



CALIFORNIA FASHION ASSOCIATION

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AS SEEN In *Apparel News*

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Industry Voices: LA Mayors Race and Fashion Industry Issues

We asked several prominent members of the Los Angeles apparel and retail community what questions they would like to ask the candidates in next week's mayoral primary.

The questions asked ranged from jobs and energy rates to immigration reform and incentives for Made in LA products.

To date, City Controller Wendy Greuel, City Council Member Jan Perry and former U.S. Attorney and Kevin James have responded.



Wendy Greuel

LA City Controller
wendygreuel.org

1. Education..... 'industrial training'! Not every student will be going to college and community colleges with specific industrial programs (like LATT) are always fully subscribed. What would you do to assist the under-served 'drop-out' students to find a career based opportunity working with their hands? There ARE career opportunities in industries where "everyone starts at the bottom". The goal is to keep students in the school system, motivating them to more opportunities with advanced education. (ILSE METCHEK, PRESIDENT, CALIFORNIA FASHION ASSOCIATION)

As Mayor, I will work hard to create jobs and grow our economy by better utilizing the City's Workforce Investment funds. As I demonstrated in my audit of the Workforce Investment Act, only 20 percent of workforce funds were committed to training in 2011-12. Given the needs of our local businesses, this is insufficient to train a growing workforce. I will work to train Angelenos and connect them with good paying jobs and ensure no part of our City is left behind, because this is essential to our economic recovery.



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We also need to work with our youth to point them in the direction of career opportunities that will provide long-term benefits.

The City needs to focus on the following areas:

Job training partnerships: First, I will partner with local businesses, community colleges and high schools to increase job training, job re-training, and placement.

Technical education: I will invest in career technical education and apprenticeship programs to ensure our workers are prepared for 21st century jobs.

Connect people to jobs: I will work to connect the talented students who are graduating from our local colleges and universities with jobs in growing fields—through economic incubators and innovation hubs throughout the City. We must capture this trained workforce to keep them from leaving Los Angeles.

Summer programs: I will continue to support programs such as the City's Summer Youth Work programs to train young people and promote professional development skills by working in City departments.

Additionally, I believe it is important to direct our youth in fashion toward production jobs. While designers build a vision, it is the patternmaker, the grader, the manufacturer who brings this vision to life and to most importantly, to store shelves. We need to teach our students that while production jobs may not be as glamorous, they offer a steady career and an opportunity to contribute to fashion in a meaningful way.

2. If manufacturing is to be brought back to Los Angeles, electricity costs should be lower for those who use more: the more manufacturers must pay, the less they make. What is your position on cap-and-trade?(ILSE METCHEK, PRESIDENT, CALIFORNIA FASHION ASSOCIATION)

It is critical that our local manufacturers begin to adopt more energy-efficient production methods. The cost of energy-efficient technology and equipment is becoming more manageable for manufacturers across several industries, including apparel. Companies like YMI Jeans have made the commitment to invest in green technology and facilities, thus reducing cost and conserving energy. I want to partner with you and encourage the industry to continue moving in this direction.

Cap and trade is an important policy for helping Los Angeles and California reduce dangerous greenhouse gas pollution. The good news for LADWP customers is that the state has structured the cap and trade program so that it will not contribute to higher rates for LADWP customers from now through 2020.

However, LADWP is trying to help its customers reduce their energy use to keep their bills down, reduce pollution, and prepare for future policies regulating pollution.

LADWP's energy-efficiency programs are currently helping local businesses become more competitive. Recently, the utility's energy-efficiency efforts have expanded and in the last fiscal year, the utility's energy-efficiency budget was \$65 million. This year, it's over \$130 million.

Additionally, LADWP is developing a new Demand Response program that will provide reduced rates to businesses willing to curtail use during high-demand periods. I encourage the fashion industry to participate in this program.



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3. The LA Fashion District has huge infrastructure needs from sidewalk repairs and replacements, enhanced pedestrian environment and lighting, to connected transit. What can the City do to help? (KENT SMITH, EXECUTIVE DIRECTOR, LA FASHION DISTRICT BID)

As Mayor, I will focus on building an infrastructure for job growth. That means making sure that we use proven programs like my 50/50 program for sidewalk repair and working with communities and businesses to make our streets safer to promote our local businesses. I will lead our efforts to invest in transportation and infrastructure, and ensure the competitiveness of our airports and port.

I recognize the importance of public transportation to connect the creative industries in Los Angeles. Fashion tends to live downtown. Technology is on the Westside. Entertainment is in and near Hollywood. These industries need to be connected by a world-class transportation system to grow and facilitate a more connected city.

Improving transportation has a cost, but so does congestion. Congestion is a high cost we all pay—in time not spent with our families, in increased shipping costs for business, in work hours lost, and higher medical bills for asthma and other diseases caused by pollution. Throughout my career, I have worked to reduce congestion through practical initiatives such as a ban on all street construction during rush hour; anti-gridlock zones, which double fines for parking in restricted zones during rush hour; synchronizing 75 percent of all traffic lights across the city; and successfully lobbying Sacramento for funds to complete the construction of the I-405 carpool lane.

We need more public transportation and increased quality bus service and I will continue to work with Metro and our Federal and state government partners, along with the private sector to leverage local funds and expedite project delivery. Regarding our existing city street network, I am committed to maintaining a state of good repair at a time when more than one quarter of our streets are in failing condition.

As the next Mayor of Los Angeles, I will recognize the nexus between our transportation investments and job growth, investing in transit-oriented development to spur job creation.

4. How will the new mayor increase tourism? How will the new mayor promote L.A. to be the greatest tourist destination in America? It should be. Tourism is the backbone of the economy. If tourism increases, the more revenue will be brought to the city.(FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)

The City has to prioritize tourism growth in the City. In addition to continuing the modernization of LAX, we must create a tourism strategy focused on attracting higher value tourists like international tourists who spend 70 percent more than domestic tourists or growing our cultural tourism as those traveling for cultural experiences tend to spend 50 percent more.

The City has to grow our convention business by not only modernizing the convention center but also creating policies that incentivize more hotel development with 1/2 mile of the center. Our City is currently at capacity in hotel rooms, and compared to our competitors we do not have enough hotels to host large citywide conventions that have the potential create jobs and generate revenue.

Additionally, we have to do this through a regional approach and work with neighboring cities like West Hollywood and Beverly Hills to encourage additional tourism, showcasing our signature industries, making sure that tourists are exposed to the fashion industry and making these industries accessible.

5. There should be more tax breaks for companies that make product in Los Angeles. Will there be greater incentives to create products in Los Angeles? (FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)



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Being in close proximity to your manufacturer enables a business owner to manage costs and create a better product. And because many of our growing companies are contemporary, middle market brands—the quality of the product matters to their consumer. It is essential to develop a manufacturing base that these brands can trust and rely on, so that our products continue to be the best in the world.

As Mayor, I will work to implement the following:

Business tax reform: I will propose elimination of the City's business tax within five years, setting thresholds as I did as a Councilmember to ensure that we move towards eliminating it completely, while protecting the City's tax dollars. During my time on the City Council, I led efforts to reform the city business tax returning more than \$100 million to Los Angeles businesses. I also created tax incentives to keep film and entertainment production in Los Angeles and led anti-piracy efforts at the municipal level.

Reward Businesses: Most new jobs are created by small and medium-sized businesses. I will work to ease the burdens on businesses, including eliminating business taxes, using technological innovations to improve access to City Hall, and cutting red tape and streamlining regulatory processes.

Encourage Innovation and Entrepreneurship: As Mayor, I will support and highlight Los Angeles' key industries, including our signature creative economy, helping Los Angeles become the global capital of innovation and creativity.

6. *The new mayor should only wear clothes made in Los Angeles. The mayor is a spokesperson for L.A., and the person in the forefront has to be adamant in promoting the local designers. Kate Middleton wears British designers. Will the mayor and the mayor's partner make a pledge to only wear clothes made in Los Angeles? (FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)*

As Mayor of Los Angeles, I will continue to and look forward to wearing designers from Los Angeles and working closely with the fashion community to make this happen.

7. *What are your views on immigration reform and how will it impact our city? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS.)*

As Mayor of Los Angeles, I will work to advocate for comprehensive immigration reform on the Federal level. I support a pathway to citizenship and I have been a supporter of the Dream Act, and supported President Obama's Executive Order—Deferred Action for Childhood Arrivals Program—which would stop deporting younger undocumented immigrants and grant work permits for some Dream Act eligible students.

This would have a profound effect on our fashion industry, as it would allow more of our population to participate legally in the workforce. They have the skills and the talent to do production work at a high level, and I will advocate for a path for them to enter the workforce legally and create a better future for their own families and for our industry at large.

8. *How will you support Los Angeles apparel manufacturers with export opportunities for expansion into international markets? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS)*

There is tremendous opportunity for the City to expand its export opportunities for apparel manufacturers into international markets. I will work to leverage efforts from our federal partners and grants to subsidize our Los Angeles brands in trade shows so that we can get them in front of international buyers. I will also



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work to improve opportunities through trade missions, and work to educate foreigners about Los Angeles brands when they come to Los Angeles.

The City needs to improve our efforts in marketing ourselves as a City to showcase the incredible industry that we have here and we need to educate and train business owners to prepare them to market themselves in front of international buyers.

9. Do you support living wage laws in Los Angeles? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS)

Everyone should be able to earn a wage that allows them to put food on the table and to take care of their families. Good wages also help the economy because they allow people to afford homes and shop locally—which, in turn, provide more revenues for our City's businesses.

I supported the City's living wage ordinance and the Century Corridor living wage proposal because the process was one which both business and labor had a seat at the table and they negotiated the policy together.

We must have a balanced approach to ensure that our industry is competitive and that startups can thrive in Los Angeles while supporting our workers and their contribution to our local economy.

10. What specific measure can you do to help L.A. manufacturers be potentially more successful in the coming years? (KEVIN KELLY, OWNER, US BLANKS)

There are two pillars of strength that our manufacturing industry needs to remain competitive—technology and transparency. I look to create smart partnerships with technology providers to ensure that our manufacturers are using the best and greenest technologies. It is of the utmost importance that our manufacturers are competitive internationally and I will leverage our City departments to help manufacturers operate in the safest and most efficient manner.

Los Angeles is a diverse city of entrepreneurs, with world-class innovations and boundless creativity. We need to harness the creative and innovative energies through the development of economic incubators and innovation hubs throughout the City. I will work to connect the talented students who are graduating from our local colleges and universities with jobs in growing fields. LA's businesses deserve a government that works as hard as Angelenos do. I will be a Mayor for all of Los Angeles, working hard to create jobs, grow our economy and ensure no part of our city is left behind. As Mayor, I will lay out the welcome mat so that businesses can grow and prosper and bring good paying jobs for all Angelenos.

The future is bright for our fashion and apparel manufacturing industry. I recognize the strong impact the industry has on our local economy and I look forward to supporting its businesses and workers. Together, we will continue to push Los Angeles to the forefront of creativity, design and fashion.



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Kevin James

Former Assistant U.S. Attorney and Talk Show Host

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1. Education..... ‘industrial training’! Not every student will be going to college and community colleges with specific industrial programs (like LATT) are always fully subscribed. What would you do to assist the under-served ‘drop-out’ students to find a career based opportunity working with their hands? There ARE career opportunities in industries where “everyone starts at the bottom”. The goal is to keep students in the school system, motivating them to more opportunities with advanced education. (ILSE METCHEK, PRESIDENT, CALIFORNIA FASHION ASSOCIATION)

Ilse must have read my education platform because she’s hit on something that I think is very important. I published a position paper in the *Huffington Post*, calling on the Los Angeles Unified School District to create a trade technical diploma. Because, as I said in that piece, not every student will be going to college. And the same issue with Trade Tech being fully subscribed as Ilse describes it. We need to bring shop classes, vocational classes, trade classes back into our public school district.

We need to create a trade tech diploma for students that enables them to graduate from high school, career-ready, right here in Los Angeles. There numerous jobs in numerous industries that are good-paying jobs, that are right here, that are not shipped overseas. The way to pay for it is with a model that I’ve worked on for some time in South Los Angeles called Urban Progress. It’s a work study program for kids in High school. They spend one day a week in the working world. The pilot project is at Verbum Dei High School. Now, they’re all college-bound, but there’s no reason that you can’t use the same model in our public schools for students that may choose not to be college bound.

You also see a higher ADA (average daily attendance) fund balance. If kids have choices and they’re able to find their passion, they’re much more likely to come to school every day and to stay in school and to graduate. That’s the basis of my trade tech diploma, which is directly in line with what Ilse is asking.

For a number of years, I was in leadership at Aids Project Los Angeles and I was the co-chair of APLA. We worked with a number of the top-level designers to create fundraisers by having fashion shows in Los Angeles. [That was the beginning of Divine Design.] It started in the 90s [and] I worked on that for many years. I really knew nothing about the fashion industry, I learned a lot about it in those years. It was fascinating.

2. If manufacturing is to be brought back to Los Angeles, electricity costs should be lower for those who use more: the more manufacturers must pay, the less they make. What is your position on cap-and-trade? (ILSE METCHEK, PRESIDENT, CALIFORNIA FASHION ASSOCIATION)



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I completely agree with the statement she makes that electricity costs should be lower for those that use more. When we talk about rate increases, most people think about their electricity at home. What they don't feel is the devastating effect it can have on business. My opponents—and Ms. Greuel, in particular, with her close association to DWP—have demonstrated that the only way for electricity rates is up. Then they'll take a significant portion of the DWP budget and they will transfer it [through] the surplus funds transfer over to the general fund side of the ledger to the tune of hundreds of millions of dollars every year. It's part of the reason we have the increasing utility rates that we do.

The issue on cap and trade, obviously as you know, that is a state issue, it's a Sacramento issue. But one of the things I will always be is an advocate for the private sector in Los Angeles. The private sector has lost its voice in LA City Hall. The private sector has lost its voice in Sacramento. As Mayor of Los Angeles, I will be an advocate for the private sector and for private business and industry in Los Angeles, but also in Sacramento. Where we have negotiation room to make sure the requirements of cap and trade are more in line with the interests of the economy while balancing the needs [for] our environment, then I'm going to be that champion for private business.

3. The LA Fashion District has huge infrastructure needs from sidewalk repairs and replacements, enhanced pedestrian environment and lighting, to connected transit. What can the City do to help? (KENT SMITH, EXECUTIVE DIRECTOR, LA FASHION DISTRICT BID)

Well, it can do the repairs and replacements. We have a lot of crises in the city of Los Angeles, what Kent is talking about is the infrastructure crisis. The reason we have this infrastructure crisis in downtown, and in a number of other places, is because my opponents, in order to pay the salary raises that they promised our city employees and the Public Sector Union in 2007 (25 percent over ensuing few years that we still have 5.25 percent left to pay), they have raided what are known as the special revenue funds— that includes the money to fix roads. That includes the money to fix water mains, so we don't have sinkholes. That includes the street furniture fund for sidewalk repairs. They've raided those funds to the tune of hundreds of millions of dollars. I have said—and I will repeat—that as Mayor, if it takes the declaration of a fiscal emergency, I will freeze those raises. We can't pay the raises. It's \$167 million immediately out of the deficit that we're going to be facing by freezing the raises. We're going to have to bring our city unions to the negotiating table to make up the rest of the money and to replenish these funds.

I'm asking our city employees to reinvest in the city by foregoing these upcoming raises. Because I have to be able to rebuild a healthy private sector. It is only through healthy private sector and healthy industry and healthy manufacturing, that we can obtain all of the revenues we need through sales tax revenue; utility use tax revenue; parking users tax; parking fees and fines; documentary tax revenues; property tax revenues; you name it. All of that comes from the private sector. I've got to be able to rebuild it in Los Angeles. To do so, it's going to take an investment on the part of our city employees.

I will not do what they've tried to do. They've tried to put sidewalk repair on the backs of homeowners and business owners. I recognize there may be some business owners and home owners that want to accelerate the sidewalk repairs. As Mayor, [I will] streamline the permitting process to they can do so. Some of them have even said they will pay for it themselves. If that's the case, we'll do a 50/50 plan with them. But for those that can't afford it, fine. I'm not going to put the obligation on them. It's the city's obligation. But to do so, we've got to replenish those funds.

4. How will the new mayor increase tourism? How will the new mayor promote L.A. to be the greatest tourist destination in America? It should be. Tourism is the backbone of the economy. If tourism increases, the more revenue will be bought to the city. (FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)



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Of course it will. There are so many things we need to do to increase tourism.

We have got to increase the size of our convention center and improve our convention center. We have the best weather, some would argue, for a big city on the planet. There are so many reasons we need to be a top-5 convention destination and we are not. We miss significant convention business because we have a sub-standard convention center.

Secondly, I am the only candidate that's been endorsed by the Bring Hollywood Home Foundation. The Bring Hollywood Home Foundation has been as concerned as I have been that we have run the entertainment industry out of here. We have some rich Hollywood history that still attracts tourists. But the fewer movies and shows that we make in Hollywood, the fewer number of attractions that we have to bring tourists here. As Fraser knows, the entertainment industry is a huge driver for tourism in Southern California.

I've published two position papers on my website focusing on the problem of runway film production, Hollywood Outsourcing as I call it. Secondly, my Los Angeles production benefit plan incentivizes independent film production without taking money out the city budget.

When tourists come to Los Angeles, many of them fly here. They need to see a world-class airport. It's the first thing many people see when they come to our city, and it's the last thing they see when they leave. I support airport improvement. That will be a priority of mine.

We will have public transportation that goes all the way into LAX. My opponents allowed the parking lobby [and] the taxi lobby to stand in the way of that in prior years. I am willing as mayor to have those fights.

In addition to that, some smaller items that are important—and Fraser's going to understand this with his store on Robertson and any other shopping locations throughout the city. Our parking tickets are offensive. We've gotten to the point now that people get parking tickets in Los Angeles, it leaves a horrible taste in their mouths. They don't want to revisit the business where they were, they [will] visit a neighboring town where they won't get a ticket that's upwards of \$60 or \$70 for a one minute meter violations. If you look at the city's collections, our collections are in the toilet when it comes to collecting for parking. I have always advocated if you lower our parking tickets to \$25/\$30, we'll see parking ticket revenues going up. If you look at the number of parking tickets that are hit on rental cars that we never collect, it's a shocking number. That's something that I'd do to create a more business-friendly environment for our local business. It's [also] good for tourists because we don't hit them with such a distasteful experience of getting a \$70 parking ticket.

Public transportation a big item. We need to be continuing to focus on improvements in public transportation. We need better planning. I already touched on that when I mentioned the Green Line that doesn't go all the way to the airport. But we also don't have connectivity with our public transportation projects. We are making progress. We need to keep our eye on ball with public transportation. But we need more common sense involved with connecting bus service to light rail and finding complementary public transportation when we can.

So those are a number of the items I have for increasing tourism. I recognize that it's a huge economic driver for the city. I also mentioned that it might be good to fill a pothole or two. The crumbling infrastructure that we have, with the busted sidewalks and the broken roads, also leaves a bad taste in tourists' mouths. Yes, we want them to come visit Hollywood and Venice Beach, Downtown [and] all the other regional attractions we have [such as] Disney Land and the Rose Bowl. But we also want them to come back. We don't want to be a one-stop for tourists. We have too much rich history and too much diversity here.



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And finally, obviously, if you don't have a safe city, then tourists are also going to shy away from your destination. So public safety is key as well.

5. There should be more tax breaks for companies that make product in Los Angeles. Will there be greater incentives to create products in Los Angeles? (FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)

That's something I'd love to do. But I've got to be able to make the economic argument to the tax payers and to labor. I would encourage Fraser to look at the piece I authored in the *Huffington Post* about Hollywood Outsourcing. I make an economic argument in that piece. If I can incentivize production to a certain degree, I can prove through significant data that we already have, that other industries—restaurant, dry cleaners, hotels, you name it—they improve when we have production happening, even though they're not directly related to the entertainment industry. The argument I would want to be able to make to voters, to the taxpayers and to labor—I think I can probably make it—is [to] demonstrate the economic benefits that come from incentives to create products in Los Angeles. If I can make that argument, then not only would I support it but I would be a champion of it and guarantee that it would grow.

6. The new mayor should only wear clothes made in Los Angeles. The mayor is a spokesperson for L.A., and the person in the forefront has to be adamant in promoting the local designers. Kate Middleton wears British designers. Will the mayor and the mayor's partner make a pledge to only wear clothes made in Los Angeles? (FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)

If I can afford them, I would love it. I'm going to digress for just a minute. I'm an openly gay man, I don't keep a secret about that. One of the more unique questions I got in this campaign, the reporter said "Of all the gay stereotypes, which one drives you the craziest?" I never [been asked that] question, either as a candidate or otherwise. I told him the truth. I'm sitting here in a suit—and I look pretty good in a suit. [But] as far as fashion, I'm a long-sleeve, casual shirt, jeans, baseball cap kind-of-guy and I have zero fashion sense and I always have. I think the stereotype that because I'm gay I'm supposed to have good fashion sense, is frustrating to me because I always seem to disappoint.

But to answer this question. I would love to wear clothes made in Los Angeles. I just need to know where to get them—and maybe have someone pick them out for me. I think it's terrific idea. I think the mayor should absolutely do it and I would be honored and proud to do it. And it's a great talking point—especially if it made me look good.

7. What are your views on immigration reform and how will it impact our city? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS.)

I'm happy to see Washington maybe—maybe, finally—taking a serious look at reforming our nation's immigration system. As mayor [I would be] very limited as to what you can do—that decision has to be made in Washington.

Some years ago, I was invited by NALEO [the National Association of Latino Elected Officials] to go through their training for lawyers to do pro bono work with the organizations they work with to do immigration and naturalization workshops. I've done a number of their workshops. It is unbelievable to me how difficult our great nation—that has been the most attractive on the planet and in the history of the world for immigrants—has made it.

It's become such a political football for both parties that I'm optimistic—I don't know how realistic—that finally we will do something to solve the immigration crisis that we've created in this country. I know there are two primary immigration bills that are being drafted as we speak. One of them is [by] a



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bipartisan group of senators, which I was happy to see. The other one is going to be put out by the President. I suspect—I don't know, but I suspect—there are things in some I'm going to like better than others and vice versa, and there will be some issues that need revision. But once they're out, I'll look at them and comment on them.

8. How will you support Los Angeles apparel manufacturers with export opportunities for expansion into international markets? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS)

Our Port is key for the import and export opportunities to enter international markets—not only [because of] where we sit geographically, [but also] because we are what we are. Los Angeles [is] the second largest city in America. Having the talent, the creativity that exists in our city, we have incredible opportunities in a global market. But the backbone of those opportunities is our Port.

I'm very concerned that we are missing key opportunities for our Port that can affect numerous opportunities for our city—including the apparel industry. As you know, we have environmental requirements that have to be met. We have a couple of choices for shipping companies that come into our Port—and shipping companies are already making decision about which Ports they're going to visit in 2014. With the expansion of the Panama Canal, we have new competitors. That's a double-edge sword. If we get ahead of this game, then we're going to benefit. If we don't, we will lose significant business to East Coast ports and Gulf ports, as well.

We have environmental requirements that other ports don't have. Our port, while being an economic engine, is also the largest polluter in the region. We give shipping companies, generally, two options [concerning reducing emissions]. They can plug into shore power. That has problems with it.

Ships, especially older ships, cost \$2.5 million to retrofit for plug-in capability. When they plug in the ports, they are subject to the power restrictions of the DWP. The community in San Pedro and near the port could experience outages. If there are outages, then the ships are going to be forced to emit and then they're going to be fined. They're going to look at [this] as an economic challenge and they're going to avoid our port.

There's another option and it exists at the Port of Long Beach as we speak. It's called the Advanced Maritime Emission Control Systems. It's quite simply a very small bonnet-like piece of technology that attaches to a ship as a ship is emitting [nitrous oxide, sulfur oxide] and particulate matter that have to be captured. It doesn't require any retrofit, so older ships can continue coming to our Port. The shipping companies do not have to spend \$2 million to \$2.5 million per ship to retrofit. There's no drain on the grid. There's no pull on the DWP that forces us to use more power. And there's an added revenues for the city. [The MECS] captures carbon emissions and carbon emissions can be traded on the open market. If we're going solve these Port problems, we need to move quickly in that direction. As mayor, I will make it a priority.

That's a long way to explain that what I will do to save numerous industries from a reduction of capacity throughout Port, so our Port can remain competitive with the numerous improvements that are being made at other ports.

9. Do you support living wage laws in Los Angeles? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS)

I don't think it's that easy for me to say yes or no. We have existing living wage laws. We have laws we have to follow at the state level. It's not my goal to tinker with those in one way or the other. However, there are times when I'm presented with questions regarding expansion of living wage laws into various industries. I just don't know the answer right now regarding to any specific industry.



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There's a movement to require living wage increases in connection with the hotel industry. I've heard from labor, I have not heard from the hotel industry. And as mayor, I'm going to hear from both before I make those decisions.

10. What specific measure can you do to help L.A. manufacturers be potentially more successful in the coming years? (KEVIN KELLY, OWNER, US BLANKS)

How about creating a welcome business environment for all private industry businesses?

I [can] do that by eliminating the gross receipts tax, recalculating the way that we calculate the tax on businesses, [and] streamlining the permitting process in City Hall, so we create a permit center—one-stop shop, they do it in the city of Dallas. We can't have businesses having to go to 12 or 14 departments to make improvements, to grow their businesses—or even open a business. That includes making our permitting fines and fees much more workable for the private sector.

I've mentioned some of the things already to create a friendlier business environment. I call this my business improvement package. If the City Council won't give me my business improvement package in the first several days of my term, then I will immediately work to put it on the ballot.



Jan Perry

9th District City Council Member Jan Perry

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1. Education..... 'industrial training'! Not every student will be going to college and community colleges with specific industrial programs (like LATT) are always fully subscribed. What would you do to assist the under-served 'drop-out' students to find a career based opportunity working with their hands? There ARE career opportunities in industries where "everyone starts at the bottom". The goal is to keep students in the school system, motivating them to more opportunities with advanced education. (ILSE METCHEK, PRESIDENT, CALIFORNIA FASHION ASSOCIATION)

I have worked extensively with Los Angeles Trade Tech College (LATTC) and FIDM to strengthen their mission to provide career-based education. Under my leadership, LATTC has undergone a massive renovation, added new buildings and technology to support the careers of the future. I have worked with



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LATTC and Los Angeles based businesses such as Staples Center to provide a direct link between Trade Tech's hospitality program and jobs at the LA Live complex.

I have worked with FIDM to leverage new resources for new student housing so they can support more students seeking career-based training. This was done through the development of a sign district. The sign district will allow FIDM to generate new funding and advertise student-created fashion. FIDM is located in the heart of downtown adjacent to the Fashion District. I have encouraged a partnership for local designers and student internships.

Adult education centers like Los Angeles Trade Tech College are a lifeline for local students—especially those that have dropped out of high school. Trade Tech offers an education alternative that provides a simultaneous GED and job-training program for students. It is essential that we work to capture these young adults and support their efforts to move their lives forward. I partnered with the downtown YWCA to develop their new site on Olive Street. Job Corps is co-located and works in partnership with the YWCA. Young adults age 18-24 receive up to two years of housing, case management, and education support that matches their interests in developing a career. There are 400 students now living at the new facility. Los Angeles needs more of these kinds of programs.

2. If manufacturing is to be brought back to Los Angeles, electricity costs should be lower for those who use more: the more manufacturers must pay, the less they make. What is your position on cap-and-trade? (ILSE METCHEK, PRESIDENT, CALIFORNIA FASHION ASSOCIATION)

I am supportive of the objectives of cap-and-trade to ensure that we have a system of mitigating climate change. The South Coast Air Quality Management District (SCAMD) has been at the forefront of developing policies to improve the region's air quality and I have played an integral role in this as the City's representative on the Governing board. I know how important it is to balance the needs of our environment with the needs of business. That is why I fought so hard during discussion of DWP rate increases to ensure that our businesses were brought to the table to be a part of the discussion. We need to make sure that the cost of doing business in Los Angeles is affordable. I have also been a supporter of our business community working closely with DWP to take advantage of energy efficiencies like conversion to LED, in an effort to reduce their loads, lower costs, and reduce emissions.

3. The LA Fashion District has huge infrastructure needs from sidewalk repairs and replacements, enhanced pedestrian environment and lighting, to connected transit. What can the City do to help? (KENT SMITH, EXECUTIVE DIRECTOR, LA FASHION DISTRICT BID)

I have had the pleasure of working with the Fashion District BID to deliver infrastructure improvements to the Fashion District. I supported the development of a Fashion District Specific Plan, which will encourage future development. Future development coupled with good design guidelines will upgrade the Fashion District's infrastructure.

4. How will the new mayor increase tourism? How will the new mayor promote L.A. to be the greatest tourist destination in America? It should be. Tourism is the backbone of the economy. If tourism increases, the more revenue will be brought to the city. (FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)

I love Los Angeles. Part of what makes our city so great is the people, experiences, and businesses that are a part of the iconic culture of Los Angeles. While we have long been known as the entertainment capital of the world, our second largest industry is the fashion industry. We are the home to cutting-edge designers, garment manufacturers, and world-class costume design. I believe that we should capitalize on this energy and work to attract more industry events, highlighting our fashion week and our connection to the industry.



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I have also been at the forefront of bringing football back to Los Angeles. With this promise comes the potential for an upgraded Convention Center that would make us more competitive, expand exhibition space and attract more conventions to Los Angeles. Convention business brings thousands of people to our city. For example, the Microsoft Worldwide Partnership event brought thousands to the city and hotels were booked from San Pedro to Downtown to Hollywood to West Los Angeles. The new Convention Center would support the development of 5,000 new hotel rooms and will bring millions in indirect food, shopping, and entertainment dollars to our city.

5. *There should be more tax breaks for companies that make product in Los Angeles. Will there be greater incentives to create products in Los Angeles? (FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)*

This is a great question and something as a City that we have to look at more closely. As Mayor, I would revisit the local business bid preference and make sure that it only applies to companies who actually have brick and mortar buildings and employ people in the city. I am also open to examining our business tax code to see what could be done to lower the tax rate for local manufacturing businesses.

6. *The new mayor should only wear clothes made in Los Angeles. The mayor is a spokesperson for L.A., and the person in the forefront has to be adamant in promoting the local designers. Kate Middleton wears British designers. Will the mayor and the mayor's partner make a pledge to only wear clothes made in Los Angeles? (FRASER ROSS, OWNER, KITSON BOUTIQUES AND E-COMMERCE)*

I love homegrown fashion and goods. I do buy locally made fashion and will continue to do so.

7. *What are your views on immigration reform and how will it impact our city? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS.)*

It is time for our nation to engage in comprehensive immigration reform. The time for talk is over. We have an entire underground economy that people have ignored for far too long. The business community, immigrant community, and the people of Los Angeles deserve better.

8. *How will you support Los Angeles apparel manufacturers with export opportunities for expansion into international markets? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS)*

First, and foremost, I will make sure that our Port and LAX are ready and equipped to handle increased exporting. The Port and LAX are tremendously important when discussing goods movement and they need to be modernized in order to meet 21st century challenges.

I would continue to build a strong relationship with Pacific Rim countries like China and Japan. I recently went with a delegation to Japan and made many strong connections that have translated to improving Los Angeles.

9. *Do you support living wage laws in Los Angeles? (SUZANNE LERNER, CO-FOUNDER, MICHAEL STARS)*

For projects receiving public funds or special benefits, I support existing city policies such as living wage.

10. *What specific measure can you do to help L.A. manufacturers be potentially more successful in the coming years? (KEVIN KELLY, OWNER, US BLANKS)*



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As mayor, I will help manufacturers with site selection, acquisition, and with entitlements and work to connect them with our education, job training and workforce development centers. I have done this in Council District Nine and supported the expansion of the apparel manufacturing industry along the Alameda Corridor and the Goodyear Tract in South Los Angeles.