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NAWBO-LA ONLINE NEWSLETTER DECEMBER 2008 ISSUE

Welcome! to the NAWBO-LA ONLINE NEWSLETTER, a vehicle for communication for the National Association of Women Business Owners - Los Angeles Chapter (NAWBO-LA).

In this issue, we highlight two recent events that showcase NAWBO-LA's efforts to advance dialogue and action on key public policy issues – one event on the impact of gang violence on businesses and communities, and the other on how California's leadership in going green can help both the environment and the economy. We also share information on NAWBO-LA's new Membership Committee, designed to further enhance the organization for women business owners and entrepreneurs. Stay tuned as we continue to bring you the information you need to strengthen and grow your business and help propel you into economic, social and political spheres of power!

[NAWBO-LA Townhall Focuses on Youth at a Crossroad](#)

A panel discussion hosted by NAWBO-LA addresses why and how women business owners should get involved and take action to deal with the gang violence crisis

[Cal/EPA Secretary Highlights Green Initiatives in State](#)

Linda Adams speaks at NAWBO-LA public policy breakfast, providing insight into California's approach on global warming and green chemistry, and how it can enhance business and industry

[Membership Committee Launches Recruitment and Retention Efforts](#)

New group focuses on further enhancing NAWBO-LA's value by bringing in new members, retaining existing members, and creating and delivering a unique member experience at all events

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About the NAWBO-LA Online Newsletter

In each issue of the NAWBO-LA Online Newsletter, we strive to provide timely and valuable information and resources to the entrepreneurial community and share our mission of empowering and inspiring women entrepreneurs into economic, social and political spheres of leadership. The NAWBO-LA Online Newsletter is published six times yearly by NAWBO-LA and written by Mindy Berman/Mindy F. Berman Communications. The publication months are February, April, June, August, October and December. NAWBO-LA's Online Newsletter editor may be reached at newsletter@nawbola.org.

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A panel discussion hosted by NAWBO-LA addresses why and how women business owners should get involved and take action to deal with the gang violence crisis



Taking another step forward in advancing dialogue and action on key public policy issues, NAWBO-LA hosted a townhall forum in late October to address the impact of gang violence on businesses and communities at large.

With an estimated 40,000 gang members in Los Angeles, gang violence touches businesses and lives on many levels. The townhall focused on how women business owners can make a difference on this issue, which NAWBO-LA Vice President of Public Policy Wendy Mitchell said “affects women in our homes, neighborhoods and businesses, and tears apart the fabric of our communities.”

An engaged audience of about 90 attended the townhall to hear from and speak with a panel moderated by NAWBO National President Cynthia McClain-Hill, managing partner of Strategic Counsel PLC. McClain-Hill helped bring together the panel, and State Farm Insurance sponsored the event. State Farm Agent/Owner Ena Alcaraz noted, “We’re vested in the communities where we live and work. State Farm understands the social contract that exists between businesses and communities,” adding that support of education builds economic prosperity and a more ideal environment for business and industry.

A Comprehensive Ecosystem Strategy

Renowned civil rights activist and lawyer Connie Rice, co-director of the [Advancement Project](#), began the program by noting the existence of pervasively violent “hot zones” in Los Angeles in which children become “trapped,” in some cases suffering from higher levels of post-traumatic stress disorder than returning war troops.

“We’re on a par with third-world cities in the hot zones,” she said. “If we don’t give children a positive structured way to move from childhood to adolescence, they will create their own ‘Clockwork Orange.’”

Adding that “there are no civil rights if children are dodging bullets,” Rice advocated a “comprehensive ecosystem strategy” that connects government, schools and social service agencies to address the problem of gang violence and its significant social and economic costs. She told the audience, “We need you to become a lobbying block” and demand answers and accountability from elected officials. “We have to educate one another to ask the right questions.”

The additional townhall panelists discussed what’s currently working to address the gang violence epidemic, and what needs to occur to improve the situation and ensure strong communities and a prepared workforce for the future.

Debra Duardo, Director, [Dropout Prevention and Recovery, LA Unified School District](#)

Duardo indicated the vital need to continue promoting preschool for all children, given the strong correlation between preschool attendance and high school graduation.

Noting the great challenge of educating children who live in crisis conditions, she said communities must work together more closely, with everyone asking, “What am I doing to support youth?”

Anthony Ortiz-Luis, Education Coordinator, [Alliance for a Better Community](#)

As part of his work for the Alliance for a Better Community, a nonprofit organization that promotes equity for Latinos, Ortiz-Luis said it’s vital to encourage students so they know they’re loved and have opportunities in their future. He added that students need to understand there are multiple pathways, whether it’s vocational education, community organization work, community college or a four-year university.

He said, “Tell them, ‘These are opportunities available for you.’”

Angela Reddock, Board Trustee, [Los Angeles Community College District](#)

Citing a new report that indicates the Los Angeles Community College District (LACCD) adds almost \$9.1 billion into the area economy each year – by strengthening the regional workforce, raising incomes, reducing social costs and more – Reddock said it’s critical that young adults know what’s available and what options exist within the nine LACCD colleges.

She added, “We’re really focused on getting individuals into jobs that at a minimum start at \$40,000 and up.”

Carla Sanger, President/CEO, [LA's BEST \(Better Educated Students for Tomorrow\)](#)

Sanger said that students who participate in this after-school education, enrichment and recreation program – focused on schools in vulnerable neighborhoods – are 30% less likely to get involved in crime and 20% less likely to drop out of school than students not in the program.

LA's BEST employs individuals from the local neighborhoods where program sites are located, since these individuals "know what the kids are facing." In addition, LA's BEST taps into a volunteer corps to help students with homework and assist with events and activities.

A Convener of Partnerships

McClain-Hill said that from NAWBO's perspective, gang violence represents an accountability issue, and business leaders must continue asking about it to ensure the future success of their firms and their communities.

"NAWBO has committed to being a convener of partnerships to establish dialogues and the resolve to make them count," she said. "We can't fix this without a massive investment" involving both the public and private sectors.

She added, "To the extent we begin to connect what needs to happen with decisions being made, we can be a catalyst for change."

Even with an issue of this size and scope, there's still much NAWBO-LA members can do individually:

- Volunteer at a school
- Be a mentor
- Support or work with a community service organization
- Contact your elected officials to make your voice heard
- Advocate for more resources for education
- Stay involved with NAWBO-LA as the organization continues its advocacy on issues that affect both businesses and communities

To read more about efforts underway in the Los Angeles Mayor's Office of Gang Reduction and Youth Development, created in August 2007, visit www.lacity.org/mayor. Also, check back at www.nawbola.org for updates on next steps on this and other critical public policy topics.

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Cal/EPA Secretary Highlights Green Initiatives in State

Linda Adams speaks at NAWBO-LA public policy breakfast, providing insight into California's approach on global warming and green chemistry, and how it can enhance business and industry

In one of two public policy events hosted by NAWBO-LA in October, the secretary of the California Environmental Protection Agency (Cal/EPA) discussed how California's leadership in addressing global warming and supporting green chemistry can help both the environment and the economy.



Linda Adams, the first woman to lead Cal/EPA, oversees the environmental activities of boards, departments and offices that handle the state's diverse environmental programs. Upon her appointment in May 2006, she was designated as the governor's lead negotiator on AB 32, the Global Warming Solutions Act of 2006, and now is working with states, provinces and countries around the world to develop a network of climate initiatives to maximize global reductions.

Leading the Way in Reducing Greenhouse Gas Emissions

Scientists predict that global warming, if left unchecked, will produce devastating impacts that could dramatically impact California's economy through costly floods, reduced water supply, increased fire risk, crop losses, disease and reduced income from the tourism industry. Because of this threat, Adams said, "California has been leading the way" in addressing global warming, and "literally the whole world is watching us."

When Gov. Arnold Schwarzenegger signed AB 32 in 2006, California adopted the most ambitious and comprehensive plan in the world to reduce greenhouse gas emissions – to 1990 levels by 2020, and 80% below 1990 levels by 2050.

By this coming Jan. 1, the California Air Resources Board (which is charged with implementing AB 32) is scheduled to adopt a plan indicating how greenhouse gas emission reductions will be achieved from significant sources via regulations, market mechanisms and other actions. By Jan. 1, 2012, the rules and market mechanisms adopted by the Air Resources Board are scheduled to take effect and become legally enforceable.

Adams said that transportation represents a key focal point for greenhouse gas emission reductions, since in California the transportation sector accounts for more than 40% of the state's emissions. To address this, California is taking a number of steps, including moving ahead with the governor's proposal for the world's first low-carbon standard for transportation fuels to diversify

What You Can Do: Going Green to Improve Your Bottom Line

There are many ways you can save energy, protect the environment and lower your costs in the process. Here are a few to get you started:

- Check with your local utility about the availability of rebate programs to install energy-efficient equipment and audits/surveys to assess your energy use.
- Buy ENERGY STAR-qualified products when you replace equipment and always manage your energy use wisely (such as by turning off equipment and lights at the end of the day).
- Remember the "three Rs": reduce, reuse and recycle; doing so helps lessen pollution and greenhouse gas emissions from resource extraction, manufacturing and disposal.
- Participate in programs that provide incentives for your employees to use public transit. For example, the Los Angeles County Metropolitan Transportation Authority's Business Transit Access Pass, an annual photo ID pass good on all Metro buses and rail, can qualify as a Commuter Tax Benefit, while helping alleviate parking limitations and ensure employees get to work on time. Find out more about this specific program, employer commute services/tools and Commuter Tax Benefits at www.metro.net, <http://commutesmart.info> and www.bestworkplaces.org.

For more details on the California Air Resources Board's Climate Change Program, along with additional resources on greening your business, visit www.arb.ca.gov/cc/cc.htm#. More details on other steps you can take to reduce energy use and address climate change are available at the U.S. Environmental Protection Agency's website at www.epa.gov/climatechange/wycd/index.html.

fuel sources and give consumers more choices.

In a bold move, California has formed the Western Climate Initiative to design a regional cap-and-trade, market-based emission reduction program that also can link with other parts of the nation and even the world. So far, the initiative, the most comprehensive of its kind, includes seven states and four Canadian provinces.



Using Green Chemistry for Safety, Sustainability and Savings

In addition to discussing global warming, Adams unveiled the governor's last front in the environmental war: the Green Chemistry Initiative. The initiative is an environmental approach designed to eliminate toxic chemicals at the beginning of the product lifecycle, and to prevent harmful environmental and health effects

during the manufacturing, use and disposal of products.

She noted that companies using green chemistry principles already are seeing the bottom-line benefits:

- Ampac Fine Chemicals developed cutting-edge technology to reduce hazardous waste, resulting in a cost savings of more than \$500,000.
- Interface Fabric established a new protocol to screen out dyes and other toxic chemicals to save \$300,000.
- Ford Motor Company's "eco-effective" storm water pollution approach has saved an estimated \$35 million.

Making Green Golden for the Business Community

According to Adams, all of California's efforts translate into dollar signs for companies that invest in energy efficiency and clean technology development. She noted that 40% of all venture capitalist clean tech investment is made in California, to the tune of just over \$1 billion in 2006. She added that over the next decade, revenue in clean tech sectors will reach an estimated \$226 billion, translating into tens of thousands of jobs.

Beyond that, she cited a recent economic analysis relating to AB 32, showing that, besides improving Californians' health, it will result in increased economic production of \$27 billion, help create more than 100,000 new jobs and lead to 53,000 avoided lost work days.

"In California, we are protecting the environment and the economy," Adams said. "Gov. Schwarzenegger has said that a strong economy and a clean environment go hand-in-hand."

To learn more about all of Cal/EPA's work, visit www.calepa.ca.gov.

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Membership Committee Launches Recruitment and Retention Efforts

New group focuses on further enhancing NAWBO-LA's value by bringing in new members, retaining existing members, and creating and delivering a unique member experience at all events

NAWBO-LA's new Membership Committee recently held its first meeting, brainstorming ideas to meet three key objectives to further strengthen and enhance NAWBO-LA for women business owners and entrepreneurs:

1. Increasing the organization's membership retention rate.
2. Increasing the number of new members.
3. Helping to create and deliver a unique "NAWBO-LA experience" at all chapter meetings and events.



Madelyn Alfano,
VP of Membership



Joyce Lee,
Membership &
Programs
Manager

The 15 participants on the committee are working with Vice President of Membership Madelyn Alfano and Manager for Membership and Programs Joyce Lee to showcase the value-added benefits of becoming and staying an active NAWBO-LA member, while enhancing their own individual networks and building their *My NAWBO-LA* portfolios.

"I want to thank the members of our new committee for sharing and caring," said Alfano. "With their outstanding efforts, we can show even more women business owners how they can reap the benefits of

participating in the NAWBO-LA community."

Membership Committee Voices

Committee members strongly believe in the value of NAWBO-LA, and see their participation in the committee as supporting women business owners at large while serving as a valuable means to help meet their own bottom-line goals.

Sherry Netherland, principal of Sherry Netherland Consulting, said she wants other women business owners to understand how much they can get out of NAWBO-LA.

"I have met such down-to-earth women," she said. "Each one of them in their own right is a high-powered, well-respected woman in her field. I figured at some point my business goals would be achieved with my active participation. If you stay with the group, the relationship with the group will bear fruit. But you have to really invest the time."

The committee members will invest their own time by volunteering at NAWBO-LA meetings and events, and by coming up with new ideas to improve the membership experience – with one focus being improvement of the online membership directory to make it more user-friendly to pursue business opportunities.

Noted committee member Rachel Sunday, account executive/producer for Burnham Benefits, "The committee members also are going to be advocates for existing members to connect with other members, whether new or not."

Tracy Beckman Ramos, a financial advisor for UBS Financial Services Inc., said that joining the committee makes her feel more connected to NAWBO-LA, provides a good way to get to know members more in-depth, offers new business opportunities and allows her to promote an organization about which she feels strongly.

"I'm onboard with any networking organization that helps women chart their own destiny," she explained. "I want women business owners to feel membership in NAWBO-LA is indispensable."

Concurred Sunday, "My bottom line is that to be successful you need to surround yourself with motivated, successful people. That's what I love about NAWBO-LA. I want other women to find value in it like I do."

Membership Committee Roster

Thanks to the following members of the 2008-09 NAWBO-LA Membership Committee for giving your time, energy and expertise to further building NAWBO-LA:

- Tracy Beckman Ramos, UBS Financial Services Inc.
- Natalie Cole, *Our Weekly Newspaper*
- Patricia Dasteel, Sotheby's International Realty

- Judy Gatena, Abacus One Computer Supplies, Inc.
- Demetria Graves, Law Offices of Demetria Graves
- Allison Gutierrez, Insignia Promotions
- Michelle King, Enterprising Solutions
- Sherry Netherland, Sherry Netherland Consulting
- Karen Oxman, GNW-Evergreen Insurance Services
- Jennifer Renshaw, Janco & Winnex
- Barbara Rocha, Barbara Rocha & Associates
- Carol Schary, Nathan Kimmel Company, LLC
- Beryl Smith, BCS Staffing, Inc.
- Rachel Sunday, Burnham Benefits
- Anita Willis, Law Offices of Anita C. Willis

Next spring invitations will go out for members interested in joining the 2009-2010 committee. In the meantime, for more information on upcoming member events, visit www.nawbola.org.

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