



Fall, 2002

Economic Development for the Regions of Los Angeles County

# Business Leader

## Los Angeles County Economic Development Corporation

515 South Flower Street, 32<sup>nd</sup> Floor, Los Angeles, CA 90071  
T: 213-622-4300, 1-888-4LAEDC-1(1-888-452-3321)  
F: 213-622-7100  
[www.laedc.org](http://www.laedc.org)

### 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 Business Development team helped in the creation of more than 68,000 jobs from 368 projects. The economic impact of those jobs translates into \$2.6 billion in salaries and more than \$263.5 million in tax revenue generated to support schools and local government in the LA County region annually.

### In this issue...

- 7<sup>th</sup> Annual Eddy Awards
- Money Match LA
- China Mission/USC Asia Conference
- BEACON program launched
- Industry Spotlight: Banking & Finance
- Airport Op-Ed
- New LAEDC Board members and member companies

Visit the LAEDC Website Today at [www.laedc.org](http://www.laedc.org)

- [Calendar of activities](#)
- [Summary of RBAN quarterly meeting: How States Budget cuts will Affect RBAN members](#)
- [Updated list of non-traditional vendors](#)
- [16 Creative Industries Listing](#)
- [Check out our latest Publications](#)
- [60 Mile Circle presentation](#)

### LAEDC Taskforces recently formed to address business community needs. The nine taskforces are named:

LAEDC/Milken Economic Project  
Capital Access  
Critical Infrastructure Council  
Business Development  
International Trade  
Technology Industry  
Competitive Industrial Sites  
Business Services Network  
Marketing and Communications

### Join a taskforce, receive more information contact:

Amy Grat, Assistant Director of Investor Relations  
tel: 213-236-4835, email: [agratt@laedc.org](mailto:agratt@laedc.org)



7th Annual Eddy Awards  
- 7 Phenomenal Honorees

Don't miss this night of celebration....

*A night to share in the lives of some of the great visionaries of our time.*

**Be there! Buy your table now! Call: 310-858-0049**

**Thursday, October 10, 2002**

### Time:

6:00PM-7:00PM Hosted Cocktail Reception  
7:00PM-9:00PM Dinner and Awards Program

### Location:

Cathedral of Our Lady of Angels  
555 West Temple Street, Los Angeles

### Honorees:

- Eli Broad, Founder, [The Broad Foundation](#)
- Timothy J. Leiweke, President and CEO, [AES/Staples Center](#)
- James A. Thomas, CEO, [Thomas Properties Group](#)
- Cardinal Roger Mahony, Archbishop, [Archdiocese of Los Angeles](#)
- Andrea L. Van de Kamp, Chairman of the Board and CEO, [The Music Center](#)
- Stephan D. Smith, Partner, [Los Angeles Center Studios](#)
- Tonian Hohberg, President and Founder, [The Fashion Institute of Design & Merchandising/FIDM](#)

### Dinner Chairs:

**The Honorable Richard Riordan**  
Edward P. Roski, Jr., Chairman of the Board & CEO, Majestic Realty Co.

### Dinner Co-Chairs:

**James C. Hankla**, Chairman of the Board of LAEDC, CEO, Alameda Transportation Authority  
**David W. Fleming**, Past LAEDC Chairman, Of Counsel, Latham & Watkins, LLP  
**Matthew A. Toledo**, Vice Chairman of LAEDC, Publisher/President, Los Angeles Business Journal

The Eddy Awards are in recognition of excellence in economic development. The Eddy Award recipients this year have all played an essential role in the evolution of the new downtown LA --they have changed its landscape and made it rich with culture, architecture, opportunity, entertainment and spirit. More than anything, they've given Los Angeles the vitality necessary to become the thriving metropolitan center that anchors the economy surrounding it. Please join us on October 10th at the new Cathedral of our Lady of the Angels when the LAEDC awards seven outstanding honorees. Please visit [http://www.laedc.org/pdf/Eddy\\_Sponsorship\\_pg2.pdf](http://www.laedc.org/pdf/Eddy_Sponsorship_pg2.pdf) for ticket information.

Industry Spotlight:

## Banking & Finance

Banks and other financial institutions perform a crucial function in the regional economy of Los Angeles and Southern California. With the region's base of small and medium-sized businesses, access to capital through banks is especially important, as these companies are not able to raise capital in stock and bond markets.

Read more and view list of resources:  
[www.laedc.org/about\\_la\\_county/banking\\_finance.shtml](http://www.laedc.org/about_la_county/banking_finance.shtml)

## Review other LA County Industry Profiles on our website at:

[www.laedc.org/economic\\_research/industry\\_profiles\\_index.shtml](http://www.laedc.org/economic_research/industry_profiles_index.shtml)

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## BEACON program launches

### *Balancing Economic And Clean Ocean Needs*

The LAEDC has joined with a "blue ribbon" team of experts in government, water treatment, environmental issues, and related fields, to develop the BEACON Program (Balancing Economic And Clean Ocean Needs). The BEACON Program is an example of LAEDC fostering public/private partnerships to promote economic and environmental well being in Southern California, in this case to comply with the Clean Water Act. The BEACON program helps cities, counties and special districts in Southern California work together to deliver a complete storm water runoff plan and strategy. It will also enable participants to minimize costs by working together to develop the best solutions to balance the many priorities of clean water and the economy.

For more information check out the website at:  
[www.laedc.org/about\\_laedc/BEACON\\_program.shtml](http://www.laedc.org/about_laedc/BEACON_program.shtml)

or contact Wally Baker at 213-236-4812,  
[wbaker@laedc.org](mailto:wbaker@laedc.org)

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## LAEDC Investors

CHAIR OF THE EXECUTIVE COMMITTEE  
James Hankla, CEO  
Alameda Transportation Authority

### VICE CHAIRS AND EXECUTIVE COMMITTEE

David Abel, President  
Abel & Associates  
Representative of Los Angeles County Supervisor, Zev Yaroslavsky

Melphine Evans, Regional VP, BP

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## Money Match LA



Thursday, September 5, 2002  
Los Angeles Convention Center  
7:00 a.m. to 3:00 p.m. – OPEN TO ALL

cost:  
\$35 includes continental breakfast  
\$45 includes continental breakfast and boxed lunch

RSVP:  
online – [www.moneymatchla.com](http://www.moneymatchla.com)  
Via telephone: 1-800-New-Help (1-800-639-4357)

Money Match LA offers a unique opportunity for business owners to increase their understanding of the types of lending programs are available and meet one-on-one with lending institutions and technical assistance providers, to help them meet their business financing needs. The event includes educational breakout sessions in English, Spanish, Chinese and Korean, lenders fair, and interviews with lenders.

### Become a sponsor!

Call 213-236-4868, email: [Mmla.sponsors@laedc.org](mailto:Mmla.sponsors@laedc.org)

Produced by:



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## You are invited to join the LAEDC trade mission

Shanghai, China Business to Business Mission  
Sunday, October 13 to Sunday, October 20, 2002

This informative trip will provide business-to-business opportunities and participation in the USC Asia Conference. It will present a chance to evaluate Shanghai's business opportunities, culture and meet business leaders.

Details and reservation form on our website at:  
[www.laedc.org/business\\_assistance/Shanghai\\_USC\\_B2B\\_mission.shtml](http://www.laedc.org/business_assistance/Shanghai_USC_B2B_mission.shtml)



## SAVE THE DATE

Next Quarterly Meeting  
Regional Business Assistance Network  
(RBAN)

Thursday, October, 24, 2002

Venue: to be determined

Roy Hearrean, President  
Port of Long Beach Harbor Commission

Ronald Ragland, Vice President, Sales, Southern Region  
Blue Cross of America

Matt Toledo, Publisher/President, Los Angeles Business Journal

#### EXECUTIVE COMMITTEE MEMBERS

Rodney F. Banks, Executive Vice President, Bank of America

Laura Balverde-Sanchez, President, El Rey Brand Distributors, LLC  
Representative of Los Angeles County Supervisor, Gloria Molina

JoAnn M. Bourne, Executive VP, Union Bank, Commercial Banking Group

Janice Bryant Howroyd, President & CEO  
Act I Personnel Services  
Representative of Los Angeles County Supervisor Yvonne Burke

Robert Bush, Past LAEDC Chair, Principal, Fowler & Bush

Viggo Butler, President, United Airports Limited

Richard Cannon, Past LAEDC President & CEO & Chair, Watson Land Company  
Representative of Los Angeles County Supervisor Don Knabe

Gregg Carpenter, Managing Director, Marsh Risk & Insurance Services

Nick Colonna, Partner, Pacific Coast Capital Partners

Walter Conn, Chairman & CEO, Charles Dunn Real Estate Services, Inc.

LaVerne Davis, Exec. VP, External Affairs, Verizon

Thomas Decker, Past LAEDC Chair  
Chairman, Strategic Resources Consulting Connection, Inc.

George Deukmejian, Past LAEDC Chair  
35<sup>th</sup> Governor of the State of California

Richard Drobnick, Vice Provost for International Affairs, University of Southern California

Joseph T. Faulkner, Executive Vice President & Managing Director, Grubb & Ellis Company

David Fleming, Past LAEDC Chair,  
Of Counsel, Latham and Watkins

James Goldberg, Managing Director, Chief Economist, TCW Group

David Grannis, President, Planning Company Associates Inc.

Lloyd Greif, President & CEO, Greif & Co.

Derrick Hall, Senior Vice President, Communications  
Los Angeles Dodgers

Paul Hudson, President & CEO, Broadway Federal Bank

Lonnie Kane, CEO, Karen Kane, Inc.

## 14<sup>th</sup> Annual Southern California Visitor Industry Outlook Conference

### "Lessons Learned – Where Do We Go From Here?"

Presented by Collins School of Hospitality management at Cal poly Pomona and PKF consulting

LAEDC is a longtime supporter of this event.

#### Topics:

Convention & visitor Bureau Insights  
New Era of Air Travel: Capacity, Safety & Access  
PKF Consulting's 2003 Lodging forecast  
Numbers, Numbers, Numbers!  
An Urbanist's Perspective on Selling L.A.

#### Speakers:

Jack Kyser, LAEDC's Chief Economist

Charles Ahlers, Pres., Anaheim/Orange County CVB  
Bruce Baltin, Sr. VP of PKF Consulting  
Brad Burlingame, Pres., W. Hollywood CVB  
Michael Collins, Exec. VP of LACVB  
Steve Erie, Dir., Urban Studies & Planning Program, UCSD  
Linda Fort, VP/GM, Palm Springs Bureau of Tourism  
Eileen Hook, Research Manager/Rural Tourism Liaison California Tourism  
Skip Hull, VP, CIC Research  
Jeff Lugosi, MAI, VP, PKF Consulting  
Reint Reinders, pres. & CEO, San Diego CVB  
Representative, Los Angeles World Airports  
David Sheatsley, VP- Research & Development, LACVB  
Dr. Kevin Starr, State Librarian

#### To Register:

Time: Wednesday, October 16, 2002, 8:00 a.m. to 2:00 p.m.

Location: Hyatt Regency Long Beach

Cost: \$125 per person if received by Sept. 30, 2002

or \$150 per person after Sept. 30, 2002

To register or for more information:

Call 909-869-4472 or email: [mvlopez@csupomona.edu](mailto:mvlopez@csupomona.edu)

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*Op-Ed piece*

## AIRPORTS AND REGIONAL ECONOMIES

By: Lee Harrington, CEO, LAEDC

Having just returned from Asia on an LAEDC mission to promote business opportunities in Southern California, our delegation was constantly reminded of the importance of convenient, direct air service and modern, easy-to-use airports to a region's success as global competitor. As we presented the case to Asian business leaders about doing business in Southern California, we were alarmed by the prospects of losing future opportunities in our region due simply to the difficulty and hassle of getting here.

While everyone in the world knows LA makes movies they are generally not aware of our broad base of high technology industries and manufacturers, and of our rapidly growing biomedical sector. By contrast, San Francisco and San Jose are on everyone's list for the latter.

There are many reasons for this lack of awareness, but the scarcity of direct flight service to Los Angeles from many major Asian markets is certainly a contributing factor. San Francisco is a direct hub. Many businessmen honestly said, "We can fly direct to the Bay Area and get all business done there. Why take another flight if we don't have to?"

Bernadette Kirkwood, Director, Economic Development, Department of Water and Power

Stephen E. Lenzi, Senior Vice President, Public Affairs & Legal, Automobile Club of Southern California

Victoria Lowe, President & CEO, Alert Staffing

Shawn Mackey, Partner, Strategic Benefits Group, LLC

Anthony Miller, Principal, McKinsey & Company, Inc.

Richard Morrow, Vice President for Customer Services & Marketing Southern California Gas Company

David Nichols, President, Los Angeles, Pacific Bell

Phillip Nicholson Past LAEDC Chair  
Senior Partner, Cox, Castle & Nicholson

David Pollock, Senior Managing Director, Bear Stearns

Nelson Rising, President and CEO, Catellus Development

Greg Seibly, Area Manager, Commercial Banking Group, Wells Fargo Bank

Salvador Velasquez, Executive Director, LA Works  
Representative of LA County Supervisor Mike Antonovich

Jay Wahlgren, Executive Vice President, Washington Mutual

#### RECENTLY NAMED BOARD MEMBERS

Steven Borowski, Managing Partner, Metropolitan West

Frank Clark, Executive Director, LAX TEC Corporation

Rosanne Danner, Vice President, DuPont Safety Resources

Ronn S. Davids, Principal, Riordan & McKinzie

Vaughan Davies, Principal, Ehrenkrantz, Eckstut & Kuhn

James Flynn, President, Carson Estate Company

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Calvin Hollis, Managing Principal, Keyser Marston Associates

David Huntoon, Senior Research Associate  
The Rose Institute of State & Local Government

Richard Janisse, Deputy Executive Director, Business Development,  
Los Angeles World Airports

Monique Johnson, Senior Vice President, Director of Marketing &  
Communications, Alliance Bank

Kimberly King, Principal, King & Associates

James Ward Litz, Government Affairs Director  
Beverly Hills/Greater Los Angeles Association of Realtors

Alison Maxwell, Economic Development Specialist  
City of West Hollywood

For those business travelers that make the effort to fly to Los Angeles, they are not shy about telling us how unfriendly LAX is as an international airport and how behind the times public transportation is connecting the airport with business locations in this vast region.

While the LAEDC delegation returned excited about future business opportunities for Southern California in Asia, we also recognized that these air travel issues must be overcome for us to achieve our region's full potential as a competitive, dynamic international marketplace.

We have most of the ingredients – the "people connections", the ports, the Alameda Corridor, and our rail transit systems. But we are becoming a second-class region when it comes to our airport and airline services. Since one in five jobs in our region now depends on international business and trade, everyone in Southern California should be concerned. The LAEDC's Airport Task Force, a group of engaged business people with a deep background in airport operations worldwide, have studied the issue and believe the following strategies are critical to our future success:

**1. WE MUST HAVE A REGIONAL AIRPORT SYSTEM.** LAX is already the third busiest airport in the world. It alone cannot handle our future growth in passengers and cargo. LAX needs to remain our primary international passenger airport but we need the capacity of all of Southern California's airports to meet future growth. Yes, this includes El Toro, without which Ontario, Long Beach, Burbank, Palmdale, etc. become all the more necessary as part of the future answer.

**2. WE MUST MAKE BETTER USE OF FACILITIES.** We cannot "cap" growth at LAX but we must encourage the transfer of air passenger and cargo activity to the other airports to the maximum extent the market will allow. For example, dedicated air cargo should be focused at Ontario and Norton (San Bernardino International) due to their proximity to the Interstate and rail systems. Ask UPS how well this works. Airports like Norton and Palmdale should also become our primary aircraft maintenance locations.

**3. WE MUST MAKE LAX MORE CONVENIENT AND USER-FRIENDLY.** Growth at LAX will continue and we must make LAX the most convenient, visitor-friendly airport we can or suffer the consequences of being a second-class business center. Security is now a given. LAX is already the number one "arrival and departure" airport in the world, but by far not the most convenient. Access to and from LAX must be enhanced.

For example, a study is underway to move LAX check-in to a location near the 405 Freeway. Any such plan must first ensure that we do not further concentrate passengers as a terrorist target. The plan must also provide for convenient, adjacent parking and must avoid adding another stop or another line to wait in at LAX, rather than easy arrival and departure.

But this does not all need to happen at LAX. Dedicated check-in sites and transportation from business centers like Downtown LA, Burbank/Van Nuys, Long Beach, Orange County, etc., where passengers can go through security, check their bags and be transported to and directly dropped at their LAX terminal will reduce local access problems. A fast rail system down the centers of the 10 and 405 freeways that can service both commuters and inter-regional airport travelers needs to be part of our future plans as well. All one has to do is visit Hong Kong to see the benefits.

**4. WE MUST RECOGNIZE THE IMPORTANCE OF THE BUSINESS TRAVELER.** Any changes to LAX must enhance, not deter business travel. While the leisure traveler is critical to the success of our tourism industry, it is the business traveler who brings the investment and future jobs to the region. If we can make progress with Items 1-3, the airlines will be more likely to add the direct flights our region needs.

The successful economic regions of the future will be those that invite,

David Mintz, Chief Executive Officer, Southern Pacific Region  
American Medical Response

Kevin Nikkhoo, Chairman & CEO, Vertex Systems

Steven Nissen, Partner, Manatt, Phelps & Phillips, LLP

Mike Sims, Consultant,  
Graziadio School of Pepperdine University

Scott Somers, Managing Partner, The Windale Group

Jim Stahl, Chief Engineer & General Manager  
Sanitation Districts of Los Angeles County

Brian Thomas, Chief Financial Officer, Metropolitan Water District

Paul Watson, General Manager & Vice President, LA Mart

David Wilson, President, The Right Angle, Inc.

Ed Wilson, President, California League of Cities

Chuck Winn, Economic and Business Development Manager,  
Southern California Edison

Gin Wong, Principal, GWA Associates

For information contact:

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For a complete list of LAEDC Investors visit our  
website at:

<http://www.laedc.org/membership/index.shtml>

embrace and serve global business travelers and visitors. Otherwise, what we risk is becoming an economic backwater.

Signed,

Lee Harrington, LAEDC  
Walter Conn, Charles Dunn Real Estate Services, Inc.  
K.Y. Cheng, East West Bank  
Viggo Butler, United World Airports

  
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**Looking for feedback.** Any items/information not found on our website, please contact: [webmaster@laedc.org](mailto:webmaster@laedc.org)