

Valley Industry & Commerce Association

VICA WEEKLY

Serving the San Fernando Valley cities of Los Angeles, Burbank, Glendale, Calabasas, Hidden Hills and San Fernando

Friday, April 9, 2010

Quote of the Week

"I'm wondering, like many people, how they can simultaneously need a rate increase and at the same time transfer excess money into the general fund."

-LAUSD board member Tamar Galatzan questioning the LADWP's need to raise rates in an [L.A. Times](#) article.

MEMBERS

VICA welcomes our

New Member

[Goldstein Planting Investments, LLC](#)
[Someone's In The Kitchen](#)

VICA thanks our

Renewing Members (join date)

[AV Masters, Inc.](#) (2007)
[ONEgeneration](#) (2003)
[Mike's Roofing Service Co., Inc.](#) (1999)
Vic Realty (2000)

CALENDAR

The Weekend

The LA Pierce College Philharmonic Choir presents the San Fernando Valley Master Chorale

Sat., Apr. 10 @ 8 p.m.
Pierce College – Theater on the Hill
6201 Winnetka Ave., Woodland Hills
For Tickets visit: www.sfvmc.org or call 818.753.3306.

The Week Ahead

VICA Land Use Committee Meeting

Tues., Apr. 13, 8-9:30 a.m.
The Beverly Garland Holiday Inn
4222 Vineland Ave., North Hollywood
[Click here](#) to RSVP.

VICA Environment, Energy & Utilities Committee Meeting

Wed., Apr. 14, noon-1:30 p.m.
VICA Office
5121 Van Nuys Blvd., Sherman Oaks
[Click here](#) to RSVP.



From left (back row): Francine Oschin (**Oschin Partners, Inc.**), Tommy Duneheew, Jr. (**The Boeing Company**), Dana Martin and Nader Mojtabei (**ITT Technical Institute**). Front: Senator Barbara Boxer, Sarah Levy and Nadine Levy (**Management 180° Consulting**)

Boxer holds no punches at VICA luncheon

Senator takes questions about controversial legislation

U.S. Senator Barbara Boxer joined VICA members to discuss her current activities in Washington and the difficult reelection campaign she is facing. Boxer addressed healthcare reform, the Recovery Act and changes to the way student loans are administered. She also discussed the many challenges members of Congress face, including a rising federal deficit. U.S. Rep. Brad Sherman also stopped by the event to share his recent activities on Capitol Hill and answer VICA members' questions. The event was held at **Sportsmen's Lodge** Events Center, presented by **The Boeing Company** and co-sponsored by **Management 180° Consulting** and **ITT Technical Institute**. Read more about the luncheon in the [L.A. Times](#) and [Daily News](#).

Governor announces one-stop shop for biz

GoED will help businesses navigate state agencies/resources

Gov. Arnold Schwarzenegger signed an executive order this week establishing the Governor's Office of Economic Development (GoED). The office is intended to serve as a one-stop resource to help businesses acquire the direction, information and resources they need to invest, succeed and expand in California. Those who want to do business in California must interact with numerous departments

VICA Government Affairs Committee Meeting

Thurs., Apr. 15, 12:30-2 p.m.
Providence Tarzana Medical Center
18321 Clark Street, Tarzana
[Click here](#) to RSVP.

Save the Date

Arid Lands Institute: Rainwater Harvesting & Grey Water Systems Workshop

Sat., Apr. 17, 9 a.m.-3 p.m.
Woodbury University
7500 Glenoaks Blvd., Burbank
For more information or to register, visit www.aridlands.woodbury.edu.

Sacramento Advocacy Trip

Tues., Apr. 20, all-day
State Capitol
[Click here](#) or call the VICA office at 818.817-0545 for more information or to RSVP.

Greening Your Business through Sustainable Partnerships

Tues., April 20, 1:30-3 p.m.
Los Angeles Valley College
Cafeteria Conference Room
5800 Fulton Ave., Valley Glen
[Click here](#) to RSVP.

VICA Healthcare Committee Meeting

Wed., Apr. 21, noon-1:30 p.m.
VICA Office
5121 Van Nuys Blvd., Sherman Oaks
[Click here](#) to RSVP.

Safety & Crime Prevention for Small Businesses

Wed., April 21, 6:30-7:30 p.m.
Boys & Girls Club of the West Valley
7245 Remmet Ave., Canoga Park
RSVP to 818.610.1054 or TheClub@wvbgc.org.

New Horizons' Mardi Gras Gala

Thurs., Apr. 22 @ 6 p.m.
Sheraton Universal Hotel
333 Universal Hollywood Dr.
Universal City
For more information visit www.newhorizons-sfv.org or call 818.894.9301.

Woodbury University Open House: Graduate & Intensive BBA Program

Sat. Apr. 24, 10 a.m.-2 p.m.
Woodbury University
7500 Glenoaks Blvd., Burbank
RSVP to openhouse@woodbury.edu.

Grand Opening of Main Street Canoga Park Farmers' Market

do business in California must interact with numerous departments and sort through more than 100 individual economic development programs and services. The purpose of GoED is to help businesses understand state requirements and access resources. The office will have three main functions: 1) promote California as a place to do business; 2) support businesses interested in starting, growing, financing, expanding or relocating in California; 3) help businesses facing challenges to operating in California. GoED is open for business and can be contacted toll free at 877-345-GoED (877-345-4633) or at www.business.ca.gov.

Jobs Tax Initiative threatens business

Measure for November ballot would hurt recovery



Signatures are currently being gathered for a potential November ballot initiative that would repeal tax reforms needed to help California businesses recover from the recession. Business groups across the state, including VICA, have joined forces to stop this measure that could be

extremely harmful to businesses of all sizes. If passed, the Jobs Tax Initiative would increase business taxes, tax employers for job creation, stifle innovative industries, and lead to more job losses and fewer tax revenues. For more information about stopping the Jobs Tax Initiative from being on the November ballot, visit <http://stopthejobstax.org>.

HIRE Act provides tax benefits for employers

Hiring previously unemployed workers could mean tax breaks

There are two new tax incentives available to employers who hire certain previously unemployed workers due to the Hiring Incentives to Restore Employment (HIRE) Act. The first benefit is a payroll tax exemption that relieves employers from paying the 6.2 percent share of social security tax on wages paid to qualifying employees. It is effective for wages paid March 19, 2010 through December 31, 2010. Employers will also be eligible for the new hire retention credit, which provides a general business tax credit for each qualified employee who is retained for at least 52 consecutive weeks. The credit is 6.2 percent of wages paid to the qualifying employee over the 52 week period with a maximum credit of \$1,000. More information about the HIRE tax credits can be found on the [IRS website](#).

Sat., Apr. 24, 9 a.m.-1 p.m.
Owensmouth St. between Sherman
Way and Wyandotte St., Canoga
Park
For more information, visit
www.farmer.net.

**VICA Education Committee
Meeting**

Tues., Apr. 27 @ 8:30 a.m.
VICA Office
5121 Van Nuys Blvd., Sherman Oaks
[Click here](#) to RSVP.

**Newsmaker Connection with CA
Inspector General Laura Chick**

Thurs., Apr. 29, noon-1:30 p.m.
VICA Office
5121 Van Nuys Blvd., Sherman Oaks
[Click here](#) to RSVP.

**VICA After Dark with L.A. County
Supervisor Zev Yaroslavsky**

Thurs., May 13, 5:30-7:30 p.m.
D'Cache'
10717 Riverside Drive, Toluca Lake
[Click here](#) to RSVP.

**Third Annual MENDING Poverty
Conference**

Wed., Jun. 16, 8 a.m.-2 p.m.
MEND Center
10641 N. San Fernando Rd.,
Pacoima
For more information or to register
call 818.688.7350 or email
maggie@mendpoverty.org.

MEDIA HIGHLIGHTS

**Sen. Boxer emphasizes progress
on the economic front as she
gears up for tough reelection
race, [LA Times](#), Apr. 8**

**Boxer says she's ready for a
'tough race', [Daily News](#), Apr. 7**

DWP rate hikes, [KNX](#), Apr. 1

**City of L.A. shines spotlight on
major debtors, [Beverly Press](#), Apr.
1**

HOT ISSUES

City budget: A report in the [L.A. Times](#) this week found that Mayor Antonio Villaraigosa and the City Council ignored warnings about the impending recession and need for cutbacks. Instead, they increased the city's workforce, tripled pension contributions and awarded generous union contracts.



Senate debates financial reform proposals

Obama administration advocates for independent oversight

Obama administration officials said they will fight efforts to weaken far-reaching Senate legislation that would overhaul the nation's financial regulatory system. Currently, lawmakers on Capitol Hill are considering several compromises with the goal of reaching a bipartisan deal that would get the legislation passed by the Senate before November's midterm elections. The Obama administration has long advocated the creation of a powerful, independent agency to protect Americans from lending abuses. Republicans and many financial firms have argued that such a move would add an unnecessary layer of bureaucracy, ultimately harming consumers by increasing costs and stifling financial innovation. Read more in the [Washington Post](#).

VICA Viewpoint:

What effect would a 22 percent increase in your power bill have on your business?



It would have no effect because in 2003 we were smart enough to move our offices to the City of Burbank!

Steve Afriat

*VICA Board Member and Government Affairs
Committee Co-Chair: President, **The Afriat Consulting Group, Inc.***



West Valley, \$8,000 per time when our donations are to cut services summer. Not

For the Boys & Girls Club of the the increase would mean an additional year and would impact us greatly. In a families need us the most and down, this increase would require us or not use air conditioning during the a great choice!

Economy: Intuit Inc.'s Small Business Employment Index found that the small companies surveyed (firms with 19 or fewer employees) have added approximately 175,000 jobs since June. An estimated 50,000 of those jobs were added in March.

Environment: A poll by Field Research Corp. found that 58 percent of registered voters support AB 32, the global-warming law that many business groups feel will hurt the economy. Sixty-nine percent of respondents said they believe the state can reduce greenhouse gas emissions while still expanding the economy, compared to 74 percent in 2008 and 83 percent in 2007.

Finance: The credit rating firm Moody's Investors Service lowered Los Angeles' bond rating this week due to financial battles between Mayor Antonio Villaraigosa, the City Council and **LADWP**. Moody's cut L.A.'s general-obligation bond debt rating to Aa3 from Aa2.

Small business: State contracts are shrinking in availability at the same time competition for the money increases as businesses look for new ways to generate revenue. In 2009, the state reduced the amount spent on purchasing goods and services by 22 percent, while the number of small businesses certified to compete for state dollars increased 16 percent.

Water: The State Department of Water Resources said that despite a return to normal snowpack and precipitation this winter, water shortages will continue this summer. Officials also urged continued conservation efforts.

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

Jan Sobel

*VICA Vice Chair and Government Affairs Committee Co-Chair;
President & CEO, Boys & Girls Club of the West Valley*



The main effect would be on my business as a (rent controlled) Los Angeles apartment owner. I cannot raise rent even a penny to cover the cost. For the government, it's like from one pocket to the other. An increase in my cost reduces my taxable income, and results in diminishing returns for government as a whole.

Vic Viereck, CPA

VICA member; Vic Realty

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

All VICA members are invited to participate in next week's VICA Viewpoint question. The question is: Do you think large governments (such as the City of Los Angeles and the State of California) are too large to govern? Why or why not?

Submit your answer (not to exceed 50 words) and a headshot to angela@vica.com to be considered for inclusion in next week's VICA Weekly.

All responses must be received by 3 p.m., Thurs., April 15 to be considered for inclusion in the April 16 issue of VICA Weekly.

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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