



Winter, 2002

Economic Development for the Regions of Los Angeles County

# Business Leader

## Los Angeles County Economic Development Corporation

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LAEDC Marketing Department

### TRADE MISSION: Asia Mission Investment & Trade Development

The LAEDC is leading a business delegation from Saturday April 20, 2002 to Sunday, April 28, 2002 to Shanghai, Hong Kong, Shenzhen and Singapore (optional). Join the members of LAEDC, WTCA, LARTA (Los Angeles Regional Technology Association) and Southern California Biomedical Council. Audience: Technology and biomedical companies.

The group will pursue investment, strategic alliances and two-way trade opportunities. Group and individual meetings will be scheduled in advance.

If interested in joining the delegation please contact:  
Greg Whitney, VP of Business Development at [gwhitney@laedc.org](mailto:gwhitney@laedc.org), Tel: 213-236-4834

## CALENDAR

### SAVE THE DATE

#### The 8th Annual Southern California Technology Venture Forum -- Knowledge and Investment Conference

April 18th, 2002,  
7:30 a.m. - 2:30 p.m.  
Regent Beverly Wilshire  
9500 Wilshire Boulevard  
Beverly Hills, California  
[www.sctvf.org](http://www.sctvf.org)

## LAEDC adds Sedlik as COO



Barry Sedlik comes on board LAEDC as COO and CEO of World Trade Center LA/LB effective Feb 1<sup>st</sup>. With the affiliation of the LAEDC and WTCA now accomplished, the LAEDC shifts into high gear as Sedlik takes the helm of the LAEDC's Business Development and Business Assistance programs. Sedlik brings ten years of regional and statewide economic development experience to both organizations through heading up Southern California Edison's Economic and Business Development Department.

See <http://www.laedc.org/index.html/pressreleases/PR54.html> for press release.

## Forecast: slow and steady road to 2002/3 recovery



LAEDC's 2002/3 Economic Forecast available now - indicates optimism tempered by news of slow rebound. Pre-forecast event moderator Frank Mottek from KNX News Radio 1070 AM. Panelists included LAEDC Chief Economist Jack Kyser, Director of EC2 at USC Dr. Jon Goodman, Exec. VP of LACVB Michael Collins, General Manager of

Dynatech Robyn Zander.

Report published twice a year: free to LAEDC members, \$75 otherwise. <http://www.laedc.org/pubtion.html>

## B.E.S.T. Marketing Opportunity- Building Economic Strength Together

Building Economic Strength Together, better known by the acronym BEST, is the LAEDC's innovative economic promotional program uniting Southern California media, business and government – all working together to counter a faltering economy and the additionally devastating economic impact of the atrocities of September 11, 2001. The common goal is to re-energize the local economy and specifically address the challenges facing multiple industries including the media community. Extremely affordable media schedules, public service announcements and station events all work together to leverage advertising investment for a terrific return. Recent co-op partner the Los Angeles Convention and Visitor Bureau credits their B.E.S.T. participation with delivering more than 5,000 hotel bookings. For more details please contact Colleen Bickham, VP and Director of Marketing at 213-236-4830

## EVENTS

CA Redevelopment Association Annual conference, February 27, 2002  
Disneyland hotel, Anaheim

USC Asia Pacific Conference  
March 11-12, 2002

Southern California Biomedical Venture Forum 4<sup>th</sup> Annual Conference & Venture Forum [www.socalbio.org](http://www.socalbio.org) March 14-15, 2002  
at The Wilshire Grand Hotel

WESTEC show March 18-21, 2002  
Expo for machine tool technology and metal parts manufacturing

LA Metro Economic Forecast  
March 21, 2002, location: TBD

FIDM/Fashion Gala Debut 2002 show  
For Academy Award nominated costumes  
March 23, 2002, 7 p.m. at Barker Hanger in Santa Monica.

LAVA (Los Angeles Venture Association) Investment Capital Conference  
[www.lava.org](http://www.lava.org) April 4, 2002 at Westin Bonaventure Hotel  
Sources of capital for emerging growth and middle market companies

Los Angeles International Textile Show April 29, 2002 at California Mart

## Board of Directors meetings

Next meetings:

**February 20th** at 7:30 - 9:00 a.m.

Full Membership meeting  
Alfred Mann, Chairman of MannKind Corporation presents "The Biotech Economy of Southern California"  
Status report: Media Alliance/BEST program

**March 18th** 8:00 - 9:30 a.m. –  
off-site Board retreat

**April 17th** 8:00 - 9:30 a.m.

**May 15th** 7:30 - 9:00 a.m.

Full Membership meeting

### Location:

Jonathan Club, 545 South Figueroa Street  
(between 5<sup>th</sup> and 6<sup>th</sup> streets)  
Downtown Los Angeles.

For more information contact:  
Marilyn Morales at  
213-236-4811 or email: [marilyn@laedc.org](mailto:marilyn@laedc.org)



## Economic Action Summit rallies countywide support



*Pictured L-R: LAEDC Chief Economist Jack Kyser, Speaker of CA Assembly Bob Hertzberg, LA Business Journal Publisher Matt Toledo, 3rd District LA County Supervisor Zev Zaroslavsky, LAEDC Chairman David Fleming, LA County Mayor and 5<sup>th</sup> District LA County Supervisor Michael D. Antonovich*

### Economic Action Summit continued

More than 350 business, government and labor leaders met at the Los Angeles Convention Center on November 1, 2001. The focus of the discussion regarding economic recovery efforts centered upon 4 topics: acceleration of public works projects, LAX/visitor recovery, green lighting of private sector projects, and workforce re-deployment and how to develop an action plan for results.

The 60-day "report card" includes results of programs created after the summit, bookings at a major hotel jumped over the holidays to nearly-full on New Year's Eve, a Los Angeles city vendor received more than \$260,000 in past-due payments, ground was broken for a crucial \$8 million construction project in the Antelope Valley and \$12 million in Los Angeles County road repair projects will be accelerated by more than six months. Additionally, more than 1,000 businesses have received information and referrals from the LAEDC's 1800-NEW-HELP line.

Visit [www.laedc.org](http://www.laedc.org) to view the full 30- and 60-day follow-up report cards.

Press conference scheduled March 13, 2002 for final report.



## Spotlight on LAEDC's Business Assistance Program (BAP)

LAEDC's Regional Field Managers are providing companies free direct business assistance. 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 nine marketing regions. Visit [www.laedc.org/business\\_resources.html](http://www.laedc.org/business_resources.html) to locate the Regional Manager in your area.

## RECENT BAP PROJECT PROFILES:

Following is a summary of recent regional project activity.

### Antelope Valley

**British Aerospace**, 70 jobs, retention, aircraft maintenance - Facilitated the annexation of the existing BAE site.

**Michael's**, 100 jobs, expansion, craft materials distributor - facilitated collaboration with airport interface issues, workforce additions

### Gateway Cities

**Complex Metal Manufacturing**, 150 jobs, attraction, hydro-form metal parts maker- introduced to decision makers at Coamerica Bank and



## International Corner:

### EVENT NOTICES FROM WTCA LA-LB

Contact: [www.wtcanet.org](http://www.wtcanet.org)

#### U.S.- European Union Trade Relations Conference

March 15, 2002, 9 a.m. – 2 p.m.

At the Center for European & Russian Studies at UCLA

Discussion: Recent Developments with the Euro and entering the UDS and European markets.

#### World Trade Through Los Angeles 2002

March 26, 2002 5:30-7:30 p.m.

At World Trade Center Los Angeles, 350 South Figueroa Street, Suite 172, Los Angeles, CA 90071



WORLD TRADE CENTER ASSOCIATION  
LOS ANGELES – LONG BEACH

## What is the WTCA and where is the fit??

The primary reason for the affiliation between The Los Angeles County Economic Development Corporation (LAEDC) and the World Trade Center Association Los Angeles-Long Beach (WTCA) is to jointly leverage the programs and services each organization provides to the region's business community - direct business assistance and international trade facilitation.

The WTCA became an subsidiary of the LAEDC on April 1, 2001.

The LAEDC's business assistance programs will continue to focus on Los Angeles County. The WTCA's trade facilitation programs will continue to support Southern California and will now also support LAEDC's Regional Managers located throughout Los Angeles County.

According to LAEDC Chief Economist Jack Kyser, international trade is one of the top job creators in Southern California. "Between 1990 and 2000, direct international trade has created more than 192,000 jobs in the region and accounted for \$235 billion in regional

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facilitated process.

**Delco Machine & Gear**, 150 jobs, retention, precision manufacturing - facilitated with red teams to keep company in Long Beach.

#### LA Metro

**LA Care Health Plan**, 300 jobs, relocation, health services - General Research, staff orientation.

**Wine Country Grill**, 25 jobs, attraction, restaurant – Owner wanted to open this new upscale restaurant in downtown LA. LAEDC provided information on incentives and various marketing and financing options.

#### San Fernando Valley

**Galpin Motors**, 475 jobs, expansion, landscaping/business and professional services - facilitated and help gain sponsors for \$7 mil expansion project.

**Target Stores**, 300 jobs, expansion, retail store - facilitated with Training Alliance to provide workforce and establish feeder system and training academy for customer service.

#### San Gabriel Valley

**Campbell Trucking**, 560 jobs, retention, transportation company – assisted with site location for the truck yard.

**Metro One Communications** – 600 jobs, retention, directory assistance call center – looking for a larger to house their growing company. LAEDC assisted in site searches for the larger facility with realtors and provided assistance with city officials in regard to permits and business assistance provided by the city. LAEDC also coordinated hiring assistance for additional employees through local area workforce assistance providers.

**Miller Brewing**, 162 jobs, retention, brewing company – In an attempt to regain jobs lost in one shift due to the energy crisis the company sought to get 16 customer penalties waived. LAEDC successfully instituted and arranged a meeting with state elected officials to and successfully got penalties waived for 1-6 customers.

**Western Pacific Storage**, 150 jobs, retention, heavy duty shelving manufacturer – Company sought assistance in the areas of energy savings and costs, permitting, and current facility use. LAEDC facilitated meetings with Southern California Edison and California Manufacturing Technology Center regarding tax credits and permits as well as the smart use of their facility.

#### South Bay

**California Glass Bending Corporation**, 50 jobs, retention, manufacturer of pressed, blown and curved glass for buildings - The company was interested in upgrading the skills of their workforces, reduce electrical costs and improve air quality. LAEDC coordinated efforts to reduce energy costs with Department of Water and Power. LAEDC also coordinated Employment Training Programs with workforce assistance providers. LAEDC also researched methods to improve air quality, which affects glass quality, with California Manufacturing Technology Center and South Coast Air Quality Management District. LAEDC also facilitated meetings with the Port of LA regarding street widening.

**Evox Productions**, 53 jobs, attraction, website digital photography vendor – This company is in a growth mode and needed assistance in the areas of permitting, workforce hiring and training and financial options. LAEDC facilitated the permitting process. LAEDC coordinated hiring and training assistance through the South Bay Workforce Investment Board and the LA County One-Stop. LAEDC referred the company to banks (Union Bank of California, Community Bank and Bank of America) and commercial real estate firms (Daum Real Estate and CB Richard Ellis) to address their financing and facility growth issues.

economic activity. However, we still have significant potential to develop more export activity out of the region," Kyser said.

Each organization will maintain its identity, membership, programs and mission. The WTCA will continue to operate its offices in Los Angeles and Long Beach.

"The WTCA's programs are a great match for the LAEDC's business assistance efforts," commented David Flemming, chairman of the LAEDC and partner with Latham and Watkins. "Now our regional managers can not only provide site, permit, financing and workforce assistance, but they can also provide international trade facilitation for local companies seeking to expand and other companies wishing to locate in Southern California."

The WTCA is dedicated to facilitating international trade by providing valued services to local and worldwide members, and supports successful international business development through public sector agreements.



## The LAEDC welcomes new members

### Executive Committee of the LAEDC Board

**Joseph Faulkner**, Executive Vice President/Managing Director, Grubb & Ellis  
**Victoria Lowe**, President & COE, Alert Staffing  
**David Pollock**, Senior Managing Director, Bear Stearns

### Board of Directors

**Michael Barker**, Managing Director, Barker Pacific Group  
**Ginger Barnard**, Deputy Chief of Protocol, County of Los Angeles (replaces Sandra Ausman)  
**Rick Davis**, Chief Financial Officer, Arden Realty (replaces Daniel Bothe)  
**R. Christian Evensen**, Managing Partner, Canyon Capital Advisors  
**Brian Fitzgerald**, General Manager, Westin Bonaventure (replaces Sherry Bigler)  
**Michael Foster**, Konowieki & Rank LLP  
**Art Huskey**, Executive VP/COO, Integrated Micromachines  
**Richard C. King**, Chairman/Founder, King International Group  
**Mark Klender**, National Practice Leader, Deloitte & Touche  
**Knute Kurtz**, Managing Partner, PricewaterhouseCoopers  
**Donald Mintz**, Senior Vice President, City National Bank

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**Gourmet Foods**, 225 jobs, retention, food processing plant for hotel, catering and airline industries- LAEDC facilitated permit process with LA County for redesign of facility. LAEDC also coordinated with California Manufacturing Technology Center and Small Business Development Center to improve the layout of the facility for better use and creation of additional space and development of the company's strategic plan. LAEDC researched enterprise zone criteria.

**Hydrofoam USA**, 140 jobs, retention, manufacturer of aircraft metal parts – the company was concerned over reaming competitively priced with increased out of state competition. LAEDC provided assistance with staff training through the Employment Training Program. LAEDC also facilitated tax and fine reductions and assistance with tax credits and researched personal property tax rebates through AB1823. LAEDC also facilitated permitting through the South Coast Air Quality Management District.

**Inflight Products USA** – 15 jobs, expansion, media entertainment (movies, videos, and music) for major airlines. Company and clients expanding. They were moving to a larger facility to house the additional employees they needed to hire. LAEDC coordinated hiring assistance through the South Bay Workforce Investment Board. LAEDC also coordinated the qualification of installation of a new air conditioning system through Southern California Edison's Saving's by Design program.

**Mayfair Plastics**, 105 jobs, expansion, injection molder – The company is a manufacturer of plastic containers and is growing. LAEDC has researched areas for cost savings to the business. To meet hiring needs, the LAEDC has coordinated with Southern California Edison and the Carson Lomita Torrance Workforce Investment Network. LAEDC has also provided property searches for this growing company.

**R&D Ventures** – 12 jobs, retention, toy designer/manufacturer- The company brought their manufacturing section in-house. Due to this they had needs for a larger facility, additional employees, and assistance with financing and permits. LAEDC coordinated with the City of Inglewood to provide loan and permit assistance. LAEDC coordinated hiring assistance through the South Bay Workforce Investment Board. LAEDC also coordinated the qualification of installation of equipment and lighting through Southern California Edison's Saving's by Design program.

### **South LA**

**Wing Hing Noodle**, 80 jobs, retention, food manufacturer - facilitated and worked with workforce and financial support groups. The company was expanding its operations and needed assistance with increased permitting and workforce needs. LAEDC was a liaison between the company and the LA City Council to discuss tax incentives and project support.

### **Westside Cities**

**Continental Graphics**, 400 jobs, retention, printer – LAEDC worked with Culver City redevelopment agency and broker to identify available economic development resources, including tax incentives to retain company.

**Pioneer Magnetics**, 200 jobs, retention, electronics manufacturer – To address the issue of facing low-cost out of state competition, the company sought cost cutting measures. LAEDC coordinated ombudsman efforts with Southern California Edison and access to state energy conservation programs to seek cost reduction in utilities.

**Porter House Bistro (Wang Steak)**, 35 jobs, attraction, restaurant - conducted site search, overview of LA County, reasons why to locate here, made connections with restaurant real estate brokers.

**Ben Reiling**, President, Zelman Development  
**Chris Roux**, Weston BenShoof Rochefort  
 Rubicalva & MacCuish LLP  
**Gerald W. Seelman**, Corporate Vice President,  
 DMJM Harris  
**Richard K. Smith, Jr.**, Managing Partner, White &  
 Case LLP  
**Gregg Whelan**, Chairman, Strategic Marketing  
 Inc.  
**Ed Wilson**, President, California League of Cities  
 (replaces Carol Herrera)

Member companies

Logistic Strategies  
 Culver City Redevelopment Agency  
 City of Santa Monica

**Directory of Resource Links**

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

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

[BABAC](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/>

**If you don't know  
 Jack**



**About LA County**

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

CA Redevelopment Association Annual Conference  
 Feb. 27, 2002-March 1, 2002, Disneyland Hotel, Anaheim  
 Contact: Roger Bunting tel: 831-373-0215, [rbunting@ca-redevelopment.org](mailto:rbunting@ca-redevelopment.org)

Long Beach Chamber Economic Outlook  
 March 14, 2002, The Westin Hotel, 7:30 a.m. to 12 Noon  
 Contact: Sharon Martin, tel: 562-436-2810,  
[smartin@lbchamber.com](mailto:smartin@lbchamber.com)

LA Metro Economic Forecast  
 March 21, 2002, location: TBD  
 Contact: Elaine Gaspard, 213-624-1213 ext. 228,  
[egaspard@downtownla.com](mailto:egaspard@downtownla.com)

**Post-Events**

Please visit [www.laedc.org](http://www.laedc.org) to view post event recaps.

**Board of Directors meetings**

**January 16, 2002**



Featured Speaker: Bill Winsor, President & CEO of Dallas Market Center spoke about creating a marketplace where the L.A. lifestyle is "Alive and Well."

**Special Award**



Honored for 6 years with LAEDC, BAP Director Elaine Cullen takes top Econ Dev spot for City of Irwindale. Cullen accepts award from LAEDC President Lee Harrington at Jan. 17 Board meeting.

**December 19, 2001 Holiday Reception**



L-R: David Braunstein of CMTC and Tom Decker of Strategic Resources Consulting Connection, Barry Sedlik of LAEDC and Maura O'Connor of Holland & Knight LLP.

L-R: David Bow Woo of Asian American Development Enterprises, Greg Whitney of LAEDC, Frank Marquez of San Gabriel Valley Economic Partnership, Bob Bush of Fowler



## 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.

The LAEDC is now publishing its newsletter, *The Business Leader*, in electronic form. Please contact us at: [businessleader@laedc.org](mailto: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](mailto:businessleader@laedc.org)



Held at California Club

L-R: David Bow Woo of Asian American Development Enterprises, Greg Whitney of LAEDC, Frank Marquez of San Gabriel Valley Economic Partnership, Bob Bush of Fowler & Bush and wife Judy, David Grannis of Planning Company Associates, Tony Harris of CalTrans.



Project: Past, Present, and Future.

### November 26, 2001

Featured Speakers: (L-R) Calvin Hollis of Keyser Marsden Associates, David Malmuth of Trizec Hahn Development Corporation, and Vaughn Davies of Ehrenkrantz Eckstut and Kuhn-Design Architect presented the Hollywood Highland

### October 17, 2001

Featured Speaker: Lee Harrington on Business Leadership. LAEDC departments presented program updates.



### LAEDC planting the seeds of economic growth at Tournament of Roses FanFest event



Held: 12/26/01 – 1/2/02 at Rose Bowl in Pasadena. LAEDC reps handed out seed packets wrapped in a printed envelope promoting the 1-800-NEW-HELP line for business assistance.



### Summit on Sunset event

This first-ever event was held on November 7, 2001, bringing the Westside Cities Collaborative together.

Event sponsored by:

The House of Blues, Sunset Strip in West Hollywood.

### South LA forecast event highlights strong South African trade connections

Event held September 19, 2001 at Los Angeles Convention Center



(L-R) Dean Jones and Clyde W. Oden, Jr. of South LA Economic Development Partnership (SLAEDP), Libby Thompson of LAEDC, and Curren Price of Small Business Development Center in City of Commerce.



*(L-R) Speaker Professor J. Eugene Grisby, III of UCLA and Joyce Perkins of LA neighborhood Initiative.*

photos courtesy:

*Dean Jones,*

*SLAEDP*