

# Alert

California Chamber of Commerce

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## Working families spark debate over new governmental mandates

The increasing participation of women in the labor force, the growing number of elderly persons and other demographic changes are placing pressure on employers, unions and governments to make a new commitment to working families.

These demographic trends have focused public policy discussion on two issues: child care and family leave, a term that encompasses parental leave, elder care and maternity leave. More than 100 proposals introduced across the nation seek to place responsibility for resolving these family care issues on employers by mandating certain benefits and requiring that employers directly pay or indirectly absorb the resulting costs.

### Changing work patterns

Since World War II, women have assumed an increasingly significant role in the workplace. By the year 2000, women are expected to account for more than three-fifths of new entrants into the labor force.

Fifty-five percent of all women between the ages of 16 and 64 now work. Forty-five percent of all workers are women; of this group, more than 70 percent are in their childbearing years, between the ages of 24 and 34.

### More working mothers

One of the most significant labor force changes in the last 30 years is the increase in the number of working mothers with young children. In 1950, 12 percent of women with children under age 6 worked; today, 57 percent are employed.

Possibly more significant, more than half of all women with children under age 1 are in the workforce. Approximately two-thirds of all mothers

with children younger than age 14 are in the labor force.

### Employee survey

The California business community has a strong interest in the subject of employee child care, according to a California Chamber survey of members throughout the state. The Chamber mailed 5,000 surveys to representatives of member firms in 1987.

Sixty-three percent of the 750 members responding to the survey expressed interest in receiving information on the variety of voluntary approaches through which businesses can address child care.

The survey respondents ranged from small, self-run businesses to high technology corporations. Thirty percent of the replies came from employers with a majority of female employees. The majority of the firms responding were

classified as mid-sized with a workforce of between 50 and 500 employees.

When compared to national averages, the survey results show that California employers more often respond to employee needs for increased child care and family leave and voluntarily offer more benefits.

### Child care

Sixty-nine percent of survey respondents favor incentives such as a tax credit for employers who undertake voluntary child care assistance programs.

As the comparison chart on Page 5 illustrates, the percentage of employers who offer part-time work as an alternative to unpaid leave or no leave is 9.2 percent higher in California than the national average. Also, the percentage of California employers who offer a child care information referral service is *See Working—Page 5*

## State opens new trade office in Mexico

*Opening ceremonies.* Governor George Deukmejian and Gloria Deukmejian presided over the ribbon-cutting ceremony at the opening of the California State Trade and Investment Office in Mexico. (See Page 2 for story, more photos.)



## Leadership mission marks opening of state overseas office

California Chamber Chairman Peter F. Scott led a 30-member business delegation to Mexico City this month for the opening of the state's trade and investment office there by Governor George Deukmejian. The delegation included 11 Chamber Board members.

During the leadership mission, delegates met with Mexican government and business leaders, including the American Chamber of Commerce, U.S. Embassy and the U.S.-Mexico Chamber of Commerce.

Carlos Valderrama, formerly of the U.S. Department of Commerce, is director of the new state office. Its primary mission is to expand mutually beneficial commercial and cultural relations between Mexico and California.

To honor the Governor during his visit to Mexico City and to mark the opening of the office, the California Chamber hosted a reception attended by more than 400 California and Mexican business and government leaders.

The reception was sponsored by Bank of America and DiGiorgio Corporation. The co-sponsors were ARCO, Blue Diamond Growers and Rio Grande Industries, Inc. □ Staff contact: Susanne Stirling



**Mission to Mexico.** Learning more about California-Mexico business opportunities was one goal of a California Chamber mission to Mexico on the occasion of the opening of the state's trade and investment office in Mexico City. Chamber delegation members included (front, from left): Enrique (Rick) Melendez, ARCO/California State World Trade Commission; Fernando Niebla, Infotec; Thomas Nielsen, The Irvine Company/California Chamber Board; Stanley Wainer, Wyle Laboratories/California Chamber first vice chairman; Lillian Aguilar, Latin Business Association; Henry Trione, Geyser Peak Winery/California Chamber Board; Richard Amador, Latin Business Foundation; Stella Ornalles, Vanir Group of Companies; John Taylor, Tayko Industries; and Susanne Stirling, California Chamber; (back, from left): Charles Gonzalez, Hispanic Bankers Association; California Chamber President Kirk West; John Diepenbrock, Diepenbrock, Wulff, Plant & Hannegan/California Chamber Board; Roger Baccigaluppi, Blue Diamond Growers/California Chamber Board; California Chamber Chairman Peter Scott, DiGiorgio Corporation; Steven Merksamer, Nielsen, Merksamer, Hodgson, Parrinello & Mueller/California Chamber Board; Joseph Russ, Bunker Hill Ranch/California Chamber Board; Harry Endsley, State Bar of California; Ray Remy, Los Angeles Area Chamber; James Miscoll, Bank of America/California Chamber Board; Duane Zobrist, U.S.-Mexico Chamber; Robert Welk, Santa Fe Railway Company/California Chamber Board; Colin Weid, State Bar of California; Denman McNear, Rio Grande Industries, Inc./California Chamber Board.

## Help on doing business in Mexico

A number of offices offer help for businesses interested in looking at opportunities in Mexico.

● **California State Trade and Investment Office.** Carlos J. Valderrama, director, Banca Confia Building, Paseo de la Reforma 450, 4th Floor, 06600 Mexico, D.F., Mexico. FAX 52-(5)-208-5761. Telephone 52-(5)-208-5161/5461, 5701.

● **U.S. Embassy, Mexico City.** John Perkins, commercial counselor, or Leon Mears, agricultural counselor, c/o U.S. Embassy, P.O. Box 3087, Laredo, Texas 78044, Telephone 52-(05)-211-0042.

Other groups that can offer assistance include the American Chamber of Commerce in Mexico and the U.S.-Mexico Chamber of Commerce.

For those interested in plastics technology, equipment and supplies, the U.S. Embassy and Department of Commerce are sponsoring a show in March. For computers, software and peripherals, there are U.S.-sponsored exhibitions in Mexico City and Guadalajara in April. For construction, mining and building products there is a U.S.-sponsored show in May.

Other U.S.-sponsored shows on other products and services are coming up later in the year.

### California Chamber Officers

Peter F. Scott.....	Chairman
Stanley A. Wainer.....	First Vice Chairman
Willard Z. Carr, Jr.....	Second Vice Chairman/Treasurer
Philip J. Quigley.....	Third Vice Chairman
Howard P. Marguleas.....	Immediate Past Chairman
Kirk West.....	President

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**Major address.** Governor George Deukmejian spoke at a major gathering of the American Chamber of Commerce in Mexico. Seated from left are: John M. Bruton, executive vice president, American Chamber; California Chamber President Kirk West; Roger Gamble, deputy chief of mission, U.S. Embassy in Mexico; Wesley Wolfe, vice president, American Chamber of Commerce in Mexico; Purdy C. Jordan, treasurer and past president, American Chamber; U.S. Ambassador to Mexico Charles J. Pilliod, Jr.; and California Chamber Chairman Peter F. Scott.

**Business to business.** Business leaders on both sides of the border had an opportunity to compare notes when the California Chamber delegation met with the U.S.-Mexico Chamber of Commerce. From left (photo at right): Duane Zobrist, founder and immediate past national president, U.S.-Mexico Chamber; James Miscoll, member of the boards of the California Chamber and U.S.-Mexico Chamber; California Chamber Chairman Peter F. Scott; Luis Guzman De Alba, president, Confederation of Industrial Chambers of Mexico/vice president, U.S.-Mexico Chamber; Othon Cabral, president, U.S.-Mexico Chamber, Pacific Chapter; and Denman McNear, member of the boards of the California Chamber and U.S.-Mexico Chamber.



**Receiving line.** Governor George Deukmejian greets Mexican business and government leaders at the California Chamber-sponsored reception on February 15 (photo at right).

**Welcome.** California Chamber Board member James Miscoll, executive vice president, Bank of America and a reception host, joins Chamber President Kirk West in welcoming Antonio Gutierrez Cortina, president, Desarrollo; Eduardo Diaz Guerra, Bancomer; Chamber Board member Steve Merksamer, Nielsen, Merksamer, Hodgson, Perrinello & Mueller; and Linda Merksamer.





**Opening remarks.** California Chamber Chairman Peter F. Scott of DiGiorgio Corporation, a reception sponsor, served as master of ceremonies at the Chamber reception to mark the opening of the state's office in Mexico City. Behind Scott (from right) are Governor George Deukmejian, Gloria Deukmejian and Ann Scott.



**Senators in Mexico.** Ann Scott and California Chamber Chairman Peter F. Scott welcome Senator Rose Ann Vuich, head of the Senate delegation to Mexico, to the Chamber reception. Other members of the Senate delegation were Senators Marian Bergeson and Art Torres.



**Reception co-sponsors.** From left: Enrique (Rick) Melendez, manager, government relations, ARCO/California State World Trade Commission; Pam Melendez; California Chamber Board member Roger Baccigaluppi, president, Blue Diamond Growers.



**Assembly representation.** Reception attendees included (from left) Assemblywoman Lucy Killea, leader of the Assembly delegation to Mexico; Ardith Marguleas; California Chamber First Vice Chairman Stanley Wainer; and Assemblywoman Cathie Wright. Also attending the festivities celebrating the opening of the California office in Mexico City were Assemblymen Sam Farr and Richard Polanco.

**Reception gathering.** From left (photo at right) are California Chamber Board member Robert Welk, vice president and executive representative, Santa Fe Railway Co.; Ron Fuller, governmental affairs, San Diego Gas and Electric; and Chamber President Kirk West.



**Chamber group.** From left, California Chamber First Vice Chairman Stanley Wainer, chairman, Wyle Laboratories; Shirlene Wainer; Chamber Board member Denman McNear, vice chairman, Rio Grande Industries, Inc. and reception co-sponsor; Marilyn Nielsen; and Chamber Board member Thomas Nielsen, vice chairman, The Irvine Company.



**New director.** At the reception are Carlos Valderrama, newly appointed director of the California State Trade and Investment Office in Mexico City, and Gloria Deukmejian.