association
General Meeting
October 16, 2001**



Nobel-related activities
On October 23-27 a **California Nobel Prize Centennial Celebration** will take place to honor those Laureates who live in California. The event is being jointly organized by Stanford University, the University of California at Berkeley (UC Berkeley), the California Institute of Technology (Caltech) and the University of California at Los Angeles (UCLA), along with the Swedish Consulates General in Los Angeles and San Francisco. It will include a symposium program and an exhibition.
<http://www.calnobel.org>



International Corner:

EVENT NOTICE

Southern California Trade Conference at Universal Hilton Hotel on November 18th presented by the Economic Alliance of the San Fernando Valley. Sponsored by: LAWA, Port of LA, Valley International Trade Association.

TRADE MISSION

The LAEDC is leading a business delegation for a two-week visit to Japan, China and Taiwan on October 20th through November 3rd.



Eddy **SAVE the DATE**
6th Annual Eddy Awards

Wednesday, November 14, 2001

Time:

6:00PM-7:00PM
VIP Reception

7:00PM-9:00PM
Dinner Program

Location:

Beverly Hilton Hotel
Beverly Hills, CA

Honorees:

Nobel Laureate **Dr. David Baltimore**
President, California Institute of Technology

Honorable **Michael D. Antonovich**
Mayor, County of Los Angeles

Dinner Committee Chair:

Mr. David Fleming
LAEDC Chairman of the Board
Of Counsel, Latham & Watkins

Dinner Co-Chairs:

George Deukmejian
LAEDC Executive Board
Member
35th Governor of California

Matt Toledo, Publisher
Los Angeles Business Journal

Contact:

Event Headquarters
at: 562-989-9890
for information



Chicago Tribune coverage

California suffers from dim image

Executives to tell world that energy problems in check
--Wednesday, September 5, 2001

Excerpt: "Los Angeles – As Labor Day marked the symbolic end of summer, it was clear that the dire predictions about California's summer electricity crisis were wrong – at least to people in California. There were only a handful of brief outages in winter and early spring. The last one was May 8. A combination of rising prices and increased conservation coupled with a cooler than normal summer left Californians asking: What energy crisis?"
In the article Gary Johnson, Vice President of Ace Clearwater Enterprises in Torrance, which builds components and complex metal assemblies and ducting, explained the conservation procedures they implemented including shifting peak production to off-peak energy use times and decrease air conditioning usage. Higher energy costs could not be passed on to customers so these measures ensured they kept the bottom line in tact.

If you don't know Jack



About LA County

Jack Kyser, Chief Economist at the LAEDC will be speaking at these upcoming events:

Real Estate Conference Group Apartment Conference on 9/24/01

University of LaVerne Business Leaders Lunch on 10/3/01

Southern California International Trade Conference in San Fernando Valley on 11/8/01

International Corner Continued

GLOBAL CONFERENCE

The LAEDC is participating in the Global Business Opportunity Conference (GBOC) in Osaka on October 22 through the 24th. In addition to the GBOC conference, meetings are planned with Asian businesses focused on Southern California as well as potential venture capitalists and other investors. Please contact Greg Whitney at: www.gwhitney@laedc.org to join the delegation.



The LAEDC welcomes new members

Executive Committee of the LAEDC Board

David Pollock

Senior Managing Director at Bear Stearns

Board of Directors

Mark Klender

National Practice Leader of Corporate Real Estate Consulting at Deloitte & Touche

Daniel Bothe

Senior Vice President/CFO at Arden Realty

Michael C. Foster

Managing Partner at Konowiecki & Rank LLP

Greg Hill

Mayor of City of Redondo Beach

Brian Fitzgerald

General Manager at Westin Bonaventure

Michael Barker

Managing Director at Barker Pacific Group

Chris Roux

Weston Benshoor Rochefort Rubalcava CacCuish LLP

Art Huskey

Executive Vice President/ COO at Integrated Micromachines

Member company

Logistic Strategies

Culver City Redevelopment Agency

Board of Directors meetings

Next meeting:

Wed., October 17th
7:30 – 9:00 a.m.

full membership meeting.
Jonathan Club, 545 South Figueroa Street, Downtown Los Angeles. For more information contact: Marilyn Morales at 213-236-4811 or email: marilyn@laedc.org

September Board of Directors meeting

Featured Speaker: Paul Dimond, British Consul General presented "Role of UK in the Regional Economy." The presentation explained that the



UK is the largest investor in California, a spot

previously held by Japan. The value of trade between the US and UK is 12% of \$225 billion or \$27 billion per year. Mr. Dimond asked the audience not to overlook business opportunities in Europe.

Pictured left to right: Paul Dimond, British Consul General with Lee Harrington, LAEDC President and CEO.



Spotlight on LAEDC's Business Assistance Program (BAP)

Contact: BAP Director, Elaine Cullen
Tel: 213-236-4865, email: ecullen@laedc.org

The LAEDC's Regional Field Managers are available to provide companies direct assistance at no charge. This expert team can help you access new international markets, implement lean manufacturing practices, identify additional methods to conserve and save on your energy costs, access rebate and incentive programs as well as tax credits and low-cost financing programs. All 88 cities of Los Angeles County are represented in seven regions. Visit www.laedc.org/business_resources.html to locate the Regional Manager in your area.

Two new regional managers, three development coordinators appointed



Pictured left to right: San Gabriel Valley Regional Manager **Mary Aguilar** and Business Assistance Program Director **Elaine Cullen**



Pictured left to right: Westside Region Education, Workforce and Economic Development Coordinator **Mindy Meyer** and Santa Clarita Valley Regional Manager

Chance Williams. Meyer's work is supported through a DPSS grant.



Al Washington, Workforce and Economic Development Coordinator for Metro and South Los Angeles Region, is a consultant hired through a LA County Workforce Investment Board grant to provide business outreach.



Ken Hitts, Senior Consultant for Human Resources Ventures, is a consultant hired through a LA County Workforces Investment Board grant to provide business outreach for the entire Los Angeles County region.

Directory of Resource Links

[larta](http://www.larta.org/) (Los Angeles Regional Technology Alliance) <http://www.larta.org/>

[SCBC](http://www.socalbio.org/) (Southern California Biomedical Council) <http://www.socalbio.org/>

[WTCA](http://www.wtcanet.org/) (World Trade Association Long Beach-Los Angeles) <http://www.wtcanet.org/>

[BBALA](http://www.bbala.org/) (Black Business Association) <http://www.bbala.org/>

[CFA](http://www.californiafashion.org/) (California Fashion Association) http://www.californiafashion.org

[USC Marshall School of Business](http://www.marshall.usc.edu) <http://www.marshall.usc.edu>

[Pepperdine University Graziadio School](http://bschool.pepperdine.edu/programs/apply.html) <http://bschool.pepperdine.edu/programs/apply.html>

[BABC](http://www.babcla.org) (British American Business Council) <http://www.babcla.org>

Japan America Society
Tel: 213-627-6217

[Asia Society Southern California Center](http://www.asiasociety.org/worldwide/southca/) <http://www.asiasociety.org/worldwide/southca/>

LAEDC President addresses IBEAR graduates

LAEDC President and CEO Lee Harrington delivers commencement address to graduating class at University of Southern California for the IBEAR XXIII graduation



Pictured left to right: Jack Lewis, Director of Marshall IBEAR Program, Randolph Westerfield, Dean Marshall School of Business, Lee Harrington President and CEO of LAEDC, Richard Drobnick, USC Vice Provost for International Affairs.

For more information:
www.ibear.com

August Full membership meeting

Featured Speaker: Ken Dozier, Executive Director USC Engineering Technology Transfer Center presented "Understanding and Globally Communicating the LA Region's Unparalleled Technology



Resources." The focus of his presentation was the limiting thinking of individuals based on what is successful today, working around government not with it, USA as a nation of tribes bound by lifestyle not geography. Mr. Dozier also noted that being reactive rather than proactive hinders the speed and spread of technology in the US and the race to see how fast people can accept and learn the new technology.

Regional Manager assists small businesses over the airwaves



Regional Manager Tod Sword was a recent guest on Mark's Small Business Hour radio program on 97.1 KLSX-fm. The show

provides information to help small businesses.

The show focused on financing. Host Mark Deo and his staff were pleased with the call in response numbers—the most calls in the show's history.

"It was like doing my regular business assistance job at a hundred miles an hour with thousands of people listening," said Sword. "It was fun and interesting to hear the various questions from business owners.

Sword said he felt the show was a useful means of disseminating information. "I

San Gabriel Valley gets new regional manager

Mary Aguilar has come to the LAEDC as the Regional Manager for the San Gabriel Valley after a six-week internship at the World Trade Center of Los Angeles and Long Beach (WTCA). It was at the WTCA she honed her fact gathering and information sharing skills.

At the LAEDC she will continue the legacy of superior community service left by her predecessor Elaine Cullen. Aguilar is a graduate of Woodbury University with a Bachelor's degree in Business and Management with a concentration in International Business.

Before the WTCA Aguilar was Manager for the Department of Public Relations and Publisher for the General Motors Marketing Internship and was Regional Director for the West Coast for the National Hispanic Institute's Collegiate Leadership Network.

At Woodbury University Aguilar founded the Global Collegiate Leadership Network, which created innovative entrepreneurial business ventures between college graduates and the business community.

"I am excited to have Mary on board. We share an enthusiasm for the San Gabriel Valley region and the work that needs to be done," said Elaine Cullen, who was recently promoted to Director of the LAEDC's Business Assistance Program.

"Mary is a great addition to the regional management team we have been building." Frank Marquez, CEO of the San Gabriel Valley Economic Partnership, said he is excited to be working with the new regional manager who shares the same commitment to the region as Cullen had. Aguilar will be based out of their office in Irwindale.

"The San Gabriel Valley Economic Partnership prides itself with the excellence of our Business Assistance Program and I'm confident that Mary Aguilar will continue to provide the business assistance services to support, retain and attract businesses to our region," said Marquez. "She has demonstrated the enthusiasm and determination required to lead our business assistance efforts, that were so ably performed by Elaine Cullen over the past three years. I look forward to working with Mary."

RECENT BAP PROJECT PROFILES:

Antelope Valley

Contact: GAVEA President, David Myers
Tel: 661-945-2741

Countrywide Home Loans, residential mortgage lender, builds a new 102,000 square-foot office complex employing 500 people in the City of Lancaster. The 12.7-

means of disseminating information. "I enjoyed giving them advice on resources and referring them, to RBAN members."

BAP Projects continued:

South Bay

**Contact: Regional Manager,
Tod Sword, Tel: 310-792-0323**

Issue: A Wafer fabrication company sought assistance with permitting and tax credits.

Result: Tod Sword closed this project as a WIN creating 30 new jobs. Sword introduced the company to Southern California Edison's Savings By Design program, which saved them \$5,000 through energy efficient lighting. Temporary permits were also negotiated with the LA County Department of Sanitation and preliminary approval by the City of Torrance allowed the building of a Clean Room. The company is currently applying for 2001 R&D and Manufacturer's Investment Tax Credits.

acre complex will house one of the company's loan servicing centers. "This office complex will bring diversification to the Business Park, which already has a number of manufacturing facilities," noted Mayor Frank Roberts.

San Gabriel Valley

**Regional Manager Mary Aguilar
Tel: 626-856-0660**

Issue: The Los Angeles Times, a major newspaper sought to expand their operations into the San Gabriel Valley. BAP played a major role by arranging meetings with city officials and plan check personnel, assisting in human resource needs, and preparing incentive packages. On going assistance is in the form of housing and commuting needs involving meetings with transportation and housing brokers for transplanting workers and new workers.

Result: The expansion of a major publishing company, along with the development of 265 new jobs to the region and the City of Irwindale.

Other Regional EDC offices

San Fernando Valley

**Contact: Senior Regional Manager, Saul
Gomez
Tel: 818-379-7000**

Santa Clarita Valley

**Contact Regional Manager,
Chance Williams Tel: 661-253-3175**

South Los Angeles

**Contact Regional Manager, Elaine
Gaspard
Tel: 213-624-21436, ext. 228**

Westside Cities

**Contact Regional Manager, Saul Gomez
Tel: 818-379-7000**

Gateway Cities

**Contact: Regional Manager, Bruce Dobb
Tel: 562-843-4713**



Mission Statement:

The LAEDC is a private non-profit organization. As the premier business leadership organization, the LAEDC's mission is to attract, retain and grow businesses and jobs in the regions of Los Angeles County, as well as identifying trends and affecting positive change for the local economy. Since 1995, the LAEDC has helped in the creation of 56,6732 jobs from 278 projects. The economic impact of those jobs translates into \$1.9 billion in salaries and more than \$222 million in tax revenue generated to support schools and local government in the LA County region, annually.