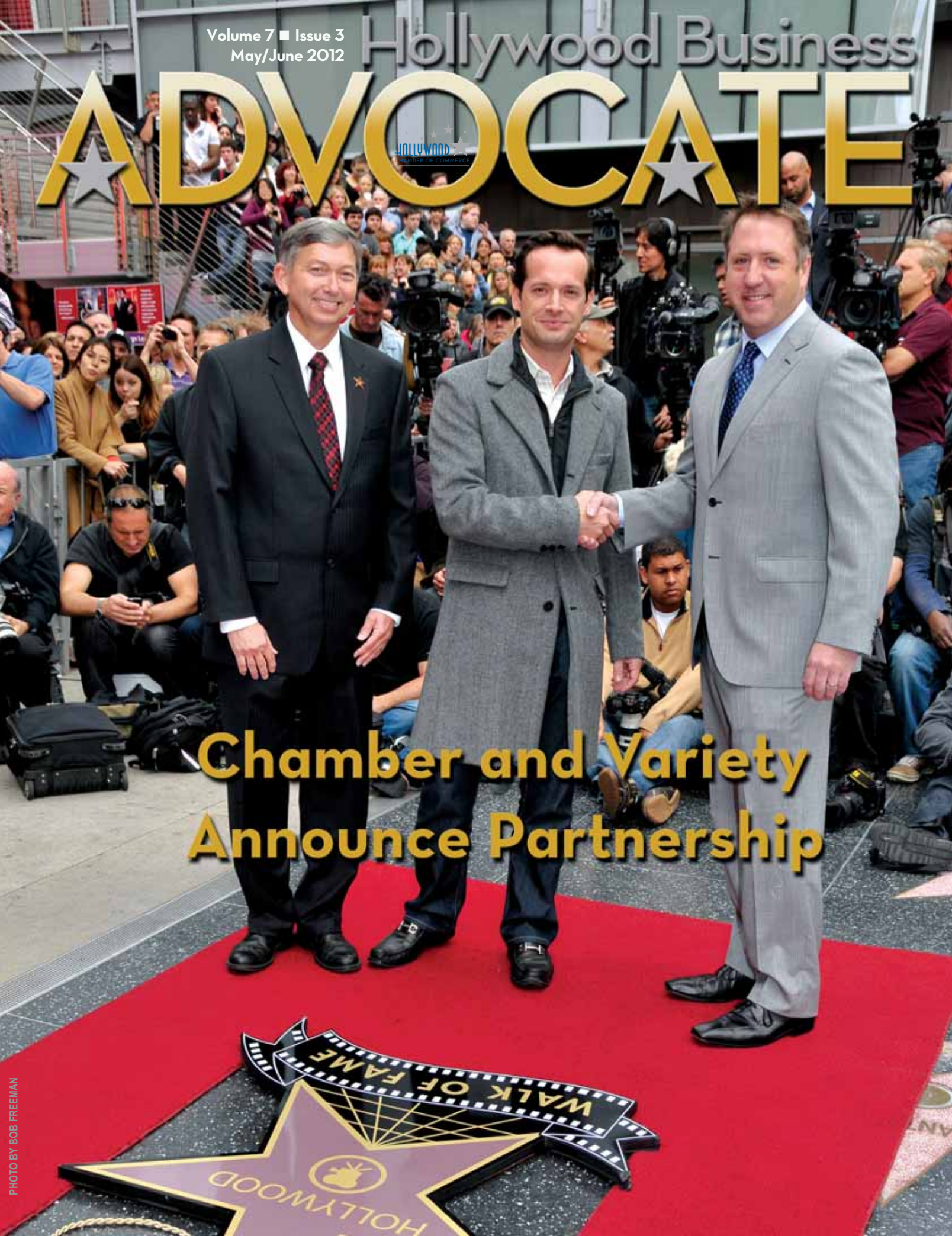


ADVOCATE



Chamber and Variety Announce Partnership



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Hollywood Chamber of Commerce deeply appreciates the support of our largest member investors, the Premiere Investors Club for their help in furthering the Chamber's advocacy agenda.

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COVER EXCLUSIVE

Chamber and *VARIETY* Forge Partnership

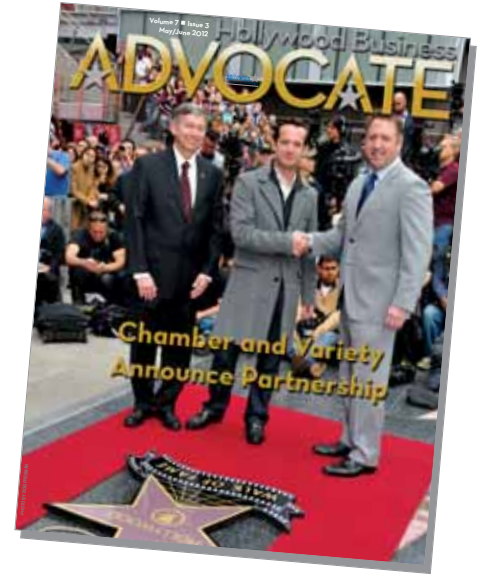
Deal will provide greater visibility and highlight advocacy efforts...

The Hollywood Chamber has partnered with *Variety* as their 2012-13 official media partner for the Walk of Fame, chamber events and conferences. As the only daily trade publication, *Variety* is recognized and respected throughout the world of show business as the premier source of entertainment news. Chamber leaders believe that the new relationship with *Variety* will reinforce the significant role that the Hollywood Chamber of Commerce has with the entertainment industry. Chamber President & CEO Leron Gubler said, "The deal with *Variety* will give our organization greater visibility than it had previously, and will highlight our advocacy efforts on behalf of the entertainment industry."

Variety Publisher Brian Gott added, "We are honored that the Hollywood Chamber has chosen to partner with *Variety*. It's an extraordinary organization, made up of extraordinary members and staff, and we're looking forward to elevating the brand and profile of the Hollywood Chamber of Commerce."

Variety will benefit from exposure as a member of the Chamber's Premier Investor Club, making them a major sponsor of various high profile events. The partnership includes the ability for the Walk of Fame to gain worldwide attention by live streaming all ceremonies and translating the event into 53 different languages on www.walkoffame.com. "This type of media technology is just what the Chamber needs, and what the Hollywood Walk of Fame deserves," said Kaylee Kiecker, the Chamber's VP of Marketing & Business Development.

Another high point of this new relationship is the support that *Variety* will provide as the Chamber unveils the new format for the 2012 State of the Entertainment Industry Conference taking place on November 16th at the Renaissance Hotel. Plans will include presentations from industry leaders, introductions of special programs, and a focus on how entertainment affects all of our members. For information on sponsorship for this event and other partnerships, please contact kaylee@hollywoodchamber.net.



From left: Hollywood Chamber President/CEO Leron Gubler, *Variety* Publisher Brian Gott, and incoming Chairman Christopher Barton.

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promoting the community worldwide

Hollywood Takes A Different Approach at Summit

People will learn "How Hollywood Does It Differently" at the 2012 Hollywood Economic Development Summit. The theme for this year's real estate/Hollywood progress conference was chosen to emphasize some of the unique approaches and businesses that are being drawn to the entertainment capital.

The conference will take place on Thursday, June 21st, 8 a.m. to 11 a.m. and will be at a new venue this year – the Hollywood Roosevelt Hotel. Admission for advance registrants is \$50 and includes a continental breakfast.

Co-chairs Nicole Mihalka (Cushman & Wakefield) and Li Wen (Gensler Architects) noted that the committee is taking a new approach this year and will not have the traditional panels, but will offer a fast-paced assessments of different industry segments.

Keynote speaker will be "starchitect" Thom Mayne, the principal of Morphosis and a past winner of the Pritzker Architecture



Architect Thom Mayne

Prize. Mayne's firm designed the highly-praised new Hollywood campus of Emerson College, now under construction on Sunset Blvd.

In addition, Councilman Eric Garcetti will speak and open the summit. Paramount Pictures will provide a briefing on their *Hollywood Project*, a 25-year master plan for the studio, a \$700-million investment in Hollywood's future.

Other presentations will be made by We Work, Milk Studios, Capital Foresight, Bitesize Television, the Redbury Hotel, and by Dave Gajda on Cahuenga Blvd. Kerry Morrison of the Hollywood Property Owners Alliance will present demographic data from a recent study.

Sponsorships are now being accepted for the popular annual event. As of press time, the following sponsors had signed up: Diamond Level – Avison Young, CIM Group, and Millennium Hollywood; Gold Level – Gensler Architects, Paramount Contractors & Developers, KBKG, Toyota of Hollywood, and Sunset-Gower/Sunset Bronson Studios; Silver Level – Allen Matkins, Briggs Law, Cushman & Wakefield, DCA Civil Engineering Group, Emerson College, Famous Hollywood Dental Care, Handelman Consulting, JAG Architects, Kaiser Permanente, NAI Capital Commercial, Van Wagner Communications, and Universal Waste Systems.

For further information, contact Leron Gubler at Leron@hollywoodchamber.net. Reserve online at www.hollywoodchamber.net

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Chamber Foundation Honors 'Heroes of Hollywood'



The Hollywood Chamber Community Foundation has announced the 2012 Heroes of Hollywood Luncheon on Thursday, June 7, at the Taglyan Cultural Complex, 1201 Vine St. in Hollywood, 12 Noon to 2:30 p.m. Tickets are \$100 and to reserve your seat visit www.hollywoodchamber.net. Millennium Hollywood is the Presenting Sponsor. Gold sponsors are Hollywood Museum, Hollywood Wax Museum, and Kaiser Permanente Los Angeles Medical Center. Silver sponsors are Hollywood Presbyterian Medical Center and Taglyan Cultural Complex. Bronze sponsors are Andrews International, Author Services, Avison Young, Briggs Law, Capitol Records, IRIS from Cirque du Soleil®, The CrisCom Company, Crown Disposal, Famous Hollywood Dental Care, Genesis Financial, Hollywood Forever, Inc., Hollywood Hotel - The Hotel of Hollywood, Hollywood Work Source Center, Original Farmers Market, Paramount Contractors & Developers, Sunset Gower/Sunset Bronson Studios. Foundation Chairman Marty Shelton and event co-chairs Sarah MacPherson and Carole Sarian are pleased to announce the following outstanding honorees:

Hugh Hefner will be awarded with the Hollywood Distinguished Service Award in Memory of Johnny Grant. This special award is reserved for those outstanding individuals whose contribution and commitment to our community rises to a level that implies a lasting positive impact to the city, the people and the dream that is Hollywood.



Dr. Kwang Yul Cha, Hollywood Presbyterian Medical Center

Dr. Kwang Yul Cha is the Founder and Chancellor of Cha Health Systems and Cha University in Seoul, Korea. He received his medical degree from the prestigious Yonsei University graduating summa cum laude, and performed his postdoctoral fellowship in endocrinology and infertility at the University of Southern California. Dr. Cha is an internationally renowned medical expert and one of the most recognized authorities on reproductive endocrinology and infertility. Dr. Cha pioneered the world's first successful pregnancy and birth through in vitro maturation. Six years ago, he purchased Hollywood Presbyterian Medical Center making it the first Korean-owned general hospital in the United States.



Officer Michael Ayala, Michael Coogle, Kevin Cotter, George Islas, Detective Craig Marquez, Sgt. Dave McCall, Sgt. Solomon Patton and Officer Leonard Sterling

This courageous team prevented a disturbed individual from continuing to shoot randomly at cars and pedestrians in the middle of the intersection at Sunset and Vine on December 9, 2011. By not allowing a disturbed individual from continuing to threaten and endanger the citizens and visitors to Hollywood, these law enforcement officers allowed transportation, commerce, and day to day activities to continue and reinforced the civil servant/citizen compact. These officers put themselves in harm's way and responded quickly. Their swift actions saved lives and increased the trust and reliance that citizens expect from law enforcement.



Laurie Goldman, GO! Goldman Organization

For more than 35 years, Laurie Goldman has engaged in every aspect of business and community life in Hollywood. From charitable non-profit work to her current mission as champion of the Hollywood Central Park, Ms. Goldman has exemplified community spirit and unselfish contribution in every corner of Hollywood. Countless organizations and community development projects have benefited from her boundless energy and dogged determination. Ms. Goldman's support and commitment to community organizations include Central Hollywood Neighborhood Council, the Hollywood Arts Council, Hollywood Chamber of Commerce, Hollywood Heritage, The Getty House Foundation, The Hollywood Chamber of Commerce Community Foundation, and many others. Not only has she served on their respective Boards of Directors, but she has also given of her time and talent to support their work in both fundraising and hands-on service. The Hollywood Central Park is her latest and most profound passion to date.



The Sundher Family, Hollywood Wax Museum

Since 1965, when Spooky Singh, patriarch of the Sundher Family, opened the Hollywood Wax Museum, the Sundher Family has stood as one of Hollywood's staunchest and most generous supporters. The Hollywood Wax Museum brought energy to the Boulevard and helped spread the "brand" of Hollywood around the world. The Sundher Family continues to support the many community efforts that build the unique quality of Hollywood and continue to improve the security and marketability of Hollywood. Their strong belief in Hollywood is an inspiration to both business owners and community supporters.



Albert Sweet, Occidental Entertainment Group Holdings, Inc.

Mr. Albert Sweet was well ahead of Hollywood's Renaissance in the 1980s when he started buying and remodeling aged buildings. These properties have now turned into over 4 dozen office buildings, a dozen sound stages, and five operation divisions that span over 1 million sq.ft. Staying true and dedicated to Hollywood, Mr. Sweet is committed to keeping the entertainment industry in Hollywood and has no entertainment investments outside of Los Angeles. Mr. Sweet is active in numerous civic, political and charitable endeavors including Technion, KCET, Junior Blind, St. Anne's, Hebrew University, Venice Family Clinic, United Negro College Fund and many more. Mr. Sweet is both a pioneer and visionary who has been honored by countless organizations for his professional and philanthropic efforts.



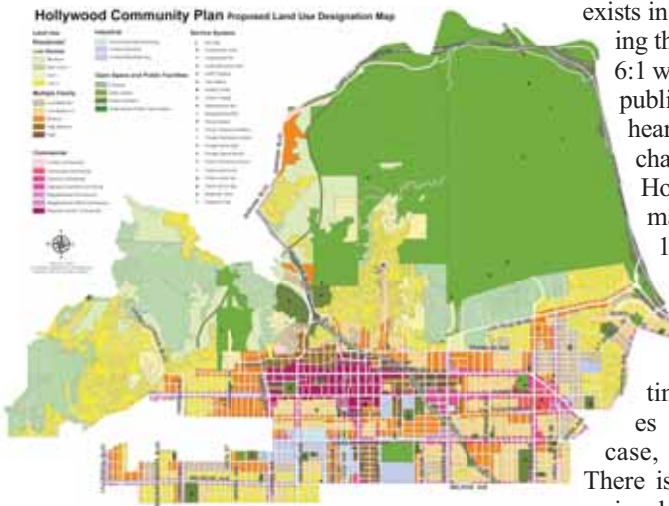
PUBLIC POLICY

Chamber Calls for Action on Hollywood Community Plan

After eight years of preparation and more than 160 public meetings, one would think that enough work had gone into the proposed new Hollywood Community Plan that it could be adopted. But apparently not for opponents who want the environmental impact report (EIR) recirculated. If such a request were granted, it could lead to more than a year of additional delays.

The Hollywood Chamber of Commerce has called on the Los Angeles City Council to move forward and to adopt the much-needed plan.

“We are currently operating under an outdated plan that is 24 years old,” said Chamber President & CEO Leron Gubler. That plan was adopted before the subway came to Hollywood and before the revitalization of the community began. It is harmful to both residents and businesses to be operating under a plan that does not represent today’s realities.”



Chamber members turned out en masse at two public hearings within the last month to testify in support of the proposed plan. The hearings were before the Planning & Land Use Management Committee (PLUM) of the City Council. The PLUM Committee voted to forward it to the City Council without a recommendation for final action. The Planning Commission approved the plan last December.

Incoming Chamber Chair Chris Barton addressed the subject in his remarks at the recent Chamber Installation. “A community with no plan for growth at all is a community that is devoid of its potential and set up for dysfunctional development,” he stated. He indicated that having an outdat-

ed plan leads to projects that no one wants but which are allowed by archaic zoning, and also encourages CEQA abuse lawsuits on projects that the community does want.

Opposition to the plan seems to be fueled by fears that it will lead to the “Manhattanization” of Hollywood, as some opponents have characterized it. They have questioned population forecasts and noted that the 2010 census showed a decline in population in Hollywood. They have expressed fears about traffic congestion and a decline in their quality of life.

“When analyzed, these fears just are not justified,” Gubler emphasized. “The whole intent of the plan is to create a more livable community, by focusing future growth into the central area of Hollywood near public transit and to protect the residential neighborhoods.”

He noted that the plan maintains maximum densities at the same proportion as exists in the current plan. Projects seeking the maximum allowed density of 6:1 would still have to go through the public approval process, with public hearings giving the community a chance to express its opinions. The Hollywood density compares to a maximum in Downtown L.A. of 13:1, illustrating that charges about Hollywood turning into a wasteland of skyscrapers is just not accurate.

“We understand that any time you propose change, it raises fears,” he noted. “But in this case, those fears are unfounded. There is much in this plan which we seriously need, such as strong hillside protections with new subdivision and slope density requirements, and the preservation of single-family neighborhoods, historic resources, theatre districts, post production, and entertainment and media district uses.”

The proposed Hollywood Community Plan has been endorsed by Mayor Antonio Villaraigosa as well as Councilmembers Eric Garcetti and Tom LaBonge, who represent Hollywood.

“You can debate something forever and still not please everyone,” concluded Gubler. “It is time to take action, adopt this plan and move forward.”

Hollywood Chamber Delegation Goes to DC - Fights for Relief for Small Business



From left: Christopher Barton, Bill Farrar, Jr., Susan Cabral-Ebert and Leron Gubler.

A delegation of representatives from the Hollywood Chamber of Commerce visited the Nation’s Capitol May 7 to 9, 2012 to advocate issues of importance to Hollywood and the greater Los Angeles region. This year the Chamber delegation highlighted the needs of its small business members including tax incentives and much needed access to capital.

“The Chamber’s Annual Advocacy Trip offers our Chamber members the unique opportunity to meet with their elected officials on the national level to discuss issues of importance to the Hollywood Business Community,” stated Leron Gubler, the Hollywood Chamber’s President & CEO. “With so much at stake for the business community in Hollywood and communities throughout Southern California, it is important that we can show Congress that Hollywood is serious in its efforts to bring about much-needed economic recovery to our businesses”.

The Chamber team met with LA-based members of Congress including, Adam Schiff, Karen Bass, Xavier Becerra, and Henry Waxman as well as staff of the Senate Small Business Committee.

For further information on the Chamber’s Federal advocacy efforts, please contact the Chamber’s Vice President of Public Policy, Nicole Shahenian at (323)468-1373 or via e-mail at Nicole@hollywoodchamber.net.

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CHAMBER EVENTS

Sadie Kitchen & Lounge to Host Chamber Mixer on May 23rd



The Hollywood Chamber will hold a mixer in May at the new Sadie Kitchen & Lounge, a restaurant, mixology bar and lounge that is full of life. Sadie is a delicious melding of a market-driven restaurant featuring New American Cuisine that serves the tradition of good food and drinks, great people, and a passion for honest, home-grown hospitality.

“Sadie’s philosophy is simple... we want you to feel at home,” says General

Manager, Patrick Doherty. “For us, it’s not just about serving our guests and making their evening encompassing, but it’s about creating and nurturing relationships so that everyone who walks through our doors knows we’re there to support them in having an incredible evening that will follow them all the way home. We want to create a genuine experience.”

For more information on Sadie, please visit www.sadiela.com.

Make new business connections while enjoying this opportunity to experience what is sure to be one of Hollywood’s most popular new venues. The Mixer will be held from 5:30 p.m. to 7:30 p.m. on Wednesday May 23. Sadie is located 1638 North Las Palmas Avenue in Hollywood. Admission is \$10 for members and \$20 for “future members.” Valet and self parking will be available for \$10. Reserve online at www.hollywoodchamber.net.

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The CW Network
The Fabiolus Café
The Hollywood Museum / Max Factor Building
The Jim Henson Company
The Lee Strasberg Institute
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A Report to Hollywood's Business Community

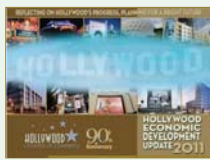
HOLLYWOOD CHAMBER OF COMMERCE

2012



A lot goes into making Hollywood a great place to conduct business. During the past year, the Hollywood Chamber of Commerce has continued to emphasize **Advocacy**, to help advance Hollywood's agenda and to help create a positive business climate for our members. It is no accident that Hollywood has fared better than most communities in this lackluster recovery. Take a look at the issues and projects taken on by the Chamber and you will be impressed by the broad scope of our activities. We're working for you every day. We hope we can count on your support as we fight for your interests.

The Chamber is Creating a Strong Local Economy



The Hollywood Economic Development Summit featured the theme, *Reflecting on Hollywood's Progress, Planning for a Bright Future*, and highlighted the many positive things that are happening here. Keynote speaker was prominent architect Eric Owen Moss, with an economic forecast by Nancy Sidhu of the L.A. Economic Development Corp.

A proposal to lease out Hollywood's public parking garages for 50 years in order to close a one-year gap in the City budget was successfully killed by the Chamber and Hollywood Property Owners Alliance. Had the proposal succeeded, there was a strong likelihood that parking rates would have spiked at Hollywood & Highland and the ArcLight parking garages – severely impacting local retail and entertainment businesses.

The East Hollywood Business Improvement District was successful at renewing for a 10 year period. The BID was also successful in securing a \$1-million grant from Metro to install landscaped medians on Vermont Ave. and planted new street trees.



The Chamber coordinated business people to attend several hearings in support of the proposed new Hollywood Community Plan – the first update in 23 years, which will protect neighborhoods and direct development to Hollywood's central core.

Chamber staffers testified at dozens of hearings on behalf of projects that will improve Hollywood.

The Chamber focused attention on how CEQA-based lawsuits have adversely affected Hollywood, by publishing information about 6,000 jobs lost due to the burst of litigation.

Making Hollywood A Better Community

I am so honored and humbled to have been asked by my fellow peers to be the new Chairman of the Hollywood Chamber of Commerce. It is a milestone experience for me in my somewhat brief history as a stakeholder here in Hollywood since I arrived at Sunset Gower Studios not long ago. I look forward to the responsibilities and efforts required of this role because of my passion for Hollywood. My passion is to embrace what Hollywood has been in the past and what I believe Hollywood can become in the future.



This chamber is such an important positive force in this community, and I take great pride of its efforts in helping those in need and preserving its history. Accordingly, I look forward to working with our foundation to help assist those Hollywood-based organizations that serve the underprivileged in our community. I am committed to preserve the integrity of our renowned Walk of Fame and our landmark Hollywood Sign.

When I think of Hollywood in the future, I see a business community that will both respect and preserve the incredible rich history here and also realize tremendous investment. I anticipate the return of a thriving studio and entertainment industry that has historically vacated Hollywood for other nearby communities. I see a bustling tourist industry that promotes new cutting-edge hospitality venues and supports healthy retail businesses. I envision some of the most prominent health care institutions this state has to offer and a unique place where residents will be proud to live and enjoy great amenities. I foresee Hollywood as a place where individual entrepreneurs are willing to risk it all and institutional risk adverse investors are willing to make large financial commitments because they will see what I see.

There is however much work to do in order to realize this great potential. Firstly, we need a new community plan. I promise that this chamber is committed to assist the great efforts of the Los Angeles Planning Department and support our honorable councilmen, Eric Garcetti and Tom LaBonge. Our councilmen have a tough job as they have both a broad constituency to answer to while maintaining a commitment to promote a healthy business environment that creates jobs. But a community with no plan for growth at all is a community that is devoid of its potential and set up for dysfunctional development. Having no community plan does not necessarily equate to no growth, but it does lead to projects that nobody wants yet which are allowed by current archaic zoning as well as good old fashioned CEQA abuse lawsuits on projects that the community does want and need.

Hollywood also needs to be proactive to create a tourism experience that we can all be proud of as we show off this community to the millions that will visit here each year from all over the world. With the new changes in visitation policy from China, the expanding BRIC nations and the maturation of third-world economies, the table is set for tourism to absolutely explode in the future. We are not ready for it. We need to improve our retail attractions and expand our hospitality venues. We need to establish some order from the chaos of tour operators, many of which are unlicensed & uninsured and undercut those respectable operators that play by the rules and have a commitment to our community. We need to erase the black eye of the many street costume characters and CD vendors on Hollywood Boulevard that routinely accost our tourists and create embarrassing incidents here in Hollywood. Hollywood has the potential to be a premier destination for those coming to visit from abroad, and we need to take advantage of this unique opportunity.

We really do have so much work to do this year. As good business community citizens, we need to find ways to help the city with their budget challenges and preserve the quality of life of our residents, while at the same time promoting our businesses. It is a balancing act. That is what I believe my position is about, which is trying to help make this a better community for all of us. I look forward to working with you to make it happen!

Christopher Barton
Chairman of the Board





Hollywood Chamber Committees 2012-13

The Chamber appreciates the following individuals who have agreed to chair Chamber projects/committees during the coming year:

Budget & Audit

Tej Sundher Hollywood Wax Museum

Economic Development

Nicole Mihalka Cushman & Wakefield

Li Wen Gensler

Entertainment Conference

Howard Green Walt Disney Studios

Todd Lindgren FilmL.A., Inc.

Health Care

Sam Smith Genesis Financial

Fariba Kalantari Famous Hollywood Dental Care

Heroes of Hollywood

Sarah MacPherson Hollywood Property Owners Alliance

Carole Sarian The CrisCom Company

Hollywood Chamber Business PAC

Sam Smith Genesis Financial

Hollywood U

Beth Marlis Musicians Institute

Legislative Action

Susan Cabral-Ebert Make-Up Artists & Hair Stylists Local 706 IATSE

Rob Campbell KBKG, Inc.



Licensing

Mitch Nedick The CW Network

Membership

Heather Cochran AMPAS

Retail Attraction

Marty Shelton NAI Capital, Inc.

Tourism

Donelle Dadigan Hollywood Museum

Kathleen Cook Hilton Garden Inn



Visitors Center

Bruce Gorelick Renaissance Hollywood Hotel

Thomas See Universal Studios

Walk of Fame

David Green Pantages Theatre - Nederlander West Coast



The Chamber is Promoting the Community

The Chamber hosted its 9th annual Awards Media Center for two days in the forecourt of the Chinese Theatre to welcome the media in town for the Academy Awards and to pitch and assist them with stories about Hollywood.

The Chamber launched www.WalkoffFame.com website to promote the Hollywood Walk of Fame. The state-of-the-art website offers visitors the most current information on the Walk of Fame and its honorees and has sorting capabilities to allow visitors to search to find which past honorees share birthdays, hometowns, anniversaries, etc.

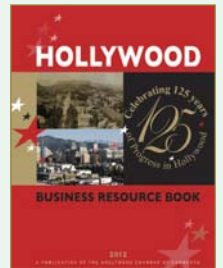
A *Half-Off Hollywood* promotion was held in May to drive business to Hollywood during what is normally a slow month for tourism. Dramatic savings were offered by participants on area attractions. More than \$30,000 was raised for a media buy to promote the program.

The Chamber introduced a new blog, *Hollywood Hot Deals*, to promote Chamber businesses on a monthly basis by letting the public know of great deals offered by local businesses.

Thirty Walk of Fame ceremonies were held by the Chamber, bringing international media attention to Hollywood.

Annual *holiday decorations* on Hollywood Blvd. were again sponsored by the Hollywood Chamber of Commerce, with assistance from the Hollywood Historic Trust. The decorations help to brighten the spirit in Hollywood during the holiday season and also dress up the Boulevard for the Hollywood Christmas Parade.

The *Hollywood Business Resource Book* was published by the Chamber and distributed to 8,000 businesses in the greater Hollywood area, with up-to-date information on the community and on our Chamber members.



A 125th birthday anniversary party was held for Hollywood, with a press conference and party at Hollywood & Highland that generated widespread coverage for Hollywood.

The Chamber is Taking Political Action

After years of discussion, the Chamber took the significant step of creating the *Hollywood Chamber Political Action Committee*. This will allow the Chamber to play a much larger role on political issues of importance to the business community. The PAC helped to sponsor three receptions in its first year for Senator Kevin DeLeon, Assemblyman Curren Price, and City Council President Eric Garcetti.

The Chamber worked with Senator Curren Price to introduce SB 735, a bill that would strengthen the CEQA law by limiting the number of extensions judges can grant to plaintiffs, thereby shortening the lengthy litigation period.

The Chamber joined a statewide CEQA reform coalition intent on enacting reforms to counter frivolous lawsuits, and to work with the State on implementation of SB 226, a bill that would exempt certain infill projects from CEQA regulations.



The Chamber is Representing the Interests of Business with Government

The Chamber strongly opposed a proposed *ban on supergraphic signs* in Hollywood, arguing that it would be better to tighten and enforce regulations in order to allow projects in the pipeline to proceed. Although the Chamber prevailed before the Planning Commission and they adopted many of the Chamber's recommendations, the City Council rejected the compromise and enacted the ban over the Chamber's objections.



The Chamber supported the repeal by the Community Redevelopment Agency of their *Design for Development*, which gets the CRA out of the sign approval business and provides more clarity for businesses seeking signage.



Two draft *Urban Design Guidelines* for Sunset Blvd. and for Hollywood Blvd. were reviewed by the Chamber, which urged changes in proposed floor plates, requirements for parking, setbacks, and in allowing more flexibility by modifying standards to be guidelines. Many of the Chamber suggestions were incorporated in the final document that went to the CRA board for approval in December. The



Chamber will continue to press for a business-friendly document.

The *Conditional Use Permit (CUP)* renewal process was streamlined after the Chamber successfully argued to the Planning Department that entertainment businesses that were in compliance with their conditions should be allowed to extend their CUPs without having to start over. The change will save businesses as much as \$35,000 in renewal costs.

A proposed City ordinance to require *sidewalk cafes* in Los Angeles to provide off street parking was opposed by the Chamber.

The Chamber opposed a proposal to create exclusive solid waste management contracts for trash companies serving businesses. Such a proposal would limit the options available to businesses and raise their costs of trash collection.

State film tax credits in order to keep filming in California were strongly supported by the Chamber, with the State agreeing to a one-year extension.

The Chamber lobbied to retain existing L.A. Council District boundaries for Hollywood as part of redistricting so that the business district was not divided. Members testified at numerous hearings and we were largely successful in keeping the business community united.

Meetings between LADWP and Hollywood studios were sponsored by the Chamber to discuss concerns about the impact of the new rate structure on the entertainment industry.

Hollywood Chamber Community Foundation

Sam Smith, Chair, 2011-2012

One of the unique features of the Hollywood Chamber is its efforts to support local community non-profit organizations. As a 501c3 non-profit association, contributions to the Chamber Foundation are tax deductible. The Foundation holds two fundraising events annually-the Heroes of Hollywood Luncheon (formerly called the Women of Distinction Luncheon) and the All Hallows Eve Party at Hollywood Forever Cemetery. Since its inception in 1996, the Foundation has given out \$643,150 in grants, and this past year, awarded \$43,150. In our most current fiscal year, the Foundation assisted the following local organizations.



- Assistance League
- Aviva Family & Children Services
- Blessed Sacrament Church Social Services
- Boys & Girls Club of Hollywood
- Fairfax High School
- Harmony Project
- Hemophilia Foundation of So. Cal
- Hollywood Arts Council
- Hollywood Beautification Team
- Hollywood Police Activities League
- Hollywood Police Support Association
- LA Youth Network
- LA Zoo Association
- LAPD National Night Out
- Musicians Foundation
- Oasis
- Saban Free Clinic
- Stella Adler Academy of Acting & Theatre
- Streetlights
- Travelers Aid Society of Los Angeles
- We Can Pediatric Brain Tumor Network




Our Business Agenda



For 91 years, the Hollywood Chamber of Commerce has been the business community's main advocate - working to create an environment where businesses could succeed. Whether it was lobbying to create the Hollywood Walk of Fame, saving the Hollywood Sign, bringing redevelopment and the subway to Hollywood, or widening the freeway to eliminate bottlenecks, we have been there for you. And we will continue to work on your behalf as we face a new Chamber year.

One of the most critical issues of the past decade is to obtain a new updated Hollywood Community Plan to replace a grossly outdated plan that is now 24 years old. This plan is needed to protect residential areas and to direct future growth into the places where it should logically go - Central Hollywood. Fears and misinformation have raised opposition, but when one cuts through the hyperbole, it is easy to see that the eight years of work in writing this plan have resulted in a document that is good for all parties. We will continue to lobby to see that it is adopted.

Recently, our board voted to ask the City to put a cap on Type 48 licenses for nightclubs in Hollywood. Currently, there are 27 such permits in Hollywood, compared to 19 in West Hollywood and 12 in Santa Monica. By limiting new licensees, we protect the existing market from becoming over saturated, but we also send a message to property owners that they should seek other uses, such as retail, that are badly needed in this market. The City of L.A. has not had a cap on licenses before, but other cities have, and this is something we will work to achieve here.

With the demise of the Community Redevelopment Agency (CRA), Hollywood was dealt a serious setback in its revitalization efforts. Millions of dollars that would have been spent here were lost. Now the City is investigating the formation of a community development corporation. We will be watching and asking to be involved in these efforts to ensure that Hollywood continues to get the attention it deserves. We have made significant progress in the last decade, but much remains to be done.

Hollywood continues to be the main hook used to lure tourists to Los Angeles. There is a new Tourism BID that raises money to promote L.A., and we plan to be involved to be sure that Hollywood benefits from these new tourism promotion dollars.

Of course, we recognize that Hollywood Blvd. has serious problems with street characters, cd vendors, food carts, and rogue tour operators. While the courts have made it difficult for the City to enforce laws against aggressive begging and outrageous behavior, we will continue to press for action as far as possible to improve the visitor experience on the Boulevard.

This coming year, we will also see a change of guard with elections for a new Mayor, new council members, as well as new representatives at the State and federal levels. The Chamber plans to be involved in the process by providing candidates forums as well as key endorsements.

And other issues will arise, that we cannot even anticipate at the moment. It all comes down to why you need a Chamber of Commerce to represent and to protect your interests. Rest assured that the Hollywood Chamber is working for YOU!

Leron Gubler
President & CEO



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Hollywood, California 90028
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www.HollywoodChamber.net
www.WalkOfFame.com

Since 1921... Promoting and enhancing the business, cultural and civic well-being of the greater Hollywood community.

The Chamber is Providing Networking, Promotional and Educational Opportunities

The Chamber introduced a new themed networking program, known as *Chamber Connections*. Every other month, the Chamber staff organizes a "party" for members to easily exchange leads and to have fun doing it.



Two new email blogs were initiated by the Chamber to help publicize our members and their programs. *Hollywood Hot Deals* is sent out on a monthly basis and allows members to publicize special offerings to the Chamber's email list. *Businesses You Need to Know* is emailed monthly to let people know about our new members and to let them also offer a special to the business community.



Networking opportunities abounded at the 10 mixers the Chamber provided during the year at some of the hottest locations in Hollywood.

Richard Krelstein, a counselor with the SCORE program of the Small Business Administration, provided free business counseling weekly at the Chamber.

The 24th annual *Hollywood Expo* was held the Universal Hilton, drawing hundreds to see the latest offerings from Chamber members.

Numerous ribbon-cutting ceremonies were held by the Chamber on behalf of Chamber businesses.

The Chamber is Giving Back to the Community

The first *Heroes of Hollywood* luncheon was held at the Taglyan Center to honor outstanding community leaders and to raise money for local charities.

The *Hollywood Chamber Community Foundation* presented \$36,000 in grants to local nonprofit groups serving the Hollywood area.

The annual *Police-Fire BBQ*, held in late November and organized by the Chamber, provided the community a way to express appreciation to more than 300 public safety officers. More than 20 celebrities turned out for the event, and Simmons Company donated 24 mattresses to the bunkhouse of Fire Station 27.



Toys were collected at the Chamber's annual *Holiday Mixer* at the Music Box in support of the LAPD and the Fire Department's annual toy drives for the needy in Hollywood.

The Chamber donated supplies in support of the LAPD's new mentoring center for at-risk youth.



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"You're Killing me Larry" or "We'll beat any competitor's price or your mattress is Free!" If you live in Southern California, chances are you've heard these tag lines. During the last three decades, Sit 'n Sleep has grown to become one of the largest mattress retailers in the United States, selling more mattresses per store than any other retailer in the country. Sit 'n Sleep is focused on helping people find the right mattress for their needs and body type. The company also seeks to educate the public about how important a great night's sleep is to a person's overall health. Sit 'n Sleep goes to great lengths to provide its customers with a sales staff of professional sleep consultants with hundreds of hours of professional training. Sit 'n Sleep associates are not only mattress experts, their extensive training, in-store diagnostic technology, and their understanding of how a mattress impacts sleep health has made them "sleep experts". Each Sit 'n Sleep Superstore is equipped with a body diagnostic machine – a device that makes over 17,000 calculations to find what type of mattress is the perfect fit for an individual sleeper. Sit 'n Sleep invites you to visit their newest superstore in Hollywood on La Brea Ave.



Angie Jones, Store Manager
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D. C. KEETON HOME IMPROVEMENTS

Ask anyone who has remodeled and they will tell you that the stress, the chaos, the feelings of anger, despair and frustration are all overwhelming at times. Whether you are undertaking a large or small remodeling project, the process will disrupt your routine. The best approach to managing this stress is to hire the right contractor to begin with. When it comes to opening up your home, your most precious investment, it is important to feel a sense of trustworthiness. D. C. Keeton Home Improvements is one of the most established and reliable remodeling companies in the greater Los Angeles area. Whether remodeling your kitchen, bathroom, refinishing hardwood floors, repairing or replacing roof, or replacing windows, D.C. will consistently provide the highest quality products, with reasonable pricing and exceptional customer service.



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GO BURGER BAR & GRILL

GO Burger is a casual, modern burger bar and grill featuring 20-ft ceilings with floor-to-ceiling windows in the middle of the action at Sunset and Vine. Although famous for habit-forming burgers and spiked milkshakes, GO Burger has an extensive menu and beer/wine list with something for everyone, from meat aficionados to vegetarians. On most days you can also enjoy the sunny outdoor patio. GO Burger gladly accommodates dinner, luncheon or cocktail gatherings. Open Monday to Saturday, 11:30 a.m. to 11 p.m. and Sunday, 11:30 a.m. to 10 p.m. Chamber Members receive a 10 percent discount through June 2012.



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Offering a comprehensive range of products and services, Ken and his team at Nonstop Printing are your one-stop shop for all of your printing needs. Located in the heart of Hollywood, Nonstop Printing combines top-of-the line equipment and over 30 years of printing experience to provide blazing turnaround times and exceptional quality. Nonstop Printing can help you with printing basics such as postcards, business cards and stationery, and provides specialized services such as die cutting, foil stamping, embossing and printing on different mediums. Serving a wide range of clients including graphic designers, theaters, non-profits, businesses, artists and entrepreneurs, Nonstop Printing is committed in providing superior quality and reliable service while fitting your budget and unique needs. Ask about their new products and services such as personalized printing, vinyl banners, and a variety of new mediums to separate your project from everyone else's!



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JAY TREMAINE / KELLER WILLIAMS REALTY

Jay Tremaine is a Los Angeles-based real estate agent servicing the needs of buyers, sellers, renters and investors from the beaches to the Hollywood Hills right through Downtown LA. Jay Tremaine has a passion for real estate and the Los Angeles lifestyle. He has a strong marketing and sales background and excels at providing the best customer service for his clients. His memberships include Beverly Hills/Greater Los Angeles Association of Realtors, California Association of Realtors, MLS, and the National Association of Realtors.



Jay Tremaine

www.jaytremaine.com

KINDEL GAGAN

Kindel Gagan is a Los Angeles-based public affairs and lobbying firm. Their principals have represented more than 500 public, private and non-profit entities for more than three decades. Their success is based on the substantial policy expertise on issues of the day and the fact that they know how public agency decisions are made and who makes them. They have longstanding relationships with officials; in fact, many members of the firm are themselves former officials of state and local government. Every member of Kindel Gagan is engaged in the civic life of Los Angeles. Most serve on boards of non-profit, philanthropic, business, and education organizations, as well as serving on various executive boards of regional and local business advocacy organizations. Their areas of expertise include public contracting, planning and land use, redevelopment, environmental regulation, pre-construction and construction facilitation and expediting, education, entertainment, and taxation and public finance, and more. Subject matter expertise, knowledge of process, familiarity with decision-makers, leadership in the civic life of the community and adherence to the highest ethical standards in the practice of their profession make Kindel Gagan one of the premier public affairs and lobbying firms in California.

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Allied Integrated Marketing

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Constant Contact

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Joe DeMike
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THE LAW OFFICES OF JOEL J. LOQUVAM

The Law Offices of Joel Loquvam is a firm focusing on estate planning, probate, trust administration and elder law issues. Based in Beverly Hills, the law firm provides residents of Beverly Hills, Hollywood, and surrounding areas with quality estate planning resources such as assistance with Living Trusts, Wills (simple and complex), Probate, Trust Administration, Powers of Attorney, Living Wills, Irrevocable Trusts, Family Limited Partnerships, and Charitable Giving. "When you visit or call our office, we want you to feel comfortable discussing such an important issue concerning both you and your family," said Joel Loquvam, a graduate from George Washington University in Political Science and Environmental Studies, and from the University of Pacific's McGeorge School of Law. "Estate planning provides an immense sense of security and dignity for our clients." Joel leads many seminars to educate the public on pitfalls of estate planning and how to avoid them. His presentations make the complicated concepts of estate planning easy and interesting to understand.



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MEMBER SPOTLIGHTS

AMBOR SCHANZER FIGHT AGAINST NEUROPATHY

Neuropathy, commonly known as nerve damage, has over 100 types and causes. A common cause is diabetes. Other common causes are poor nutrition, hereditary, alcohol abuse, and chemotherapy. This nerve problem affects over 20 million Americans who experience numbness, muscle weakness, tingling and pain. It is estimated that neuropathy affects more people than multiple sclerosis and epilepsy combined, yet neuropathy research receives significantly less funding from the National Institute of Health than other comparable neurological diseases. Leading the way toward more awareness, Lisa Gilman is the co-founder of the Ambor Schanzer Fight Against Neuropathy. "This important cause is personal," said Lisa. "I witnessed my mother die bed-ridden and in great pain from complications of both inherited and acquired peripheral neuropathy. Her brother, Orven Schanzer, a former 20th Century Fox film and TV editor, now struggles with his mobility from both afflictions as well." People with suspected nerve problems should talk to their doctors about screening tests, especially blood glucose, vitamin B12 and serum protein levels, since these tests can often point to common causes of neuropathy. Support and join the fight for a cure and raising awareness.



(323)835-4736 • nervylisa@earthlink.net

...s significantly less funding from the National Institute of Health than other comparable neurological diseases. Leading the way toward more awareness, Lisa Gilman is the co-founder of the Ambor Schanzer Fight Against Neuropathy. "This important cause is personal," said Lisa. "I witnessed my mother die bed-ridden and in great pain from complications of both inherited and acquired peripheral neuropathy. Her brother, Orven Schanzer, a former 20th Century Fox film and TV editor, now struggles with his mobility from both afflictions as well." People with suspected nerve problems should talk to their doctors about screening tests, especially blood glucose, vitamin B12 and serum protein levels, since these tests can often point to common causes of neuropathy. Support and join the fight for a cure and raising awareness.



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SAVE THE DATE: Hollywood Chamber Events

- 05/23/2012** Mixer at Sadie
- 06/07/2012** Heroes of Hollywood Awards Luncheon
- 06/21/2012** Economic Development Summit
- 06/28/2012** Chamber Mixer at W Hollywood
- 11/16/2012** Entertainment Industry Luncheon

For sponsorship opportunities, please contact
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CHAMBER WELCOMES NEW MEMBERS

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MEMBER SPOTLIGHTS

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Michael Henderson

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Betty Fox

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www.partylite.biz/bettyfox

MEMBER SPOTLIGHTS



Brown Investigations

BROWN INVESTIGATIONS

With the experience to provide you with high quality investigative solutions, Brown Investigations offers discreet and reliable answers to even the most challenging of circumstances, reporting results in a timely manner. Brown Investigations has been providing investigative services for the last 28 years, and their licensed and insured company is committed to providing professional works at very affordable costs. They are experienced and prepared to exceed your expectations. Some of their specialty work consists of Insurance-based investigations, small business investigations, integrity shops, background checks, surveillance workers' comp, marital and divorce issues, and missing persons. They can find anyone for \$62 (Database search only and for Chamber Members only). Through their advanced training, Brown Investigations also offers services such as executive and personal protection and a private investigator with firearm. With over 1,000 felony cases solved, you can rely on Brown Investigations for the highest degree of professionalism and ethical standards to solve even the most complex investigative issues.

Gerard Brown, COO
(877)527-6967 • browninvestigations@verizon.net
www.brown-investigations.com



Matthew May

CENTERGY TAX, INC.

Centergy's mission is to increase cash flow by obtaining refunds and credits through the California Enterprise Zone Tax Credit Program for businesses, as well as Property Tax Reduction and Cost Segregation analysis for commercial real estate property owners. According to Centergy, ninety percent of businesses and individuals who qualify never apply, thereby paying the government instead of themselves. Their clients are receiving cash and credits from \$8,000 to \$225,000. Call to learn how to reduce taxes and increase your bottom line. Hollywood Chamber members receive a discount on Centergy's services.

(888)499-8188 • Open Monday to Friday, 8 a.m. to 6 p.m.
www.centeryntax.com

SIMONA YOGA

Located in Los Feliz, Simona Yoga is your local 'Yoga House' with a friendly and welcoming atmosphere. At Simona Yoga, anybody interested in relaxing and enjoying yoga is welcome to be immersed in an international atmosphere, release the stress of the day, and have fun. Simona Yoga offers a variety of classes and special sessions for adults, children, moms and babies including Shakti Dance, Kundalini Yoga, Hatha Yoga, and Meditation. It's a yoga studio for the entire family. Workshops and teacher training are offered in several disciplines. The meditation room is open to those seeking peace for deep meditation or simply silence. Originally from Turin, Italy, Founder Dharma Kaur is a certified trainer and long-time practitioner of Kundalini Yoga. Dharma's vast travels have taken her around the world including India, where she has met and trained with masters of various disciplines. "Freedom, creativity and prosperity come from knowledge of oneself," said Dharma.

4446 Ambrose Ave., Los Angeles, CA 90027
(323)663-0245 • info@simonayoga.com
www.simonayoga.com



CHAMBER WELCOMES NEW MEMBERS

Silver Commercial

Kay Sasatomi Thorpe
 9879 Santa Monica Blvd
 Beverly Hills, CA 90212
 (310) 553-3030

Tiffany & Co.

Joseph Juarez
 8500 Beverly Blvd Ste 7747
 Los Angeles, CA 90048
 (310) 657-0016

Sit 'N Sleep

Angie Jones
 969 N LaBrea Ave
 Los Angeles, CA 90038
 (323) 785-1350

Visit California

Lynn Carpenter
 555 Capitol Mall Ste 1100
 Sacramento, CA 95814
 (916) 444-4429

The Salvation Army - The Way In

Danette Mendoza-Molina
 5939 Hollywood Blvd
 Hollywood, CA 90028
 (323) 469-2946

Waste Management

Fred Papp
 5701 S Eastern Ave Ste 300
 Commerce, CA 90040
 (310) 462-3679

Simona Yoga

Simona Evoli
 4446 Ambrose Ave
 Los Angeles, CA 90027
 (323) 663-0245

Wells Fargo Advisors

Michael Greer
 9665 Wilshire Blvd Ste 1000
 Beverly Hills, CA 90212
 (310) 288-5525

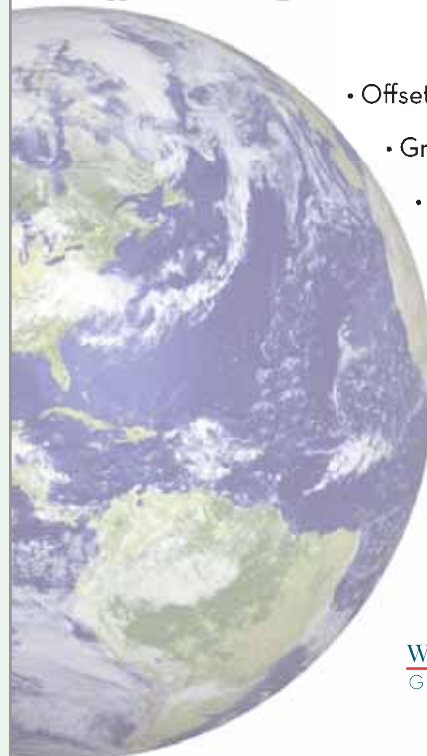
Soundcheck Hollywood

Jackie Pedraza
 8872 W Sunset Blvd
 West Hollywood, CA 90069
 (310) 358-0280

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Haim Beja
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TESTIMONIAL

Why I'm A Chamber Member!

Recently, SLB Printing was awarded a fairly substantial project from a Chamber member to print a small quantity of perfect bound books for a trade show event. This mushroomed into so much more than just the books and firmly cemented a relationship that we expect to continue for years to come. How'd we do this?



I can tell you it wasn't done on price. It was done by being an ACTIVE member of the Chamber, and by reaching out to the membership with new offers and current news-worthy events about our growing business. What we do not do is sit on our hands and complain about our membership and do nothing to go after the businesses in the Chamber! There's a quote from one of our clients that I enjoy sharing with people. During the holiday season, under a very grueling deadline, I was meeting with a client showing off a press proof. As he was reviewing the proof in front of his staff, he turns and looks at me, then back at the proof and says "Shelby, I just don't understand...how you consistently....pull miracles!" The staff all chuckled but knew there was a lot of truth in what was just said. I know the members of the Chamber who have dealt with us have all experienced the same thing as well. SLB Printing has been a member since 2005 and plans on staying a member for many years to come.

Shelby Blecker, President, SLB Printing, Inc.
(310)289-1968 • slbprint@yahoo.com
www.slbprinting.com

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Chamber Welcomes New Members at Annual Hollywood Expo in April



Hollywood Chamber held its Annual Hollywood Expo at Hilton Los Angeles / Universal City in April. Hollywood Chamber's Chairman Christopher Barton, President/CEO Leron Gubler, and sales managers JJ Connaughton and John Mejia welcomed these new members: Sasha Robles, [Aka Beverly Hills](#); Jacory Cary and Gerrard Brown, [Brown Investigations](#); Gabe Kadosh and Matthew May, [Centergy Tax Inc.](#); Lorraine Evanoff, [Cinesky/Jetstream Pictures](#); David Keeton, [DC Keeton Home Improvements](#); Lisa Gilman and Orven Schanzer, [Ambor Schanzer Fight Against Neuropathy](#); Andrew Willrodt, [Fusco Engineering](#); Elizabeth Homier, [Hollywood Letterpress Studio](#); William Hull, [Hollywood Tutoring & Testing Center LLC](#); Leo Ryan, [In Hollywood TV](#); Michael Henderson, [Keller Williams](#); Steve Catalano, [Kindel Gagen](#); Joel Loquvam, [Loquvam Law](#); Leiman Chan, [Nonstop Printing](#); Ira Wolf, [Nue Studio & Café Hollywood](#); Heather Bratter, and Jill Williamson, [Partylite Gifts](#); Kay Thorpe, [Silver Commerical](#); Alison Shiry, [Special Occasions Events](#); Robert Baron, [Technicolor Credit Union](#); Bryan Branch, [Waste Management](#).

Scott Moe Receives Chair's Award

Scott Moe of SDM Advisory Group (left) was the recipient of the Chair's Award at the 91st annual Chamber Installation Luncheon. Outgoing Chair Marty Shelton selected Moe for the honor to recognize his efforts the past two years as Chamber Treasurer,



and also for his past work as a co-chair of the Legislative Action Committee, member of the Chamber Foundation board, and participation in Hollywood Chamber advocacy trips to Washington, D.C. and Sacramento. Congratulations Scott!

AMDA Wows Attendees at Installation Luncheon



Attendees at the 91st Annual Chamber Installation were surprised with an amazing performance by "The New Top 40", an all-star singing ensemble from Hollywood's prestigious AMDA College and Conservatory of the Performing Arts. The performing group serenaded the Chamber and attendees with a medley of Broadway hits, 'Hooray for Hollywood' and a special tribute to Barbara Eden. The students are studying to be solo recording artists, live performance artists and as a unique vocal orchestra.