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VCEDA NEWS

March 2014

Advocacy • Intelligence • Networking • Support Ventura County Economic Development Association

Message from the Chair

VCEDA Celebrates 65 years!

The Ventura County Economic Development Association (VCEDA) is proud to celebrate our 65th anniversary this year. I am particularly pleased to be the Chairperson of VCEDA again this year so that I remain one of many supporting the greater good of Ventura County. In compiling this piece, I was curious as to what life was like in Ventura County 65 years ago. I did some research and uncovered the following.

• In December, 1949 the population of Ventura County was 115,000.

• In 1941, the Oxnard airport was assigned to the U.S. Navy until the Naval Air Station at Point Mugu could be completed. The Navy moved to NAS Point Mugu in 1945. The County of Ventura was able to regain control of the airport in 1948 by receiving a final quitclaim deed. In 1949, an operations permit was issued by the State. The airport remains under the control of the County of Ventura to this day.

• In January, 1949 Ventura County receives its first ever recorded snowfall at sea level.

• The Corriganville Movie Ranch opened to the public in 1949. It was both a working movie set and a tourist attraction. But unlike most sets it was comprised of real buildings. The Lone Ranger, The Adventures of Rin Tin Tin, Sky King, and Star Trek were all filmed there at one time or another.

• From 1947-1949, the New York Yankees placed a minor league team in Ventura. Called the Ventura Yankees they played at Seaside Park.

• In 1949 there was a large mass of arctic air that destroyed much of the citrus crop in Ventura County. However, the avocado crop survived the cold, supporting the idea that avocados were much heartier than expected. This supported the movement to expand avocado orchards into county areas which prior to the freeze were thought to be too cold.

I find it interesting but not surprising that many of the pressing issues in Ventura County in 1949 still remain challenging issues today. My research shows that water, public education, the military budget (following the end of WWII), County employee salaries/retirement benefits, smart growth-- "We don't want to become {like} the San Fernando Valley", taxes, affordable housing, and in Oxnard the high cost of living versus lower wages than the rest of Ventura County were newsworthy.

Planned VCEDA focus in 2014 are Water--the drought and the Delta Bay Plan, Education, Support of Naval Base Ventura County, Unmanned Systems including Precision Agriculture, County Pension Reform, Health Care, SOAR, Green House Gas Emissions (AB 32), and innovations in energy. Surely there will be unplanned challenges that we will deal with as they come.

I am very proud that VCEDA continues to be the voice of business in Ventura County. As an advocacy organization we have been supporting the business community for 65 years. Look around you. Ventura County, in my opinion is almost heaven and VCEDA has been one of the driving forces in supporting the highly enviable Ventura County lifestyle.

Ellen Brown, Chair

I am very proud that VCEDA continues to be the voice of business in Ventura County.

SAVE THE DATE: October 17, 2014

VCEDA will host its 44th Annual Business Outlook Conference

The BOC is VCEDA's premier event and typically attracts between 200-300 business and community leaders from throughout Ventura County. The event is scheduled for October 17, 2014 at the Ventura County Office of Education Conference Center in Camarillo.

As Ventura County's primary economic advocate, VCEDA has used the BOC to focus on specific issues that impact business in our county. We are in the very early planning stages of this year's event but our working theme is: The Future of Health Care in Ventura County: A Healthy Workforce. We want to explore the transformation of the health care industry from service delivery, insurance, pharma and technological perspectives. The objective of the conference is to provide business leaders and elected officials information that will help them be an educated partner as health care is transformed. This conference is not intended to focus on ACA, but rather the broader implications of how technological advances will drive preventive health, personalized health and population health towards better outcomes and a healthy workforce.

We believe the time is right for this dialog and look forward to a great event. California Lutheran University and Dignity Health St. John's Hospitals have already stepped up to be the Title Sponsors of this year's event.

For information on sponsorship opportunities, call 805-676-1332.

California Lutheran University Experience Success

St. John's Hospitals A Dignity Health Member

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Things to watch in 2014

In the words of Neil Young, one of our unsung philosophers, "rust never sleeps". Neither, it seems, do things impacting our local economy. VCEDA is always monitoring any number of issues that will have an effect on our local economy. As 2014 continues to unfold there are a number of issues that I believe are worthy of your attention.

Water

California continues to experience one of the worst droughts in our history. Governor Brown has declared the drought an emergency. The impact the drought will have on our economy is largely unknown at this point. But the agricultural industry is concerned about water supplies, lower yields and the possible need to raise prices. For the rest of us, we must conserve as much as possible, to insure there are sufficient supplies.

The other water related issue is the Bay Delta Conversation Plan. This comprehensive conservation plan is designed to protect dozens of species in the Delta eco-systems and build a new water conveyance system bringing reliable water to Southern California. A Draft of the plan is now available for public review and comment. The comment period has been extended to June 13, 2014.

A major issue with the Plan is how to pay for it. The Legislature is working on a ballot initiative that will ask citizens to vote on billions of dollars in bonds to pay for it.

A good way to get information on all things water and how it will impact Ventura County is to attend the Association of Water Agencies' 22nd Annual Water Symposium on April 24. Info at http://www.awavc.org/.

SOAR

SOAR ordinances (Save Our Agricultural Resources) are voter-approved ordinances that require voter approval for development projects that extend beyond a community's urban boundaries. The voters of Ventura County passed these ordinances in the 1990s. They are set to sunset 20 years after passage.

The nonprofit organization (http://www.soarusa.org/) that put the original measures on the ballot has recently announced that they are working to get enough signatures to put an initiative on the November 2016 ballot. This renewal campaign would extend the ordinances to 2050, or another 30 years.

There will be much community dialogue over the next several years about the positive and negative consequences of SOAR. It will be important that all citizens have the facts in order to make an informed decision about how our County will grow into the future.

Healthcare

Healthcare is important to us all. A healthy workforce is a productive workforce and a crucial element to our regional economy. While the Affordable Care Act gets the majority of media attention there are other ways that healthcare is changing. Advances in medical technology, electronic medical records, and improved medicines are changing health care, leading to better outcomes. These, combined with greater emphasis on personal responsibility for our own healthcare, are leading to new models for healthcare delivery. Phenomenon like personalized health, population health and medicine as well big data are the buzzwords for the future.

What will these shifts mean for healthcare in Ventura County? What do employers need to know in order to be a partner in the transformation of healthcare? These and other questions will be the focus of VCEDA's 44th Annual Business Outlook Conference on Friday, Oct 17. Plan to attend this important event.

Unmanned Systems

Congress has legislatively mandated that the Federal Aviation Administration (FAA) must develop procedures to safely integrate commercial unmanned aerial systems into the National Air Space (NAS) by 2015.

The commercialization of unmanned aerial systems is expected to provide significant economic activity. A 2013 study by the Association of Unmanned Vehicle Systems International (AUVSI) found that in the first three years of commercial UAS integration 70,000 jobs will be created nationally. These will be well paying jobs averaging $40,000. The number of jobs created increases to over 100,000 by 2025. In its first decade, this new industry will generate a national cumulative economic impact of $82 billion and it will generate $482 million in state tax revenues.

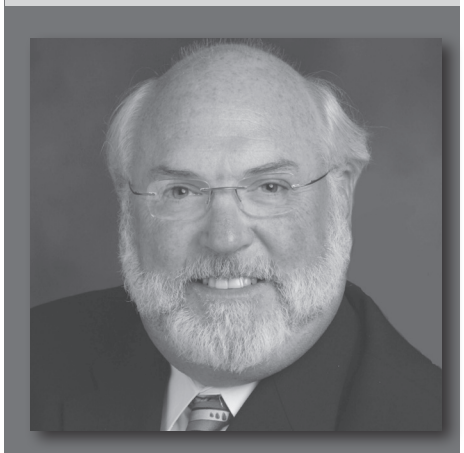
The study concludes that California is expected to see the most gains. Between 2015 and 2025 California will see $14 billion in economic impact, $82 million in tax revenue and create more than 18,000 well paying jobs. By comparison, the State of Washington, which was number 2, will see $7.8 billion in economic impact and create 10,000 jobs.

The FAA recently announced the designation of 6 test sites around the country that will help the FAA in this integration. The County of Ventura applied to be one of those test sites, but was unsuccessful in getting the designation. However, there remains much interest among the private sector to establish Ventura County as a hub of innovation and entrepreneurship around unmanned systems - particularly in the area of precision agriculture. Representatives from the County, VCEDA, and the Hansen Agricultural Research and Extension Center have had a number of conversations about how to move forward with initial research projects. Ventura County is ideally suited to be a leader in this new industry sector. We have companies that build unmanned aerial systems, companies that develop sensors and imaging technologies and a diverse agricultural sector.

VCEDA's focus is advocacy, intelligence, networking and support for the Ventura County business community. Make sure you're a member to stay informed on issues that are important to you and your business.

As always, your thoughts and comments are welcome to bburatto@vceda.org or 805-479-2491.

President's Message



Bill Buratto, President/CEO

Make sure you're a member to stay informed on issues that are important to you and your business.

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VCEDA's Mission Statement:

To advocate for policies, legislation and programs that stimulate business and a vital economy as the foundation for a vibrant quality of life in Ventura County.

Manufacturing with recycled materials is the key to increased recycling

By David Goldstein, Ventura County Public Works Agency, IWMD

Last month, the Ojai Valley Green Coalition brought over 40 people together for a presentation by Richard Anthony, a fervent advocate of recycling, composting, and waste prevention. Anthony's presentation at The Ojai Retreat included stories of his inspiring 40 plus year career in waste management, where he went from being a recycling center manager to the director of a public works agency, and eventually became a traveling preacher of the "Zero Waste Gospel," speaking at events such as the annual gathering of the elite in Davos, Switzerland.

In Ojai, stories, data, examples, and exhortations inspired a sympathetic audience to take action locally, in both their personal lives and also in the sphere of public policy to increase recycling rates. He covered many ways individuals can do more, many programs local governments could implement, and several policies on the state and national level that would result in far more material collected for recycling.

Mr. Anthony also touched on a key factor necessary to turn all of this new potential collection into real recycling. Recyclers need to not only focus on collection and processing, the first two arrows of the recycling triangle, but also on manufacturing new products with recycled material. Manufacturing is the third arrow of the recycling triangle, and its movement pulls the other two arrows, using the forces of market demand.

Recent developments in China have greatly affected the movement of that third arrow. Chinese manufacturing affects recycling in America because Chinese manufacturers have for decades been eager to turn imported American recyclables into new products and packaging. They have been very successful at turning our resources into finished products, and selling them back to us at a profit, with the difference in value paying for the development of their economy.

Recyclables continue to be America's biggest export (by volume) to China from the west coast, but China has implemented important changes affecting our recycling. Until about seven months ago, China was criticized by some environmentalists for being part of a recycling "race to the bottom," meaning their low labor and environmental standards were among their major advantages in attracting the flow of worldwide recyclables. They could cheaply sort, clean, and remanufacture our discarded resources.

Two things changed that strategy. Countries like Vietnam and India eventually beat China in low-cost, low-regulation recycling. Secondly, events such as a 60 Minutes exposé that found computers labeled "L.A. Unified School District" being recycled in ways that harmed workers and polluted Chinese waterways, caused policy makers to insist on domestic recycling for some items.

China's new strategy now challenges the west with a race to the top. China began by helping their top entrepreneurs with the development of high tech, clean, efficient recycling factories, providing land, subsidies, easy permits, and other advantages. These new factories, often located in the same areas as the low-tech recyclers, are increasingly putting the old-style recyclers out of business, and the Chinese government accelerated this process with "Operation Green Fence." Chinese customs inspectors started shutting out the lowest grades of recyclables. For example, Ventura County's dirty agricultural film plastic was suddenly cut off from Chinese plastic recyclers.

Richard Anthony believes that when we export recyclables, we are exporting jobs and economic opportunity, while we make ourselves vulnerable to the instability of foreign markets. He encouraged the development of local alternatives, and congratulated Ventura County for keeping its "eye on the environment" with programs such as the Ventura County Recycling Market Development Zone, which provides low interest loans and other incentives to companies making products from recycled material.

You can keep your "eye on the environment" by not only recycling all you can, but also by buying products made with recycled content. Also, if you know decision makers at companies making products in Ventura County, refer them to the Recycling Market Development Zone for incentives that can help their business expand.

www.wasteless.org/rmdz

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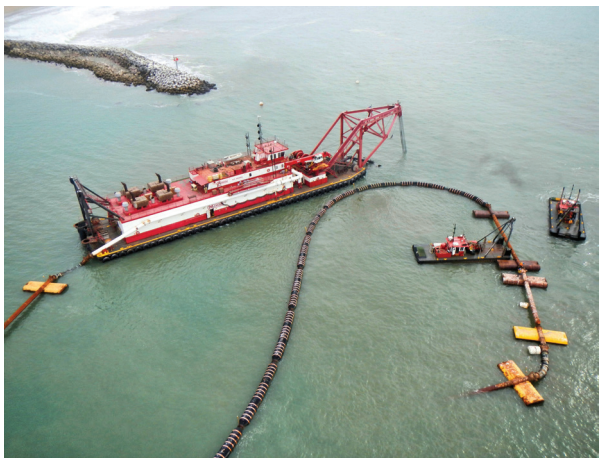
2015 Federal Budget Includes Additional Funds to Dredge Ventura Harbor



For the first time since 2008, the Ventura Harbor is likely to be completely dredged next winter thanks to additional funding proposed in the President's 2015 budget, released Tuesday, March 4. Dredging is essential to remove sediment buildup and keep the Ventura Harbor open and safe for vessels.

Released along with the President's proposed 2015 budget is a work plan modification for the U.S. Army Corps of Engineers, which oversees dredging, for the current year. The plan designates $7.071 million for dredging, but about $4 million of that was spent on the dredging work done this February and March by Manson Construction.

The remaining funds can't be spent now because it's too late, however, about $3 million will roll over and can be added to the $3.54 million the President's proposed 2015 budget designates for dredging next year, explained Richard Parsons, Dredging Manager for the Ventura Port District, which owns and operates the Ventura Harbor. That should pay for a complete dredging.

Parsons said the last time Ventura Harbor was fully dredged was 2008. Each year, an average of about 600,000 cubic yards of sand moves down the coast in Ventura, accumulating at the Ventura Harbor entrance and potentially making the Harbor impassable for commercial and recreational powerboats and sailboats.

In recent years, federal budget cuts have made it a major challenge for the Ventura Port District to ensure that enough federal dollars will come in to dredge each winter.

This winter (2014), there was 900,000 cubic yards of accumulated material and half of it - 450,000 cubic yards - was dredged.

"The work that was just done will get us through to next year. After several years of inadequate funding, it now appears we will get a complete dredging next winter and this will be a big relief to the commercial and recreational boating interests in the Harbor, particularly to the squid fleet. We couldn't be more pleased with this," Parsons said.

To secure funding for dredging, Ventura Port District officials have led a huge effort over the past two years to demonstrate the importance of annual dredging at Ventura Harbor. This effort was launched because for the first time in 30 years, the President's 2013 budget did not include funding for dredging, leading to widespread concern that Ventura Harbor would be unsafe for vessels if not dredged and could face closure. This would devastate the local fishing industry, the economy, the National Park Service and recreational boaters, plus cost thousands of jobs. Federal money was eventually found for a partial dredging.

"The Port District would like to express our appreciation to Rep. Julia Brownley, Senators Dianne Feinstein and Barbara Boxer, the commercial fishing industry, the National Park Service, recreational boaters, our many elected officials including former Ventura Mayor Mike Tracy, and Robert Bartosh from Ventura Packers Inc.," said Gregory Carson, chair of the Ventura Port District Board of Port Commissioners.

Thousand Oaks Express Office Hosts Refresh Leadership Live

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Express Employment Professionals of Oxnard and Westlake Village is hosting Refresh Leadership Live, a nationwide leadership event featuring co-founder and co-CEO of Whole Foods Market John Mackey; legendary sportscaster and former basketball coach Dick Vitale, and professional speaker and expert on handling conflict and stress Christine Cashen.

Designed to motivate, educate and inspire business leaders, Refresh Leadership Live will be held on Tuesday, April 15, at The Thousand Oaks Civic Arts Plaza, 2100 E. Thousand Oaks Blvd. Doors open at 7:30 a.m., with a complimentary breakfast being served at 7:45 a.m. The program begins at 8:50 a.m. Free and paid parking options are available.

Business leaders, human resource professionals, chamber of commerce officials and chamber members can register at RefreshLeadership.com/Live. On the registration page, click the LIVE event.

There is no cost to attend Refresh Leadership Live, however Express is encouraging a minimum $10 donation for the Children's Hospital Los Angeles.

"Express is proud to present this exciting opportunity for business leaders throughout our community," said Neil McMillan, Oxnard Express franchisee. "We know poor leadership is the No. 1 reason why people leave companies, so we're offering support to businesses with a focused day of learning about great leadership."

Refresh Leadership Live speakers will discuss what they believe makes great leaders and what they've learned throughout their professional careers about the importance of developing those skills.

A strong believer in free market principles, Mackey also co-founded the Conscious Capitalism Movement to challenge business leaders to rethink why their organizations exist and to acknowledge their roles in the global marketplace. Presenting on Conscious Leadership, Mackey will share how leaders can develop personally while growing their employees and the company itself.

Vitale's experience and enthusiasm for the game of basketball are unparalleled and his "Vitaleisms," like "Awesome, baby!" and "diaper dandy" have taken on a life of their own. With humor and optimism, Vitale's presentation, The Game of Life, will share lessons he has learned from sports for addressing the problems of life.

As companies are forced to do more with less these days – fewer staff, declining resources, and 40 hours of stuff to do in a 24-hour day can really wear one down. In her topic, Stop Global Whining!, Cashen will share the secret to getting what you want with what you've got to make a difference in the workplace and in life.

"Express has a strong presence in Oxnard and Westlake Village and we are pleased to offer Refresh Leadership Live as a way to give back to the business community," McMillan said.

Refresh Leadership Live is in its fifth year and will be broadcast from California to more than 160 locations across North America.

The Oxnard and Westlake Village Express offices are franchises of Express Employment Professionals. In 2013, the company generated more than $2.5 billion in temporary sales and employed nearly 400,000 people. Express ranks as the largest privately held staffing company in the United States. For more information, visit OxnardCA.ExpressPros.com or WestlakeVillageCA.ExpressPros.com.

Camarillo Ranch Foundation Welcomes VCEDA

The Camarillo Ranch Foundation (CRF) hosted VCEDA's Board of Directors meeting and Business Connection mixer on January 28. About 60 VCEDA members and guests attended the gathering that was held in the ranch's historic 1905 barn.

VCEDA president and CEO, Bill Buratto provided an overview of issues to watch in 2014. They included BRAC, healthcare, water, regulatory concerns, county pension reform, unmanned systems and workforce development.

Marsha Rea, executive director of CRF, reported that the facility has become a widely popular venue for over 150 private and public events annually. Rea introduced Bruce Fuhrman, CRF president, who talked about the history of the ranch and the renovation of the historic barn, which has allowed for year-round events. Fuhrman said that the barn has become such a popular wedding venue that it is booked solid on Fridays, Saturdays and Sundays through March 2015. Those in attendance then had an opportunity to take a docent-led tour of the ranch's 1892 Victorian home.

Twenty88 www.twenty88.com, Panaro Brothers Winery www.panarobrotherswinery.com, and Angela's Flowers and Gifts www.angelasflorist.com sponsored the event's food, wine, and flower arrangements.

For more information about the Camarillo Ranch, visit its website www.camarilloranch.org.

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Member News

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*As of 12/31/13

St. John's Hospitals to offer educational seminars to help employers navigate covered California

As part of an ongoing initiative to provide health education and information to the communities we serve, Dignity Health St. John's Hospitals in Oxnard and Camarillo are teaming up with certified insurance enrollment agents and educators to offer seminars about the Affordable Care Act to local businesses.

"We continue to hear that employers and people in general are still confused over this whole process," said Paul Petitte, senior director of Marketing for St. Johns Hospitals.

With this new service, employers now have the opportunity to schedule an educational seminar at their own campus, at which representatives from various agencies will offer information about new, affordable insurance coverage and financial assistance opportunities available through Covered California, the state's health insurance exchange, as well as about non-exchange plans. Certified enrollment agents and educators can also address individual questions and concerns as well as enroll employees.

"At St. John's, we want to be able to provide a turn-key solution to employers and individuals on how to sign up, how to choose the right plan and how to identify opportunities for financial assistance," said Petitte. "All it takes is one phone call to schedule a seminar."

Local businesses interested in scheduling a seminar should call (855) 233-0688.

About St. John's Hospitals

St. John's Regional Medical Center and St. John's Pleasant Valley Hospital, members of Dignity Health, comprise the largest acute healthcare organization in Ventura County. These faith-based not-for-profit hospitals are dedicated to providing quality services that enhance wellness and healing, improving health in mind/body/spirit, and advocating for the underserved and disadvantaged. www.stjohnshealth.org

CLU to open Westlake Village center

New facility will house business, counseling programs

California Lutheran University *Experience Success*

This summer California Lutheran University will open a Westlake Village center to house a new business incubator and provide expanded facilities for its Community Counseling Center and School of Management.

At the core of the nearly 18,000-square-foot facility will be a business incubator and coworking space for CLU students and the public. The space is the next step in CLU's effort to expand entrepreneurship opportunities.

CLU's graduate programs in entrepreneurship and economics and the Center for Economic Research and Forecasting will be relocated from the main campus in Thousand Oaks to the new center. Four classrooms and five offices will wrap around the coworking and incubation area to encourage interaction. As a coworking space, it will be designed to promote openness and collaboration. There will be a variety of areas for individual and collaborative work including a coffee bar and patios with fire pits

CLU's Community Counseling Center and Parent-Child Center will also move from the main campus to the new building. A state-of-the-art training facility for students earning graduate degrees in psychology is being designed. Unlike the current center, the new clinic will have one-way mirrors for student supervision and technology enabling classrooms to pick up live audio feeds from mediation sessions. The new space will also provide additional therapy rooms and more parking for staff, students and clients.

The Community Counseling Center opened 30 years ago in Thousand Oaks and launched a second center in Oxnard several years ago. The centers provide low-cost counseling and psychotherapy for families, couples, children and individuals.

The new Westlake Village location will provide additional classrooms to accommodate the university's growth and an accessible location just off Highway 101 to benefit startup businesses and counseling clients. It will be located at 31416 Agoura Dr. #110 in the new LC3: Lindero Canyon Creative Campus.

CLU also offers classes at centers in Woodland Hills, Oxnard and Santa Maria and at its Pacific Lutheran Theological Seminary campus in Berkeley.

CI's MVS School of Business & Economics Presents Spring 2014 Speaker Series

Channel Islands
CALIFORNIA STATE UNIVERSITY

The Martin V. Smith School of Business & Economics at CSU Channel Islands (CI) announces next speakers for the Spring 2014 Speaker Series, "Lessons from Successful Entrepreneurs and Executives." The presentations are free, open to the public by reservation, and include lunch. All events will be held from noon to 2 p.m. in Malibu Hall 100 on the CI campus. Please register at http://business.csuci.edu/events.

Jason Spievak, CEO of Invoca
Friday, March 7, noon to 2 p.m.
Malibu Hall 100

Spievak is one of the founders of Invoca (formerly RingRevenue), a multimillion-dollar public company that provides enterprise inbound call marketing solutions. Formed in 2008 with support from leading venture capitalists (Upfront Ventures and Rincon Venture Partners), Invoca's cloud-based platform delivers complete campaign management, clear attribution, practical analytics and mobile optimization tools to create one easy-to-use solution for marketers.

Joe Schroeder, President/CEO of Ventura County Credit Union Friday, May 2, noon to 2 p.m. in Malibu Hall 100

A graduate of the CSU (B.A. in Communications and MBA from Cal Poly Pomona), Schroeder leads the largest credit union headquartered in Ventura County – with six offices, 60,000 members and more than $600 million in assets. He currently serves as Vice Chair of the Board of FOOD Share, a nonprofit organization fighting hunger in Ventura County. In 2013, the California and Nevada Credit Union League recognized his two decades of leadership with its Unsung Hero Award.

The Spring 2014 Speaker Series is sponsored by the Business Advisory Council of the MVS School of Business & Economics. Complimentary campus parking will be available for all events. Once on campus, follow signs to the designated lot. For more information, visit http://business.csuci.edu/events, or contact Merissa Stith, Events Coordinator, at 805-437-8548 or merissa.stith@csuci.edu.

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- **Advocacy** – A voice at the local and state level on issues that impact business. VCEDA fights on a daily basis for a regulatory environment that supports business retention and expansion while maintaining a vital quality of life in the region.
- **Intelligence** – VCEDA disseminates information to members to help them address and stay ahead of the challenging issues facing business.
- **Networking** – VCEDA gives members an opportunity to interact with civic, corporate, small business and government leaders to establish relationships and networks vital to the success of their business.
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