

Oct. 2, 2015

Valley Industry & Commerce Association

VICAWEEKLY



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

In This Issue

[Members](#)

[Media Highlights](#)

[Calendar](#)

[Hot Issues](#)

VICA Welcomes Members, Officials to Ribbon Cutting at New Office

"We're not getting an adequate level of service. I want to make sure that the people in the Valley are taken care of, because that's my job."

-Sen. Bob Hertzberg, regarding the San Fernando Valley's need for transportation improvements (See Media Highlights)



VICA President Stuart Waldman, VICA Past Chair, Board Member and Calabasas City Councilmember Fred Gaines (**Gaines & Stacey**), L.A. City Councilmember Paul Koretz, Assemblymember Matt Dababneh, VICA Chair Coby King (**High Point Strategies**), VICA Secretary Lisa Gritzner (**Cerrell Associates**), Greater San Fernando Valley Chamber of Commerce Executive Director Nancy Hoffman-Vanyek and Greater San Fernando Valley Chamber of Commerce Chairman Mark Levinson at VICA's grand opening and ribbon cutting on Monday.

About 100 members, guests and elected officials came to VICA's new office Monday to celebrate the new home for business advocacy in the San Fernando Valley with a ribbon cutting. VICA wants to thank its members who came and showed their support, as well as those who sponsored spaces within the new office. We would like to thank the Greater San Fernando Valley Chamber of Commerce for our ribbon cutting. We'd also like to thank our elected officials for stopping by, especially Assemblymember Matt Dababneh, Sen. Bob Hertzberg, L.A. City Councilmembers Bob Blumenfield, Paul Koretz and David Ryu, and Calabasas City Councilmember Fred Gaines.

Members

VICA Thanks Our Renewing Members

Silver member



(2000)

Glendale Arts & Alex Theatre (2014)

Morton Capital Management (1994)

And Welcomes Our New Member

Pizzscotti

Like our Facebook page and see our photos from the event.

Come One, Come All To See VICA's 2015 Business Forecast Conference



Step right up, step right up -- VICA's annual Business Forecast Conference welcomes all to the economic "State of Confusion," the theme of this year's event, Friday, Oct. 16, from 7 a.m. to 2:30 p.m. at the Sheraton Universal. The event features a lunch-time keynote address by L.A. Mayor Eric Garcetti, a breakfast with three separate economic forecasts given by local, state and national experts. After the forecasts, guests will be able to check out eight panel discussions with experts in the fields of transportation, housing, water, earthquakes, live entertainment and the future of the news business. Click here for the complete list of our economists and panelists.



L.A. Mayor Eric Garcetti

Media Highlights

"What the San Fernando Valley would get, and not get, in new transportation tax," Daily News, Sept. 27

"Time to get San Fernando Valley mass-transit needs on track," Daily News, Sept. 30

Click here to get your tickets to the show!

Calendar

The Week Ahead

3 Women's Self-Defense Workshops Hosted by Adrin Nazarian, LAPD Saturday, Oct. 3, 10, 17

There will be a workshop in Mission Hills, Studio City and North Hollywood Click here for times, locations and RSVP info

Ambassador Committee

Join Us Tuesday at VICA After Dark with L.A. City Councilmember Mike Bonin

VICA invites you to a networking reception at Bel Air Bar & Grill on Tuesday, Oct. 6, from 5:30-7:30 p.m., with Los Angeles City Councilmember Mike Bonin. Bonin was elected to office in 2013. He is chair of the council's Transportation Committee, serves on the Board of Directors for the county's MTA and is vice chair of Metro's Expo Line Construction Authority. The event is being presented by Bel Air Bar & Grill, AT&T and Englander, Knabe & Allen. It's being co-sponsored by Airbus Americas and USI of Southern California Insurance Services.

Meeting

Wednesday, Oct. 7
8:30-9:30 a.m.
VICA Office
16600 Sherman Way, Ste.
170
Van Nuys
[Click here](#) to RSVP

West Hills Hospital & Medical Center Hiring Fair

Wednesday, Oct. 7
7:30 a.m. to 2 p.m.
7300 Medical Center
West Hills
[Click here](#) to RSVP

Healthcare Committee Meeting

Wednesday, Oct. 7
Noon to 1:30 p.m.
Valley Presbyterian
Hospital
15107 Vanowen St.,
Van Nuys
[Click here](#) to RSVP

State of the Professional Organizations Address

Wednesday, Oct. 7
4-6 p.m.
Valley Economic Alliance
5121 Van Nuys Blvd., BFG
Boardroom
[Click here](#) for more info

Entertainment Committee Meeting

Sponsored by Pacific
Federal Insurance Services
Thursday Oct. 8
8:30-10 a.m.
VICA Office
16600 Sherman Way, Ste.
170
Van Nuys
[Click here](#) to RSVP

Save the Date

Land Use Committee

Tuesday, Oct. 13
8-10 a.m.
The Garland
4222 Vineland Ave.
North Hollywood
[Click here](#) to RSVP

Business Forecast Conference



L.A. City Councilmember Mike Bonin

[Click here](#) to RSVP for free as a VICA member.

Please Welcome New Member Pizzscotti



PIZZSCOTTI
DANGEROUSLY GOOD
GOURMET PIZZELLES & BISCOTTI

Many dream of the sweet life when they retire, but for two Los Angeles Police Department officers, those dreams are already taking shape -- when they're not on duty. Officers Kim and Alina both work for the LAPD now, but knew they wanted to have a business they could operate when

they eventually turn in their badges.

With that in mind, after the two met about two and a half years ago, they became fast friends and decided to start a business together. Kim says her Italian roots led her to start in the kitchen baking pizzelles, a traditional Italian waffle cookie. The two then started experimenting with another treat, biscotti. "We started to work on some recipes, and we just hit it on the head with our gourmet biscotti," Kim said. And like that, **Pizzscotti**, a name that blends their two treats, was born. The company sells online at Pizzscotti.com, and the business owners are also using the burgeoning success of their "dangerously good" treats to start a nonprofit in support of domestic violence and human trafficking victims. In these efforts, the two have already begun to form partnerships with VICA members such as the **San Fernando Valley Rescue Mission** to help the community.

Contact Perry@vica.com for questions about our blog or member profiles.

Friday, Oct. 16
7 a.m. to 2:30 p.m.
Sheraton Universal Hotel
333 Universal Hollywood
Drive,
Universal City
[Click here](#) to RSVP

**Benevon Fundraising
Workshop**

Wednesday, Nov. 18
11:30 a.m. to 2 p.m.
Valencia Country Club
27330 Tourney Road,
Valencia
[Click here](#) to register

L.A. Olympics Would be the San Fernando Valley Games, Too

Los Angeles Daily News

When I first heard about the potential for a Los Angeles bid to host the 2024 Olympic and Paralympic Games, I felt an overwhelming sense of excitement for the endless opportunities it would offer our city and the San Fernando Valley. The City Council's unanimous backing for L.A.'s bid on Sept. 1 only reaffirmed my belief that the business case for an L.A. Games is very strong. Los Angeles has hosted the Olympics twice -- both times profitably. There's no magic formula here. It's simply great management of carefully developed and fully vetted plans aligned with the long-term needs of our city.

[Click here](#) to read the rest of the column.

Hot Issues

Economy

The pace of [growth at U.S. factories slowed in September](#), a sign that the chill falling over the global economy could complicate the Federal Reserve's plans to raise interest rates.

Environment

A federal judge on Wednesday [blocked the Obama administration's first major regulation](#) on hydraulic fracturing, a technique for oil and gas drilling that has led to a boom in American energy production but has also raised concerns about health and safety risks.

Healthcare

Opponents of a [new child vaccination law](#) in California have reported that they turned in some 228,000 signatures on petitions for a referendum to overturn the measure, far short of the number needed to qualify it for next year's ballot.

Healthcare

Two drugs that help suppress the immune system in organ transplant

Member Messages:

Get Your Message in VICA Weekly!

VICA members can promote their business, events and news in VICA Weekly. Member messages are available for \$50 per week or \$175 for four weeks. Messages are text-based and may not contain more than 70 words. A logo may be added for an additional \$5 per week. For more information or to schedule your member message, contact Perry@vica.com or call (818) 817-0545.

ABOUT VICA

Presenting the business perspective on behalf of employers in the San Fernando Valley cities of Los Angeles, Burbank, Glendale, Calabasas, Hidden Hills, San Fernando and Santa Clarita.

Read more about VICA at vica.com or read our [Guiding Principles \(PDF\)](#).

Valley Industry & Commerce Association (VICA)
San Fernando Valley, California
16600 Sherman Way Ste. 170 Van Nuys, CA 91406
Tel (818) 817-0545 * Fax (818) 907-7934 * www.vica.com

Stay connected to VICA



patients may have a future as the long-sought birth control "pill" for men, new research suggests.

Politics

Ending weeks of infighting, the U.S. Congress on Wednesday voted to avert a government shutdown just hours before a midnight deadline, passing a stop-gap measure to extend funding for federal agencies until Dec. 11.

(How California's delegation voted)

Taxes

A new poll finds that nearly half of likely California voters favor temporarily extending Proposition 30's sales and income tax hikes, but support falls to just 32 percent when asked if they should be made permanent.

Transportation

September auto sales were so strong in the U.S. that even Volkswagen squeezed out a small gain -- despite halting sales of its diesel cars because of an emissions test-rigging scandal.

Water

A state water official said Californians have met a mandate to save water for a third consecutive month during the grinding drought.

Copyright © 2015. All Rights Reserved.