



Los Angeles Area  
Chamber of Commerce

LA CHAMBER

# VOICE

The monthly membership newsletter of the Los Angeles Area Chamber of Commerce

## DeDominic Inaugurated at Annual Ball as 2002 Chair

More than 600 area businesspersons joined Gov. Gray Davis, Mayor James Hahn and numerous other dignitaries in welcoming Patty DeDominic as 2002 Chair of the Los Angeles Area Chamber of Commerce Board of Directors during January's Inaugural Ball festivities.

"The Chamber will become a coalition builder by bringing together at one table the various community chambers of commerce, ethnic business organizations and other business associations," said DeDominic. "By working together and sharing common goals, we will enhance the impact we will have as advocates. Together we can do so much."

Gov. Davis had a similar message: "If we work together, we can get through this year. We can find the courage from the passengers of Flight 93."

Before speaking, Davis met with the Chamber Executive Committee to discuss business issues.

Committee members Keitha Schofield, CEO of Farmers Insurance Group of Companies, and Thomas McKernan, CEO of the Automobile Club of Southern California, were the evening's co-chairs and introduced the audience to the new Chair of the Board.

As the founder and CEO of PDQ Personnel Services, Inc., DeDominic heads the

largest staffing company headquartered in the City of L.A. After accepting her crystal gavel, DeDominic honored some of the region's achievers with the premier of the Chamber's Stellar Leadership Awards recognizing leaders in the Los Angeles area who are making a difference in their communities.

A past-president of the National Association of Women Business Owners (NAWBO), DeDominic was pleased to honor Lisa Boaz, an active member of the Santa Clarita NAWBO chapter and owner of Vital Express, as a "Leader of the Future". John Handal, of San Gennaro Cafés and president of the West Los Angeles Chamber, was honored for "Unsung Leadership," and the Chamber's Immediate Past Chair Charles Woo, CEO of Megatoys, received "Pinnacle of Leadership" honors.

Boaz rallied her community to purchase rescue worker supplies she then shipped to ground zero in New York City. Handal helped form the first Business Improvement District in Culver City and his restaurants support more than 150 organizations in Southern California. Woo was honored for his years of service to the Chamber and his work as founder of L.A.'s Toy District.



Prior to the Inaugural Ball, Gov. Gray Davis (center) held a private meeting with Chamber President/CEO Rusty Hammer, Chamber Chair Patty DeDominic and the Chamber Executive Committee.

## Declaration of Principles Approved

At the March meeting of the Chamber's Board of Directors, four new board members were nominated and a Declaration of Principles for its public policy stances was adopted. The Board also approved positions relating to transportation (see story on page 2) and natural resources

The Chamber's Declaration of Principles define the issues relating to creating a pro-business environment and an excellent quality of life in Los Angeles.

"These principles are a weathervane to our public policy direction and a yardstick to measure political candidates seeking Chamber endorsement," said President and CEO Rusty Hammer.

For a full list of the 10 principles, visit our Web site at [www.lachamber.org](http://www.lachamber.org).

The new board members are Craig Haffner, presi-

dent & CEO of the television production company Greystone Communications Group, Inc.; Raymond W. Holdsworth, the president of AECOM Technology Corporation; Dror Soref, director and founder of Orbit Entertainment Group; and William M. Wardlaw, partner of the law firm Freeman Spogli & Co. Inc.

### WELCOME TO LA CHAMBER VOICE

Welcome to the premiere issue of *LA Chamber Voice*. We have re-designed the format, content and frequency of our newsletter to better inform our members of our advocacy efforts, keep you up to date on benefit programs and communicate relevant background on issues affecting all business.

We encourage your comments. Send them to Lisa Fitch at [fitliso@lachamber.org](mailto:fitliso@lachamber.org) or call 213-580-7550.

# LA CHAMBER making a difference

## Chamber Invades D.C.

The Chamber goes to Washington, D.C., April 14-17 on its annual lobbying trip to take our issues to the national level. Delegates will meet with members of Congress, their staff and the Bush administration and participate in White House and U.S. Chamber of Commerce briefings.

In preparation for the trip, the Chamber Board recently approved three recommendations from the Transportation Committee. The first was to support the MTA in its request for \$113.5 million in 2003 federal funding for infrastructure. Another 2003 appropriation for \$7.6 million is being supported for Metrolink. The third recommendation was to support the Highway Funding Restoration Act. These issues, plus those addressing the environment, law and justice and more, will be on the Chamber's Access DC lobbying agenda.

For more information, visit our Web site, [www.lachamber.org/publicpolicy/accessdc.pdf](http://www.lachamber.org/publicpolicy/accessdc.pdf) or call 213.580.7565.

## Chamber Pushes Cut in Business Tax

The Chamber has joined with the Valley Industry Commerce Association and Central City Association to form a coalition designed to reform the complicated and burdensome gross receipt tax in Los Angeles. We have launched an initiative that offers an alternative to the business tax, often thought of as an obstacle to businesses selecting Los Angeles as an area to locate their operations. The business tax in LA has long been an issue for our members. Working with Chamber Board member Larry Kosmont, president and CEO of the Kosmont Companies, the Chamber proposes a program to "Cut the Tax and Collect the Tax."

Kosmont is the author of

"The Cost of Doing Business Survey," which has for the eighth consecutive year, listed Los Angeles as the most expensive city to operate a business. The Chamber recognizes that in order to attract and retain viable business, we need to get our local elected officials to make business tax reform a priority issue. Working with the Business Tax Advisory Committee—a body of mayoral and City Council appointees and vice-chaired by Chamber Board member Jack Walker of Latham & Watkins—we asked the Council to raise this issue on their agenda and get serious about reform.

The Chamber's Cut & Collect plan will ask the city to more aggressively go after scofflaws by using newly passed legislation (AB63), which the Chamber played a major role in seeing passed. It is estimated that some 60 percent of businesses do not currently comply. Making the city more accountable for collecting these taxes is apart of the Cut and Collect plan. The Chamber's newly created Business Environment Committee is taking this issue up as well, and we intend to keep the pressure on the City of Los Angeles until results are produced.

## Chamber Advocates Affordable Housing

The Chamber was part of a coalition of business, community and housing advocates who, along with Mayor James Hahn, helped usher through City Council a funding package for the Affordable Housing Trust Fund. Chamber President and CEO Rusty Hammer recently testified before the joint committee to relay his firsthand experiences with the housing crisis in the Bay Area and Silicon Valley. Chris Martin, CEO of A.C. Martin Partners and Chamber second vice chair, testified before Council in support of the mayor's proposal, saying: "Today we

are taking stumbling blocks and turning them into stepping stones." Under the funding plan, the trust fund will reach the mayor's goal of \$100 million by 2004 using dedicated sources of revenue.

## 77 Percent PAC Success

The Chamber's Political Action Committee is celebrating a 77 percent victory in its choices for the March 5 election. Two of the key wins were city council candidate Wendy Greuel, who won the 2nd City Council race and Measure Q, which will raise badly needed funds to repair and refurbish crumbling police and fire stations throughout the City.

## The Belmont Revival

The Chamber supported the completion of the Belmont Learning Complex and on March 12, the Board of Education voted to complete the much maligned and desperately needed campus. The community of Belmont has been promised a new campus for 20 years. The business community needs to have a skilled and talented workpool from which to draw. In order to help produce this crop of skilled workers to meet business' demands, the Chamber supported the Belmont project, which is an investment in education.

## Kids Invade Businesses

More than 4,000 students have visited Chamber member companies for Groundhog Job Shadow Day since Groundhog Day, Feb. 2. They shadowed employees to see the connection between what they are learning in school and how much they could be earning in the workplace.

## Answer the Committee Call

Chamber committees are up and running and our members have answered

the call to participate. Don't be left out! You are invited to participate in one or more of the Chamber committees. These Committees set priorities and shape our agenda for the year.

The 2002 committees are Business Environment, Economic Development & Land Use, Education & Workforce Development, Health Care, International Trade & Investment, Law & Justice, Membership, Natural Resources and Transportation. Visit [www.lachamber.org/legislative](http://www.lachamber.org/legislative) for contact names and meeting times.



Los Angeles Area  
Chamber of Commerce

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### 2002 CHAMBER OFFICERS

#### Patty DeDominic

Chair of the Board  
CEO, PDQ Personnel Services Inc.

#### George David Kieffer

First Vice Chair  
Partner, Manatt Phelps & Phillips LLP

#### Christopher C. Martin FAIA

Second Vice Chair  
CEO, A.C. Martin Partners

#### Charles Woo

Immediate Past Chair  
CEO, Megatoys

#### Rusty Hammer

President & CEO  
Los Angeles Area Chamber of Commerce

#### Senior Vice President

Marlee Miller  
213.580.7549

#### Editor

Lisa Fitch  
213.580.7550

For membership information, contact the Chamber at 213.580.7591 or visit [www.lachamber.org](http://www.lachamber.org).

# LA CHAMBER helping members grow

## Two New Member Benefits Offer Great Savings

Chamber members are now able to receive employee health benefit discounts through Marsh Advantage America and office supply discounts at Office Depot. Marsh' s comprehensive employee benefits program provides quality health plans that help you recruit and retain employees. Receive discounted rates on medical, dental, life, disability and voluntary insurance programs. Office Depot is offering members up to 65 percent discounts on office supplies. With convenient order placement and next day delivery, this benefit will increase your company's bottom line. Call Traci Kessler at the Chamber for more information on these programs at 213.580.7512.

## Dodgers Opening Pitch Luncheon Set

Dine with the "Boys in Blue" at the May 2 luncheon at the Westin Bonaventure Hotel. Dodger coaches and former Dodger greats will sit at sponsored tables at this annual event co-hosted by the L.A. Sports Council and the Chamber. A portion of the event proceeds will benefit the Dodgers Dream Foundation, which revitalizes local youth baseball and softball fields and funds youth educational programs. Sponsored tables are \$1,500; other tables are \$650 for members and \$800 for nonmembers. Individual tickets are \$65

for members and \$80 for nonmembers. To RSVP, or for more information, call 213.580.7524. Or, register on line at [www.lachamber.org/events](http://www.lachamber.org/events).

## Celebrate Small Business with SBA

Small businesses employ 53 percent of the private work force in the United States and are responsible for 50 percent of the gross domestic product. As part of the annual Small Business Week to honor their contributions, the U.S. Small Business Administration will co-host our annual Small Business Awards Luncheon set for Friday, May 31, at the Millennium Biltmore Hotel. Several awards will be given to entrepreneurs, financial service advocates and the L.A. area's small businessperson of the year. For more information, call 213.580.7524 or visit the Chamber Web site at [www.lachamber.org/event](http://www.lachamber.org/event) to register on line.

## Mark Your Calendars

**April 27**—Chamber Family Day with the Galaxy

**May 1**—World Trade Week Kick-Off

**June date TBA**—Access City Hall and Access Sacramento Lobby Trips

**July 25**—L.A.'s Largest Mixer

**July 29**—L.A. Area Chamber Golf Classic Tournament

**Sept. 5**—LAPD Medal of Valor Luncheon

**Sept. 8**—City of Los Angeles Triathlon Corporate Relay

For details on these events, visit [www.lachamber.org/events](http://www.lachamber.org/events).

## Upgrade Your Membership

The Los Angeles Area Chamber of Commerce offers seven membership package levels to meet the needs of growing businesses in the region. Members who invest at the Bronze, Silver, Gold, Platinum, Titanium or Diamond Club levels receive a variety of additional benefits: special invitations to events, luncheon sponsorship opportunities and access to selected board of directors meetings. For more information on Chamber membership, or to upgrade your current membership status, call 213.580.7567.

### We welcome the past quarter's 11 new Bronze members:

**BRENTWOOD CONSULTING, LLC**  
Melissa Trachtenberg  
310.458.7804  
*Consultants/Management*

**ROTHSTEIN KASS & COMPANY**  
Melvin S. Ozur  
310.273.2770  
*Accounting/CPA*

**CALIFORNIA SPINE INSTITUTE**  
Dr. Ian Armstrong  
310.557.0741  
*Medical Groups*

**CHARLES SCHWAB & COMPANY**  
David E. McMahan  
213.253.4308  
*Financial Services*

**COMOVA**  
Manuel P. Romero  
310.577.0815  
*Web Development*

**SEYFARTH SHAW ATTORNEYS**  
Patricia A. Kinaga  
310.277.7200  
*Attorneys*

**CONTINENTAL GRAPHICS**  
Don L. Crowson  
323.938.2511  
*Graphic Designers/  
Reproduction & Printing*

**SKYLINE EXHIBITS**  
Ralph D. Dutra  
562.944.1677  
*Event Management/Event Services*

**PACIFIC PARK ON THE SANTA MONICA PIER**  
Stacy L. Glazer  
310.260.8744  
*Attractions/Theme Parks*

**UNITED EDUCATION INSTITUTE**  
Christie Crystal  
213.427.3700  
*Schools/Vocational*

**THE PROMOTIONAL EDGE**  
Daniel R. Bourgault  
310.271.5551  
*Promotion Agencies*



See the Boys  
in Blue at our  
Opening Pitch  
Luncheon!

Call 213.580.7524 or  
Visit [www.lachamber.org/events](http://www.lachamber.org/events)

Your advertisement  
could be here!

Contact the editor at 213.580.7550 or e-mail  
[fitliso@lachamber.org](mailto:fitliso@lachamber.org) for details.

# LA CHAMBER

## new members: October 2001–February 2002

### **4M DYNAMICS FUNDING GROUP**

Martin Medina  
626.919.0810  
*Financial Services*

### **9TH STREET CAFE ITALIANO**

Jamal Ahrabi  
213.614.1799  
*Caterers*

### **ACCENTS DESIGNED INTERIORS**

Patrice Sosa  
562.949.1969  
*Interior Decorators/Design*

### **ACHYON INC.**

Dwayne Kuan  
702.366.7730  
*Consultants/Telecommunications*

### **ADVANCED VISION TECHNOLOGIES**

Matt Stormoen  
310.450.1880  
*Information Technology*

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Benetta Johnson  
323.731.6606  
*Community Organizations*

### **ALL DIGITAL COMMUNICATIONS, INC.**

Ray Mekhtarian  
818.280.8000  
*Telecommunications/Wireless Phones*

### **AMBASSADOR INDUSTRIES**

Mike Lahav  
213.383.1171  
*Blinds/Mini, Vertical & Wood*

### **AMERICAN EXPRESS CO.**

Keisha Clark  
917.639.8044  
*Financial Services/International*

### **ANNE DEON ART STUDIO**

Anne Deon  
310.880.3942  
*Art*

### **ARQUITECTONICA**

Christopher Coe  
213.895.7800  
*Architects/Interior*

### **ARTISAN CREATIVE**

Katty Douraghy  
310.312.2062  
*Graphic Designers*

### **BARRINGTON REALTY**

Susan Brody  
310.277.1648  
*Real Estate*

### **BEL AIR INVESTMENT ADVISORS**

Jeffrey L. Glassman  
310.229.1500  
*Investment Services*

### **BEVERLY HILLS RENT-A-CAR**

Gordon L. Downing  
310.337.1400  
*Automobile–Rental*

### **BIG 5 TEMPS LLC**

Allan Margate  
310.491.3450  
*Staffing/Temporary Services*

### **BIOPLATE INC**

Carol E. Jones  
323.549.9500  
*Manufacturers*

### **BRAVO CONSULTING, LLC**

Tony Bravo  
310.821.8168  
*Consultants/Information Technology*

### **BRILES WING & HELICOPTER/HELI, U.S.A.**

Lynda C. Harriss  
818.994.1445  
*Transportation/Services*

### **BROWN, WINFIELD & CANZONERI, INC.**

Donna R. Black  
213.687.2100  
*Attorneys*

### **BTI COMMUNICATIONS GROUP LTD**

Mikel W. Carver  
213.891.1160  
*Telecommunications*

### **CALIFORNIA STATE UNIVERSITY DOMINGUEZ HILLS**

Imani Brown  
310.243.2556  
*Universities & Colleges*

### **CELEBRATION PHOTOGRAPHY & VIDEO, INC.**

Jon L. Kern  
213.388.1212 Ext:209  
*Photography/Digital*

### **CHIROPRACTIC CENTER OF LOS ANGELES**

Dr. Sheila Cummings  
323.935.9777  
*Physician*

### **CHRISTIAN DIOR**

Colleen O'Kane  
310.859.4700  
*Clothing/Designer*

### **CJ NETPLUS CORPORATION**

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626.254.0558  
*Software*

### **COMMUNICATION EXCELLENCE INSTITUTE**

Janet L. Palmer  
909.599.6900  
*Consultants/Management*

### **COMMUNITY HEALTH COUNCILS INC**

Michael Cathey  
323.295.9372 Ext:28  
*Health Care/Services*

### **COMPREHENSIVE BUSINESS SOLUTIONS**

Kirk Slate  
513.205.9655  
*Consultants/Business*

### **COMPVIEW INC.**

Don Zipperman  
818.260.9451  
*Audio Visual*

### **CONTROL RISKS GROUP**

Carey Elaine  
213.996.7560  
*Consultants/Investigators*

### **THE CUSTOMIZED BOX COMPANY**

Gloria Pinon  
818.898.4000  
*Corrugated Boxes*

### **DAHLING ENTERPRISE**

Meiko S. Patton  
310.417.7955  
*Food Products/Spice Blending Manufacturing*

### **DARTNELL ENTERPRISES INC.**

Lew Forsheit  
310.645.6280  
*Staffing*

### **DBI TECHNOLOGIES, INC.**

Jason McCants  
562.209.3424  
*Software*

### **DIGERATI MEDIA STUDIO**

Anthony D. Trimino  
562.862.1216  
*Advertising*

### **DOLPHIN AIR INC.**

Lewis H. Bell  
818.989.7773  
*Airlines*

### **EIN SOF COMMUNICATIONS**

Tari S. Hartman  
310.578.5955  
*Consultants/Marketing*

### **ELECTROSONIC SYSTEMS, INC.**

Glenda Valladares  
818.566.3045  
*Audio Visual*

### **ELOZ UNLIMITED**

Clyde Anderson  
323.291.8842  
*Clothing*

### **EVAR.COM**

Allen Moshiri  
800.244.0623  
*Computers/Network & System Integrations*

### **EXPERTTECH SOLUTIONS INC.**

Rajesh Thayi  
323.456.0401  
*Computers/Consulting & Software*

### **FINANCIAL MEMBERSHIP SERVICES CORPORATION**

Tim Clark  
213.368.1712  
*Credit Services/Repair*

### **FLAVIA BEVERAGE SYSTEMS**

Katie R. Walker  
323.653.0673  
*Beverages/Coffee & Tea*

### **FRIEDA'S, INC.**

Karen B. Caplan  
714.826.6100  
*Produce/Wholesale*

### **GIFTS BY DESIGN**

Amanda R. Ellaboudy  
818.787.6057  
*Gifts*

### **GREENTECH ENERGY SERVICES**

Bonnie C. Groch  
310.644.6418  
*Lighting Design/Energy Efficiency*

### **GTI**

Dr. Gregory O. Thomas  
818.776.1324  
*Consultants/Information Technology*

### **HAIR CARE BY MARINA**

Marina Nichipor  
213.324.8851  
*Hair Salon/Men & Women*

### **HEALTH NET**

Rita Cruz Gallegos  
800.522.0088  
*Health Care/Organizations*

### **ELLIOT HINDS ATTORNEY AT LAW**

Elliot Hinds  
310.284.6133  
*Attorneys*

### **ICS**

Gil E. Cargill  
310.560.6364  
*Consultants/Marketing*

### **INSPIRE ENTERTAINMENT, INC.**

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818.509.3800  
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### **ISABELLA'S FINE JEWELRY**

Simon Chatila  
714.377.7419  
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213.382.4290  
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# LA CHAMBER

## new members: October 2001–February 2002

### **JONES FINANCIAL GROUP INC.**

Victor O. Jones  
310.219.1148  
*Stock Brokers*

### **KANNER ARCHITECTS**

Sandra Clark  
310.208.0028  
*Architects*

### **KOINONIA FOSTER HOMES INC.**

Regina C. Martin  
310.217.0930  
*Community Organizations/Social Service*

### **KOTOBA GROUP**

Chris B. McCamic  
310.399.6448  
*Consultants/Marketing*

### **THE LAUREL COLLECTION**

Donna Lopez  
213.630.5262  
*Gifts*

### **HAIR CARE BY MARINA**

Marina Nichipor  
213.324.8851  
*Hair Salon*

### **LOS ANGELES INTERNET GROUP**

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626.568.9500  
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### **MARSHALL LAPLANTE PHOTOGRAPHY**

Marshall LaPlante  
661.296.6916  
*Photography*

### **MATRIX QUEST**

Keli James  
310.491.3353  
*Community Organizations/Shelters*

### **MERA MAINTENANCE CO.**

Jorge Mazariegos  
323.936.6421  
*Janitorial*

### **MERRILL LYNCH**

George Guo  
310.777.5390  
*Financial Services*

### **MILESTONE MEETING & EVENT MANAGEMENT SERVICES**

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562.462.1859  
*Event Management*

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Ahmet G. Idil  
310.398.6006  
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Stalin Mendoza  
213.593.1090 Ext:100  
*Web Development*

### **NEWAGE INTERNATIONAL, LLC**

Michael W. Lee  
323.733.8000  
*Importers & Exporters*

### **NORTH AMERICAN REPRESENTATIVE OFFICE OF SHENZHEN, PEOPLE'S REPUBLIC OF CHINA**

Andrew M. Pan  
213.236.9463  
*Trade Organizations*

### **THE PARKING SPOT**

Therese Encarnacion  
310.642.0947  
*Parking/Parking Stations & Garages*

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Marc J. Chroman  
818.831.9047  
*Consultants/Information Technology*

### **PENTAFOUR SOFTWARE SOLUTIONS, INC.**

Komes Mani  
562.467.1141  
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### **THE PETER GROUP**

Meryl Zinn  
818.710.7157  
*Advertising*

### **PG COMMUNICATIONS**

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916.737.9331  
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### **PILLSBURY WINTHROP, LLP**

Nancy Newman  
213.488.7100  
*Attorneys*

### **PLATINUM SPECIAL EVENTS & CATERING CO.**

Jason E. Salmon  
310.836.9551  
*Caterers*

### **MARIO POWE**

Mario Powe  
626.794.8066  
*Antiques*

### **PROPHETIC MANAGEMENT AND ENTERTAINMENT**

Rev. Elizabeth A. McKinney  
323.566.0414  
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### **RETROTEL INC.**

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760.776.7573  
*Telecommunications/Telephone Systems & Service*

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213.384.6033  
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Ivy O'Connell  
818.767.4474 Ext:150  
*Contractors/Drywall*

### **SHOWREEL INTERNATIONAL, INC.**

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323.464.5111  
*Video & Film Production*

### **SOUTHLAND CONSTRUCTION COMPANY**

Monica M. Stout-Navarro  
310.276.4781  
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### **STARDOM CORPORATE COMMUNICATIONS, LLC**

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818.566.7044  
*Telecommunications*

### **STONE TAPERT FINANCIAL & INSURANCE SERVICES, LLC**

Tom R. Means  
626.844.3300  
*Consultants/Compensation & Benefits*

### **STREAMLINE CONSULTING GROUP, INC.**

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323.930.9626  
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213.745.6179  
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*Schools*

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Ron C. Ringlien  
310.547.0540  
*Consultants/Executive Coaching*

### **T.G. RECOVERY SYSTEMS**

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323.290.0565  
*Attorneys/Services*

### **TPC ENTERPRISES—THE PEOPLE COMPONENT**

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818.727.1284  
*Consultants/Human Resources*

### **THE TRAVELING NOTARY**

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310.413.9023  
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### **UNITED CARE INC.**

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*Community Organizations*

### **USNet**

Carol L. Henshall  
800.634.1799  
*Computers/Services*

### **VANN CAL CORPORATION**

Susan B. Blackmon  
310.914.0195  
*Financial Services*

### **VIRGIL TOWER APARTMENTS**

Laure A. Galardi  
213.381.3434  
*Apartments*

### **WEBCOR BUILDERS**

Leo Bandini  
213.239.9500  
*Contractors/General*

### **WEISMAN HAMLIN PUBLIC RELATIONS**

Sydney H. Weisman  
323.730.0233  
*Public Relations*

### **WEZBRUK METALS INC.**

Kenneth M. Lee  
310.515.1166  
*Metal*

### **ZAN FINE DESIGNER JEWELERS**

Farah Hamilton  
310.474.0926  
*Jewelers*

### **GAIN NEW CUSTOMERS WITH MEMBER ADVANTAGE**

The Chamber's Member Advantage program provides you with another opportunity to expose your business and programs. The Chamber will actively promote your discount on the Chamber's Web site.

For more information, or to enroll in Member Advantage, call Pat Clark at 213.580.7595 or [vilpals@lachamber.org](mailto:vilpals@lachamber.org). You can also learn more and sign up directly at [www.lachamber.org/memberadvantage](http://www.lachamber.org/memberadvantage). Participants include:

#### • **Netvolution.com Inc.**

*Free four-page Web site  
Stalin Mendoza  
213.593.1090 Ext. 100*

#### • **Hair Care by Marina**

*10-20 percent off first visit  
Marina Nichipor  
213.324.8851*

## L.A. Times Focuses Community Activities on Disadvantaged Children and Youth

The Los Angeles Times serves as the “eyes and ears” of Southern California—a responsibility taken seriously not only in journalistic excellence, but through philanthropy and charitable initiatives. With knowledge and experience gained from a century of community commitment, the Times’ focus is on an area in this vast community where a real impact is crucial: the world of disadvantaged children and youth.

“In our future democratic society, if we want readers and people who are interested in the community, we must ensure we have healthy, vibrant children, growing up to value literacy,” says Gisselle Acevedo-Franco, vice president of public affairs.

The Times’ involvement with community, civic, and charitable organizations encompasses a variety of activities focused on disadvantaged children and youth. Through the Family Fund, a fund of the McCormick Tribune Foundation, the Times’ charitable giving targets the very best non-profit organizations that directly support children at risk. This effort is benefited by the generosity of Times readers who contribute to the Holiday campaign. And annually, through the Summer Camp campaign, readers help provide recreational experiences for thousands of inner-city children. The Foundation matches funds raised by the Family Fund at 50 cents on the dollar.

The key to the success of the Times’ Reading By 9 program—ensuring that all children are reading in English by age nine—is partnerships. Working with 40 + organizations, parents, educators, business and civic leaders, and employees, the Times serves as a catalyst to focus attention on the child literacy crisis. Through Reading By 9, private citizens and Times employees volunteer as elementary school readers and tutors.

Companies such as Borders, Kinko’s, Starbucks and the LA Sparks participate in book drives, along with Rotary, Goodwill, Society of St. Vincent de Paul and the Salvation Army, resulting in over 1.2 million book donations for classrooms. With Bank of America and the Governor’s Reading Institutes, the Times is the host of “Reading Takes You Beyond,” a conference introducing new curricula and research findings to 6,000 teachers, principals and administrators. Other Reading By 9 partners include, but are not limited to, The Broad Foundation, California Community Foundation, KTLA/5, Kaiser Permanente, La Opinion, Los Angeles Eye Institute, Pizza Hut, Scholastic Inc., Times Mirror Foundation, Univision KMEX/34, and the U.S. Department of Education.

To become a Reading By 9 volunteer or partner, log onto [latimes.com/extras/readingby9](http://latimes.com/extras/readingby9). To learn more about the Family Fund, log onto [latimes.com/extras/familyfund](http://latimes.com/extras/familyfund).



Los Angeles Area  
Chamber of Commerce

350 South Bixel Street  
Los Angeles, California 90017

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*By being the voice of business, helping its members grow and promoting collaboration, the Los Angeles Area Chamber of Commerce assures prosperity for the Los Angeles region.*

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