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County
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Federation

Strengthening the Voice of Business Since 2008



Mobilizing the Voice of Business



***BizFed 6th Annual
Freshmen
Policymakers
2019-2020 Directory***



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WELCOME

On behalf of the Los Angeles County Business Federation (BizFed), and the BizFed Political Action Committee (BizFed PAC), we are proud to present the 6th Annual BizFed Freshman Policymakers Reception! This year's reception goes virtual, and we are very excited to acknowledge the 2019-2020 Freshman Class of Policymakers.

BizFed PAC is the only business political action committee that is laser-focused on local elections in all 88 cities in LA County, supporting business-friendly candidates and job creators. In the past ten years we've helped elect 243 city council members, mayors, and county level electeds.

As these policymakers begin their new roles, we must help them keep a clear focus on policies and projects that create economic prosperity and jobs in LA County.

As an alliance of more than 200 business groups in LA County representing 450,000 businesses employing 4 million people, BizFed serves as the bridge between government and business in Los Angeles County. We are committed to having a prosperous economy. As our coalition grows, we are focused on creating a more inclusive economy, safely re-opening, and rebuilding business as we adapt to the impacts of COVID-19.

We thank our esteemed Honorary Host Committee, Sponsors, and Elected Officials for helping make this 1st ever virtual directory possible and bringing together newly elected policymakers with our region's dynamic and diverse alliance of business leaders.

#BusinessMakesLAWork



Sandy Sanchez
BizFed Chair



Donna Duperron
BizFed Chair Elect



Steve Bullock
BizFed Immediate
Past Chair



Trini Jimenez
BizFed PAC Chair



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BizFed FRESHMEN POLICYMAKERS HOST COMMITTEE

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Welcome Freshman Legislators.

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who are being prepared in great
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A diverse and inclusive culture

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AT&T was ranked #1 on DiversityInc's top 50 companies for diversity in 2019.

AT&T was ranked on DiversityInc's "Top Companies for LGBT Employees" in 2020.



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Welcome to the 6th Annual BizFed FRESHMEN POLICYMAKERS VIRTUAL RECEPTION

Live from BizFed headquarters in Commerce, Ca
Thursday October 1st, 2020 | 4:30 pm to 6 pm.



Strengthening the Voice of Business Since 2008

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Mobilizing the Voice of Business

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BizFed

Los Angeles County Business Federation

Strengthening the Voice of Business Since 2008

About Us

BizFed is a massive grassroots alliance of more than 200 business groups in LA County—chambers of commerce, industry associations, minority business groups, and business improvement districts—all working together to strengthen our regional economy. These associations represent 450,000 businesses employing 4 million people.

Our diverse network of business networks mobilize at every level of government in support of projects and politics that are good for our regional economy. More than 140 premier companies and agencies invest directly in this collaborative work to strengthen the organized voice of business. BizFed's leaders are the most civically engaged business people in California.

Join us today!



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6055 E. Washington
Blvd., Suite 1005
Commerce, CA 90040

Phone: (323) 889-4348



To find out how your organization or company can tap into the power and protection of BizFed, please contact:

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SoCal Pipe Trades

DISTRICT COUNCIL 16

AND ITS AFFILIATED LOCAL UNIONS

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THE LOS ANGELES COUNTY BUSINESS FEDERATION

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**FOR ADVOCATING STRONG ECONOMIC
GROWTH WITH BUSINESS, THE PIPE TRADES
AND POLITICS ALL WORKING TOGETHER!**

WE EXTEND OUR BEST WISHES FOR YOUR CONTINUED SUCCESS

RODNEY COBOS

BUSINESS MANAGER

SOUTHERN CALIFORNIA PIPE TRADES

DISTRICT COUNCIL 16



CONGRATULATIONS!

The Greater Los Angeles New Car Dealers Association
and all its members look forward to working closely
with the newly elected officials!



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BizFed FRESHMEN POLICYMAKERS ELITE MEMBER ORGANIZATIONS



BizFed FRESHMEN POLICYMAKERS ELITE MEMBER ORGANIZATIONS



BizFed FRESHMEN POLICYMAKERS

BASIC MEMBER ORGANIZATIONS

Action Apartment Association	Downey Chamber of Commerce
Alhambra Chamber of Commerce	Downtown Center Business Improvement District
American Hotel & Lodging	Downtown Long Beach Alliance
AREAA North Los Angeles SFV SCV	El Segundo Chamber of Commerce
Associated Builders & Contractors, Inc. Southern California Chapter	Engineering Contractor's Association EXP
Association of Club Executives	Friends of Hollywood Central Park
Association of Independent Commercial Producers	Fur Information Council
Azusa Chamber of Commerce	Gardena Valley Chamber
Bell Gardens Chamber of Commerce	Glendale Association of Realtors
Beverly Hills Chamber of Commerce	Glendale Chamber of Commerce
Black Business Association	Greater Antelope Valley Association of REALTORS
BNI4SUCCESS	Greater Lakewood Chamber of Commerce
Boyle Heights Chamber of Commerce	Harbor Association of Industry and Commerce
Building Industry Association - Baldyview	Harbor Trucking Association
Burbank Association of REALTORS	Historic Core BID of Downtown Los Angeles
Business and Industry Council for Emergency Planning and Preparedness	Hollywood Chamber
CA Natural Gas Resources Producers Assoc	Hong Kong Trade Development Council
CalAsian Chamber	Hotel Association of Los Angeles
California Apartment Association- Los Angeles	Huntington Park Area Chamber of Commerce
California Asphalt Pavement Association	Independent Cities Association
California Association of Food Banks	Inglewood Airport Area Chamber of Commerce
California Bankers Association	Inland Empire Economic Partnership
California Bus Association	La Cañada Flintridge Chamber
California Business Properties Association	LA Fashion District BID
California Business Roundtable	Lancaster Chamber of Commerce
California Cannabis Industry Association	Larchmont Boulevard Association
California Cleaners Association	Latino Food Industry Association
California Construction Industry and Materials Association	Latino Restaurant Association
California Hispanic Chamber	LAX Coastal Area Chamber
California Hotel & Lodging Association	League of California Cities
California Independent Oil Marketers Association (CIOMA)	Long Beach Economic Partnership
California Manufacturers & Technology Association	Los Angeles Area Chamber of Commerce
California Metals Coalition	Los Angeles County Board of Real Estate
California Restaurant Association	Los Angeles Gay & Lesbian Chamber of Commerce
California Retailers Association	Los Angeles Latino Chamber
California Society of CPAs - Los Angeles Chapter	Los Angeles Parking Association
California Sportfishing League	Malibu Chamber of Commerce
Californians for Balanced Energy Solutions	Marketplace Industry Association
Carson Dominguez Employers Alliance	Motion Picture Association of America, Inc.
CDC Small Business Finance	MoveLA
Century City Chamber of Commerce	National Association of Royalty Owners
Cerritos Regional Chamber of Commerce	National Association of Tobacco Outlets
Commercial Industrial Council/Chamber of Commerce	National Association of Women Business Owners - LA
Construction Industry Air Quality Coalition	National Hispanic Medical Association
Construction Industry Coalition on Water Quality	National Latina Business Women's Association
Covina Chamber	Pacific Palisades Chamber
	Panorama City Chamber of Commerce

BizFed FRESHMEN POLICYMAKERS BASIC MEMBER ORGANIZATIONS

Paramount Chamber of Commerce
 Pasadena Chamber
 PhRMA
 Pomona Chamber
 Propel LA
 Rancho Southeast Association of Realtors
 ReadyNation California
 Recording Industry Association of America
 Regional Black Chamber-San Fernando Valley
 Regional Hispanic Chamber of Commerce
 Regional San Gabriel Valley Chamber
 Sherman Oaks Chamber
 South Bay Association of Realtors
 South Gate Chamber of Commerce
 Southern California Contractors Association
 Southern California Grantmakers
 Southern California Leadership Council
 Southern California Water Coalition
 Sunland/Tujunga Chamber of Commerce
 Torrance Area Chamber
 Town Hall Los Angeles
 United Cannabis Business Association
 United Chambers – San Fernando Valley & Region

United States-Mexico Chamber
 Unmanned Autonomous Vehicle Systems Association
 US Green Building Council
 US Resiliency Council
 Valley Economic Alliance, The
 Valley Industry & Commerce Association
 Vernon Chamber
 Vietnamese American Chamber
 Warner Center Association
 West Hollywood Chamber
 West Valley/Warner Center Chamber
 Western Manufactured Housing Association
 Western States Petroleum Association
 Westside Council of Chambers
 Westwood Community Council
 Whittier Chamber of Commerce
 Young Professional at the Petroleum Club



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Congratulations 2020 Freshman Lawmakers

GLAR is more than just tools, knowledge and continuing education for Los Angeles area REALTORS®.

We are a community partner committed to working together to make positive changes that enhance where we live and work.

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Diversity & Inclusion

View our 'Advancing Racial Equality' series on our website

Advocacy

Supporting initiatives for homeownership & property rights

Support Local Businesses

Affiliate Memberships and Affiliate Spotlight Programs

COVID-19 Safety

Keeping members and their clients safe with up-to-date information on our COVID-19 microsite, GLARCOVID19.com

Local Knowledge

Unique virtual events with local leaders and community members



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Transforming Southern California's Economic Future. **Infrastructure Is Essential.**

We are honored to join our valued partners at the
6th Annual BizFed Freshman Policymakers Virtual Reception.



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#MPCProud



When they talk about the community, they are talking about me. My parents are in Wilmington and I live in Carson. This is my career and I'm here every week safely doing the job I love.

Joe Arrizon

As a Marine who served in Iraq, I protected family, friends and fellow countrymen. At the refinery I do the same thing. I protect the community by taking extra steps to ensure our operations are safe. I take pride in helping to safely provide the fuel our country needs to keep moving.

LaNell Lamkin



If people want to drive change and make things better for the environment, the best way is to do it from the inside. Our goal is to operate the refinery in a clean and safe manner every day.

Joyce Barcimo

There is no real end to human ingenuity. We need to rise and meet the demands and concerns of the people, and make sure we don't negatively impact the environment.

Tracy Kleinow





Top BizFed Issues 2009-2019

	TEN-YEAR TREND									
	2009	2011*	2012	2013	2014	2015	2016	2017	2018	2019
Taxes and Fees	-	1	1	1	1	1	1	1	1	1
Public Infrastructure (Roads, Rail, Bridges, Waterways, etc.)	5	15	7	12	3	9	5	2	4	2
Homelessness	-	-	-	-	-	-	-	17	9	3
Government Regulation/ Compliance	-	2	2	2	5	2	3	3	2	4
Education	-	7	5	4	9	8	4	9	5	5
Transportation: Reduce Commute Time	5	13	8	10	8	4	2	5	8	6
Housing/ Land Use	-	-	-	-	-	-	-	10	3	7
Energy/ Fuel Costs	-	-	-	7	2	10	13	14	15	8
Local Permit Process	2	9	10	13	13	3	9	6	7	9
Legislative Gridlock (State and Federal)	-	6	4	5	7	12	10	4	6	10
Public Employee Pension	-	11	16	11	18	17	17	15	14	11
Curb Urban Crime and Gang Activity	-	14	9	9	13	6	7	12	10	12
State and Local Budgets	-	4	3	6	6	14	15	7	11	13
Workforce Development	-	-	-	-	-	-	-	-	-	14
Water (Access & Reliability)	3	4	19	16	10	7	6	13	17	15

*Poll conducted in early 2011 due to 2010 BizFed Election-year

2020 Pulse Poll

& the COVID-19 Business Impact and Reopening Survey

Due to COVID-19, BizFed pivoted and pushed this year's Pulse Poll back in the year to identify the new business uncertainties.

Top findings for BizFed's COVID-19 Business Impact and Reopening Survey

- Nearly 90% of businesses state that the "Stay-at-Home" order has severely impacted their revenue, with 46% of those businesses losing 50% or more of their projected revenue for the year.

- 50% of employers state the new Paid Sick Leave, Family Leave, Unemployment Benefits, and Workers' Compensation Order further complicates the outlook and ability to reopen the business.

- 55% of businesses feel, despite budget issues, the state should increase the amount of funding for training programs to support the massive increase in displaced workers. Another 34% stated that employees had cited childcare challenges as a reason for potentially not being able to return to the workplace.



Preliminary results of BizFed's 2020 Pulse Poll

For the first time since 2011, taxes and fees may no longer be the #1 concern.

Top 5 Business Concerns

1. **Homelessness**

2. **Taxes & Fees**

3. **Crime**

4. **Legislative Gridlock**

5. **Education**



In response to the COVID-19 pandemic, BizFed and the BizFed Institute have partnered with all 39 State Senators and Assemblymembers representing Los Angeles County,



the Hospital Association of Southern California (HASC), Service Employees International Union (SEIU) Los Angeles Locals, and Los Angeles County to mass mobilize the collection and donation of much needed personal protective equipment (PPE) supplies to protect frontline workers.



Much needed PPE has already been delivered throughout LA County – from Lancaster to Long Beach – but we must ensure we continue to protect our workers! Our beneficiaries to date include the DreamCenter, Shelter Partnership, Goodwill SoCal, SEIU Los Angeles Locals, Barlow Respiratory Hospital, California Hospital Medical Center, Watts HealthCare, the East Los Angeles Doctors Hospital, Maximum Care Hospice, and East Terrace Rehabilitation Center.



Combating Poverty

According to the California Poverty Measure, Los Angeles County has the highest effective poverty rate in California at 22.3%.

With nearly 1 in 4 LA County residents living in poverty, we know more needs to be done to grow middle-class jobs. BizFed is committed to lifting 1 million Angelenos out of poverty by 2029.

Last years Pulse Poll (2019) identified the top 3 critical issues to combat poverty:

1. Career technical training and industry-specific apprenticeships.
2. Increase childcare options for working families.
3. Ensuring safety net services are efficient and effective.

Preliminary results from this year's Pulse Poll (2020) has shown our members want to be apart of the solution and is committed to doing the following:

1. Provide internal training opportunities and succession planning.
2. Partner with community colleges to help develop industry-specific short term-training programs.
3. Offer paid internships or entry-level positions that translate into full-time careers at their company.

We look forward to working with our members to combat poverty in Los Angeles County!

To join us in this fight against poverty, contact
De'Andre Valencia, Chief Advocacy Officer, at Deandre.Valencia@bizfed.org



POLICY MAKING PRINCIPLES

The Los Angeles County Business Federation, BizFed, is a grassroots alliance of more than 200 diverse business groups representing more than 450,000 businesses with nearly 4 million employees across all 88 cities in Los Angeles County. We respectfully urge you to govern based on the following principles:

Engage the business community as a partner.

California's business community has always been a source of dynamic leadership, problem-solving, and innovation. Before supporting or proposing solutions to problems, we urge you to reach out to us, so we can work together toward effective solutions. We are your constituents, we employ your constituents, and our collective success is a mutual proposition. Let's work together from the start so together we can build stronger and more successful communities.

Make moving people out of poverty your top priority.

According to the California Poverty Measure, one in four children in Los Angeles County lives in poverty. While effective, accountable, fiscally responsible public programs are necessary short-term solutions to this crisis, the long-term solutions must focus on creating good-paying jobs for your constituents that grow and sustain the economic vitality of our region; bolstering public education at all levels to help people obtain those jobs; and building enough housing to meet current and future demand.

Consider the cumulative effects of taxes, fees, and regulations on job creation and economic growth.

For the past nine years, our members have consistently identified new taxes, fees, and regulations as their top concerns. In isolation, individual new tax, fee, or regulatory proposals might seem reasonable. However, the cumulative costs have become a hindrance to California's economic success. We urge you to consider how each proposal that crosses your desk will add to or reduce the cumulative burden on the businesses that employ and sustain the quality of life for your constituents. more successful communities.

Don't pick winners and losers in our economy.

Innovation, technology evolution, and consumer demand moves faster than the speed of government. Regulators and policymakers should not give preferential treatment to one technology or business model over others. Regulators and policymakers should encourage the market to innovate while balancing affordability, reliability, cost-effectiveness, and available technology for consumers.





Mobilizing the Voice of Business

A Political Action Committee

In the last year,

We saw some **new trends**
throughout **L.A. County** including

- ✓ *Rise of women representation*
- ✓ *Emergence of millennial voters and elected officials*
- ✓ *Effect of district elections*
- ✓ *Fall of incumbents*

How did BizFed fare?

From 2010 to 2020...

Total PAC endorsed candidates: 346

Total successful endorsed candidates: 243

Success rate: 70%

Total direct contributions: \$235,925

Successful IE candidates: 69

IE success rate: 68%

Continue Strengthening the Voice of Businesses

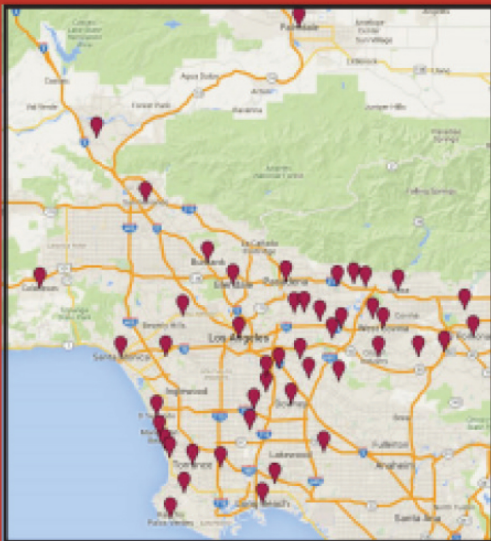
BizFedPAC

Mobilizing the Voice of Business

Introduction

BizFed PAC, a Project of the Los Angeles County Business Federation, is a nonpartisan political action committee created to identify and support moderate, pro-business candidates who are committed to promoting meaningful change, economic progress, job creation and strong, healthy communities throughout Los Angeles County.

BizFed PAC endorsed candidates represent 57 cities across LA County!



For more information,
visit www.BizFedPac.org
or email
BizFedPAC@bizfed.org

Vote **John Lee**
FOR L.A. CITY COUNCIL



On March 3, Elect a Proven Leader who Delivers Results on Solving Homelessness, Cleaner Streets, and Keeping Our Communities Safe.

Join Business, Labor, Public Safety & Community Leaders and **Vote John Lee** for City Council.



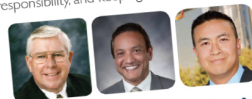
re-elect
Kathryn Barger
Los Angeles County Supervisor

Vote by March 3

On March 3, invest in Cerritos's future.



Support the candidates promoting our economy, maintaining fiscal responsibility, and keeping our communities safe.



Vote **Jim Edwards, Naresh Solanki, and Chuong Vo** for Cerritos City Council.

Los Angeles County **Freshmen Policymakers**

2019-2020 Directory



BizFed FRESHMEN POLICYMAKERS CLASS OF 2019-2020

FEDERAL REPRESENTATIVES

Congressmember [Mike Garcia \(CA25\)](#)

CITY COUNCILMEMBERS

[Paul Cheng](#), City of Arcadia

[Lisa Lavelle](#), City of Avalon

[Yesenia Sarahi De La Rosa](#), City of Avalon

[Michael Ponce](#), City of Avalon

[Jesse Avila](#), City of Azusa

[Monica Arroyo](#), City of Bell

[Chuong Vo](#), City of Cerritos

[Lance Giroux](#), City of El Segundo

[Paulette Francis](#), City of Gardena

[Ardy Kassakhian](#), City of Glendale

[Dan Brotman](#), City of Glendale

[David Fredendall](#), City of Glendora

[Michael Detoy](#), City of Hermosa Beach

[Eduardo Martinez](#), City of Huntington Park

[Keith Eich](#), City of La Cañada Flintridge

[Rick Gunter](#), City of La Cañada Flintridge

[Dennis Laherty](#), City of La Habra Heights

[Anthony Otero](#), City of La Mirada

[Rick Crosby](#), City of La Verne

[Wendy Lau](#), City of La Verne

[Ariel Pe](#), City of Lakewood

[Kevin de León](#), City of Los Angeles

[Mary Zendejas](#), City of Long Beach

[Henry Lo](#), City Monterey Park

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[Fred Sornosa](#), City of Monterey Park

[Ana Valencia](#), City of Norwalk

[Rick Ramirez](#), City of Norwalk

[Isabel Aguayo](#), City of Paramount

[Vilma Stallings](#), City of Paramount

[Felicia Williams](#), City of Pasadena

[Monica Sanchez](#), City of Pico Rivera

[David Bradley](#), City of Rancho Palos Verdes

[Barbara Ferraro](#), City of Rancho Palos Verdes

[Eric Weber](#), City of San Dimas

[Tony Ding](#), City of San Gabriel

[Maria Del Pilar Avalos](#), City of South Gate

[Gil Hurtado](#), City of South Gate

[Sharon Kalani](#), City of Torrance

[Jessica Martinez](#), City of Whittier

BizFed FRESHMEN POLICYMAKERS CLASS OF 2019-2020



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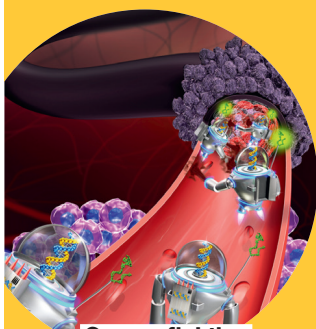


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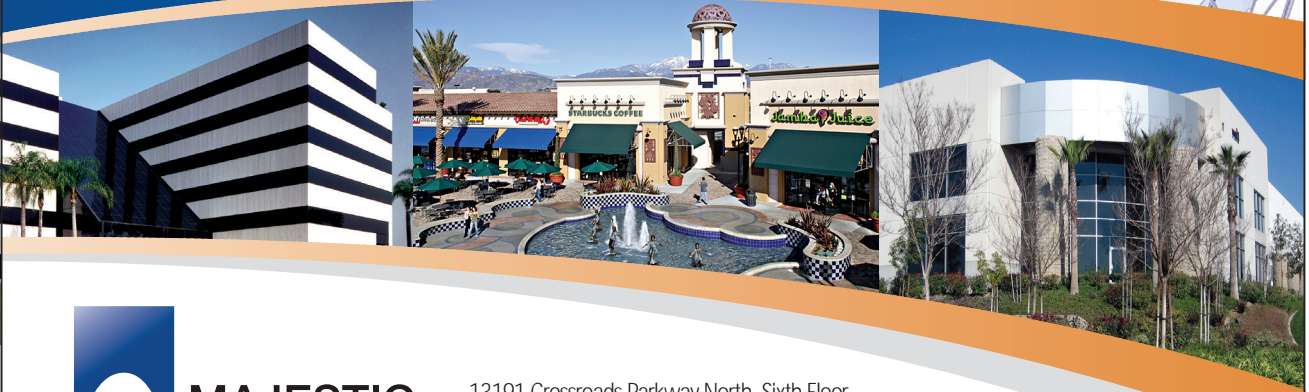
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