Safeway Exec Larree Renda to Serve as 2010 Board Chair

Larree M. Renda, executive vice president, chief strategist and administrative officer for Safeway, Inc., has been elected the 2010 chair of the California Chamber of Commerce Board of Directors.

Renda succeeds Frederick R. Ruiz, co-chairman and co-chief executive officer of Ruiz Foods, Dinuba, in the CalChamber’s top volunteer position.

“Never has our business climate been more important to the future of California than now,” Renda said. “I am honored to serve as chair of the CalChamber Board of Directors at a time when our leadership can truly make a difference in working to improve our economy and create jobs. Together with my colleagues on the CalChamber Board, we will be dedicated to making our state a better place to do business.”

2010 Officers

Serving with Renda as 2010 officers of the CalChamber Board are:

● First Vice Chair S. Shariq Yosufzai, president, global marketing, Chevron Corporation, San Ramon;
● Second Vice Chair Timothy S. Dubois, president, The Edward Thomas Companies, Beverly Hills;
● Third Vice Chair Frederick E. Hitchcock, chairman and chief executive officer, Hitchcock Automotive Resources, City of Industry.

CalChamber Positions on Proposed Initiatives

The California Chamber of Commerce has announced positions on a number of initiative proposals and ballot measures.

Taxes

Of five proposed measures that either increase taxes or ease the ability of lawmakers to enact tax increases, three are backed by government employee unions. A sixth tax measure limits the ability of the Legislature to impose taxes disguised as fees on business.

Allan Zaremberg, CalChamber president and CEO, commented: “History very clearly shows that government programs and employee benefits thrive with a strong economy. These union proposals that pile more taxes onto business are not in their members’ best interests. Not only will they kill private sector jobs, they will ultimately kill government jobs too.

“With employment and the economy top of mind for voters, Californians are not in the mood for more taxes. California has already imposed over

CalChamber, Local Business Endorse Jeff Gorell in 37th Assembly District

The California Chamber of Commerce and business leaders in the 37th Assembly District announced their endorsement of Jeff Gorell for the Assembly on December 9.

The 37th Assembly District includes Ventura County communities such as Camarillo, Fillmore and Simi Valley, as well as northwestern Los Angeles County communities such as Chatsworth, Castaic and Canoga Park.

“Jeff Gorell is an outstanding candidate to represent AD 37, which is why the CalChamber and a variety of local chambers have come together so early in this race to support him,” said Robert Lapsley, CalChamber vice president of public affairs. “He knows that the keys to California’s economic recovery are creating jobs and reducing government spending. Jeff has amassed a broad spectrum of public and private sector experience that will serve working families and his district well.”

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**Labor Law Corner**

**Changes in Required Posters, Pamphlets for Distribution in 2010**

Will there be any changes to the required posters and notices for 2010?

Yes. There were some changes in 2009 and new changes are mandated for 2010 as well.

The poster changes for 2010 include:

  - **Safety and Health Notice.** The changes to this poster include updated contact information.  
  - **Federal Minimum Wage Notice.** The poster was revised in July 2009 and the new poster reflects changes in the penalties for violations of child labor laws.  
  - **Family Medical Leave Act (FMLA).** The FMLA poster was revised in January 2009 to reflect the amendments to family and medical leave. The following pamphlets have changed for 2010:  
    - State Disability Insurance;  
    - Unemployment Insurance.  
  - The state disability insurance pamphlet must be giving to all new hires. The unemployment insurance pamphlet must be given to employees who take a leave of absence and to all employees who are terminated.

It is likely that there will be at least one other change to a poster in 2010. The changes will be included in the **Required Notices Kit and Compliance Posters** available from calbizcentral.com. In addition, CalBizCentral is offering a way to ensure all an employer’s posters are current. See article below.

The Labor Law Helpline is a service to California Chamber of Commerce preferred and executive members. For expert explanations of labor laws and Cal/OSHA regulations, not legal counsel for specific situations, call (800) 348-2262 or submit your question at www.hrcalifornia.com.

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**California Chamber Poster ProtectSM Helps Ensure Employment Posters Stay in Compliance**

CalBizCentral has launched a new service to help employers ensure that the employment posters they are required to display are in compliance even if mandates change during the year.

CalBizCentral’s **Poster ProtectSM** will provide those who purchase the plan with a new poster at no additional charge if any mandatory changes occur to state or federal employment law posting requirements during the 2010 calendar year. (The program does not apply to updates that are not mandatory.)

The fee is $12.50 per non-laminated poster and $17.50 per laminated poster. Shipping, handling and tax are included.

CalBizCentral, the source for California business and human resource compliance products, is presented by the California Chamber of Commerce. CalChamber Preferred and Executive members receive a 20 percent discount off the price of **Poster ProtectSM**.

The **Poster ProtectSM** plan can be used for any CalChamber **Employment Notices Posters**, whether sold stand-alone or as part of the **Required Notices Kit**.

The **Poster ProtectSM** option is available when purchasing posters. More information is available at www.calbizcentral.com.

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**Seminars/Trade Shows**

More information: calchamber.com/events. **Labor Law**


**Next Alert:** January 8, 2010
CalChamber Chair: Quality Higher Education Important to Strong California Economy

“Almost nothing is more important to the California economy than a strong, effective, quality higher education system,” California Chamber of Commerce Chair Frederick R. Ruiz told a legislative committee last week.

Testifying at a hearing on the reworking of the California Master Plan for Higher Education, Ruiz said the CalChamber wants to be part of the solution and urged committee members to keep job creation in mind.

“College graduates become professionals to run California businesses. They do research that creates new products, that create new businesses and that create new and higher-paying jobs. This is the job-creation formula,” Ruiz told the committee. “We can’t lose sight of this formula as your work progresses.”

The December 8 hearing was the first of many scheduled on the restructuring of the plan designed in 1960 to help integrate the missions of the University of California (UC), California State University (CSU) System and the California Community College System.

Reductions in funding from the state’s General Fund as California struggles with an immense structural deficit have put a strain on California’s higher education programs.

Cost-Benefit Analysis

Ruiz, who represented California’s business community on behalf of the CalChamber at the hearing, is co-chairman and co-chief executive officer of Ruiz Foods and a member of the UC Board of Regents.

“Any business or organization under stress must, at a minimum, do a cost-benefit analysis of all their programs and determine how best to produce the greatest value,” Ruiz said. For example:

- Should our community colleges be more focused on a degree for lower division preparation and performance-based student success?
- Should UC rebalance its undergraduate v. graduate mission?
- Should CSU increase student population if it means longer undergraduate careers, or reduce enrollment and require graduation in four years?

Changing Workforce

Ruiz emphasized the importance of considering the ever-changing landscape of California’s workforce.

“It is imperative that we recognize tomorrow’s workforce will look very different than the workforce of today,” Ruiz said.

Today, the state’s workforce is 60 percent white, but enrollment in California K-12 public schools shows a very different picture. Nearly half, 48 percent, of California public school students are Hispanic, 8 percent are students of color and 8 percent are Asian students—meaning less than a third, 30 percent, are white, Ruiz said.

“California’s economic future is dependent on how well we educate the Hispanic students, the students of color and the Asian students in our public schools,” Ruiz said.

While the landscape of the workforce changes, so will the supply of and demand for qualified employees. The Public Policy Institute of California estimates that California’s higher education systems will need to produce an additional million college graduates by 2025 to sustain a growing economy.

“We are falling short of that target now, as we did during the more recent, better budget years,” Ruiz said.

Only 35 percent of California working adults are projected to have a college degree in 2025, but 54 percent of the jobs in the California economy at that time are projected to need a college graduate worker.

Affordability

Ruiz said access and affordability to a good higher education must be a factor when considering the new master plan.

“It is vital that the state of California take responsibility for providing a reliable and sustainable funding formula that ensures California’s higher education systems can guarantee a quality college education to sustain the economic prosperity California has so long enjoyed,” Ruiz said.

A new master plan with policies for coordination of efficiencies and focus can help California community colleges and the universities find new solutions that could become the institutional framework for the future.

“Compromising the quality of our higher education programs is not acceptable,” Ruiz said.
Safeway Exec Larree Renda to Serve as 2010 CalChamber Board Chair

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Larree M. Renda

As one of Safeway’s top executives, Renda is responsible for all retail strategies and a broad range of administrative functions for one of the largest food and drug retailers in North America. Her responsibilities include retail strategy, labor relations, public affairs, government relations, health initiatives, human resources, quality assurance and consumer protection, industrial engineering, re-engineering and communications.

She also manages the Pleasanton-headquartered company’s relationship with Casa Ley, Safeway’s joint venture in Mexico, where she also is a member of the board of directors. Safeway has a 49 percent interest in Casa Ley, S.A. de C.V., which operates 137 food and general merchandise stores in western Mexico.

Renda began her Safeway career in 1974 at the age of 16. She progressed through Safeway’s retail ranks and earned the distinction of being the youngest store manager, district manager and retail operations manager in Safeway’s 80-year history.

The first woman and youngest person promoted to senior vice president in 1994, Renda subsequently became Safeway’s first female executive vice president in 1999. In 2001 and 2002, she was voted one of the “50 Most Influential Women in Business” by Fortune magazine.

Renda is active in several community organizations. She chairs the board for the Safeway Foundation, which oversees the company’s charitable giving activities. Under her direction, Safeway contributed more than $248 million in 2008 alone to a range of charitable initiatives, including food banks, education, breast and prostate cancer awareness and research, as well as other health services and organizations supporting people with disabilities such as Easter Seals, Special Olympics and Muscular Dystrophy Association. Renda also serves as a national vice president of the Muscular Dystrophy Association.

A member of the CalChamber Board of Directors since November 2004, Renda also is a member of the board of directors for HSBC Finance Corporation and for HSBC North America Holdings Inc., and serves on their audit committees.

She also is a member of the Retailing Initiative Advisory Board of the Wharton School of Business at the University of Pennsylvania, and serves as a trustee on the National Joint Labor Management Committee. She is a member of the Board of Regents for the University of Portland.

In 2008, Renda became the first woman inducted into the California Grocers Association Hall of Achievement for her career of significant industry accomplishments. She was recently named 2009 Food Industry Executive of the Year by the USC Marshall Food Industry Management Program.

Executive Committee

The CalChamber Executive Committee also named its two at-large members. Serving in the one-year rotating position will be:

- Alan J. Fohrer, chairman and chief executive officer, Southern California Edison, Rosemead; and

- Dan Gordon, co-founder/director of brewing operations, Gordon Biersch Brewing Company, San Jose.

In addition to the at-large members and current officers, the Executive Committee includes the last three Board chairs. The Executive Committee works with the CalChamber’s top management to determine policy, financial and program direction, including, when necessary, providing policy guidance between the Board’s regular quarterly meetings.

Staff Contact: Dave Kilby
CalChamber Announces Positions on Initiative Proposals, Ballot Measures

From Page 1
$10 billion in tax increases on the business community over the past two years. Making it easier for the Legislature to raise taxes will hurt our already-hurting working families.”

The tax measures, CalChamber positions and reasons for the positions are as follows:

● **Repeal Corporate Tax Loopholes Act – Oppose.** Similar to the CalChamber-opposed “Corporate Taxes” initiative (see below), this measure repeals recently enacted tax benefits, the elective single sales factor, net operating loss (NOL) carryback and tax credit sharing. It also repeals the recently enacted expansion of the NOL carryover from 10 to 20 years.

● **The Local Voter Control and Government Accountability Act – Oppose.** Removes Proposition 13 protections from property owners and imposes a “split roll” tax treatment for commercial properties. If enacted, this measure would remove the 1 percent cap for property taxes for the purpose of raising funds to serve and repay General Obligation bonds for public infrastructure. In addition, the measure reduces the two-thirds vote requirement for all special taxes to 55 percent, including parcel taxes (based upon per parcel rather than based upon value).

● **Protect Homeowners and Close Corporate Tax Loopholes Act – Oppose.** Imposes a “split roll” tax treatment for commercial property and requires all non-residential commercial properties to be immediately reassessed according to “full cash value,” without regard to whether change of ownership has occurred. It also requires reassessment at current fair market value at least every three years.

● **Education and Taxpayer Fairness Act – Oppose.** Imposes a “split roll” tax treatment and increases taxes on commercial properties. The measure increases the 1 percent tax rate for “non-residential” properties to 1.55 percent in order to fund education.

● **“Corporate Taxes” Initiative – Oppose.** Repeals several changes in the law that were adopted as part of the two most recent budget packages enacted by the state, in fall 2008 and February 2009: NOL carryback; tax credit sharing; and elective single sales factor.

● **Sinclair Fix Initiative – Support.** Reduces burdensome tax-like fees on businesses by reversing the overlybroad, vague definition of “fee” set forth in the landmark California Supreme Court case Sinclair Paint v. State Board of Equalization.

**Support Water Bond**

The CalChamber Board voted to support The Safe, Clean and Reliable Water Supply Act of 2010. The $1.14 billion water bond was part of the legislative package passed last month and will appear on the November 2, 2010 general election ballot. In addition to the bond, the package included four policy bills.

Zaremberg commented: “A safe and adequate water supply is just as important to the state’s economic vitality as a healthy blood supply is to an individual’s physical well being. Without the infrastructure funded through this water bond, California will suffer the same fate as a patient with a heart condition, anemia and poor circulation. Critical sectors of our economy, including agriculture and housing, will deteriorate. This bond is critical to restoring California, protecting jobs and growing our economy for generations to come.”

In recent years, voters have approved four water bonds totaling $11.6 billion. The bonds funded mostly environmental protection, restoration and enhancement projects, basic ongoing safe drinking water programs and land acquisition.

Funding for this year’s water package depends on voter approval of the CalChamber-supported water bond, which includes $3 billion for new water storage (including reservoirs); $2.25 billion for Delta restoration; $1.785 billion for conservation and watershed protection projects throughout the state; $1.4 billion for water supply reliability; $1.25 billion for water recycling and conservation; $1 billion for groundwater protection and water quality projects; and $455 million for drought relief.

**Political Reform**

CalChamber positions on five proposals dealing with political reform and the reasons for those positions are:

**California Fair Elections Act of 2008 – Oppose.** Requires the California Secretary of State to place on the June 8, 2010 statewide primary election ballot a measure which, if passed, would institute a pilot program of publicly financed elections for the office of California Secretary of State. The publicly financed election would be funded by taxing lobbyingists, lobbying firms and lobbyist employers. The measure is currently the subject of litigation. A similar measure in Vermont was ruled to violate the U.S. Constitution. An Arizona court also has struck down lobbyist “fees” used to fund a public campaign financing program. The measure violates the Constitution and the Legislature has no legal authority to submit the provision to the voters for approval.

**California Top Two Candidates Open Primary Act – Support.** Mirrors the development of the successful “open primary” election system that is in place in the state of Washington. This system allows the top two vote getters, regardless of party, to compete in the general election and has been validated by the U.S. Supreme Court. The measure will increase voter participation and empowers Californians in all state legislative districts to elect candidates who represent the broadest views in their district. The measure will appear on the June 2010 primary election ballot.

**Voters FIRST Act for Congress – Support.** Extends the successful Proposition 11 provisions from 2008 to give the Citizens Redistricting Commission the additional authority to draw new boundaries for U.S. congressional districts in 2011. Currently, there are 53 Congressional districts in California, 34 Democrat members and 19 Republican members. Only one seat has changed parties over the last decade when Democrat Jerry McNerney defeated Republican Richard Pombo in the 11th Congressional District in 2006. Helping

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CalChamber Announces Positions on Initiative Proposals, Ballot Measures

From Page 5
to make the congressional redistricting process more open, fair and transparent in addition to increasing competition in elections is a critically important part of election reform.

It is anticipated that the Voters FIRST Act for Congress will be in circulation in early January 2010 to gather voter signatures in order to qualify for the November 2010 general election ballot.

Corporate Political Accountability Act – Oppose. Restricts publicly traded and privately held corporations with stockholders from making political contributions unless shareholders adopt a resolution authorizing the contributions. The measure was submitted to the Attorney General for preparation of title and summary on November 19, 2009. The measure would have a negative impact on California business because it raises a number of potential legal issues.

Other

Continuous Coverage Auto Insurance Discount Act – Support. Amends Proposition 103, passed by the voters in 1988, to authorize the use of an additional discount on premiums for automobile insurance policies. In particular, the act allows an insurer to offer a “continuous coverage” discount to new customers who have maintained coverage while they previously were customers of another insurer. The measure will align California with the vast majority of other states allowing insurers to offer this discount to all drivers who maintain ongoing auto insurance coverage, even if the consumer changes insurance companies.

Taxpayers Right to Vote Act – Support. Requires two-thirds voter approval before local governments may use public funds, bonds or other indebtedness to start up electric delivery service, expand electric delivery service into a new territory or implement a Community Choice Aggregation program. The measure will ensure that taxpayers and ratepayers, who are ultimately financially responsible to pay for the expansion or repay the debt, have the final say if their local elected leaders decide to get involved in or extend their involvement in the retail electric delivery service business. The measure is currently in circulation for signatures. If it qualifies, the measure would be on the June 8, 2010 ballot.

CalChamber, Local Business Endorse Jeff Gorell in 37th Assembly District

From Page 1

Chamber Endorsements

In addition to the CalChamber endorsement, several local chamber officials provided support for Gorell, including the Oxnard and Camarillo chambers of commerce.

“The Oxnard Chamber of Commerce is proud to endorse Jeff Gorell for the 37th Assembly District,” said Nancy Lindholm, president and CEO of the Oxnard Chamber. “Jeff has the knowledge and experience to represent Ventura County and to make qualified decisions that affect the entire state. His values and integrity are apparent through his prior service in the U.S. Navy, his work with Governor Pete Wilson, and in the Ventura County District Attorney’s office. We will be fortunate to have someone of Jeff’s caliber serving in the California Assembly.”

“Jeff Gorell

Gorell is co-owner of a regional public affairs firm, Paladin Principle LLC, based in Ventura County. He teaches undergraduate and graduate-level politics and public policy as an adjunct professor at California Lutheran University.

Currently a lieutenant commander in the U.S. Navy Reserve, Gorell was recalled to active duty after 9/11 for the war in Afghanistan.

He also is a former deputy district attorney in Ventura County, prosecuting in the major narcotics and felony units in addition to drafting and advocating legislation on behalf of prosecutors statewide to improve the California Penal Code.

In addition to serving as a speech writer and deputy press secretary to Governor Pete Wilson, Gorell was communications director for the California Manufacturers and Technology Association.

He earned a bachelor’s degree in history from the University of California, Davis and his J.D. from the McGeorge School of Law, University of the Pacific. He earned a certificate in international law from the University of Salzburg, Austria, where he studied under U.S. Supreme Court Justice Anthony Kennedy.

Assemblywoman Audra Strickland (R-Moorpark) currently represents the 37th Assembly District. Term limits prevent her from seeking re-election in 2010.

The CalChamber may make additional endorsements for the June primary election at a later date.

Staff Contact: Robert Lapsley
Citizens Redistricting Commission Now Accepting Applications

California State Auditor Elaine Howle this week opened the application process for Californians to apply for the first-ever Citizens Redistricting Commission, which will draw new state Senate, Assembly and Board of Equalization district lines.

The commission was established when voters approved the Proposition 11 redistricting reform initiative last November. The California Chamber of Commerce-supported measure allows the citizens of California—rather than the legislators—to draw legislative districts that will eliminate the inherent conflict of interest that exists in the current system. This process will make California a national leader in redistricting reform.

Every 10 years—after the federal census—California must redraw the boundaries of its Senate, Assembly and State Board of Equalization districts to reflect the new population data. In a live webcast from the CalChamber on October 14, Howle stressed that business organizations need to urge their members to apply for the commission and get involved in the process. The webcast and accompanying slides are available at www.calchamber.com.

Citizens Commission

Howle is responsible for establishing a process for individuals to apply to become commission members, selecting a panel to assess the applicants and creating a pool of 60 of the most qualified applicants. The 14 commissioners, comprised of five Democrats, five Republicans, and four members of other parties or who have no political party affiliation, will be selected from the group.

Potential commission members could include university professors, CPAs, physicians, nurses, engineers, community advocates, teachers and more. There also are provisions in the initiative requiring the commission to represent the state’s significant diversity, including ethnic and regional considerations.

The commission will draw the new district lines in conformity with strict, non-partisan rules designed to create districts of reasonably equal population that will provide fair representation for all Californians. The commission must also consider the Voting Rights Act, current geographic boundaries and other criteria when drawing the new lines. In addition, the new boundaries must not be drawn to favor any particular party or incumbent elected official.

Qualified Applicants

The application process is open to every registered California voter who has been continuously registered in California with the same political party, or with no political party, for the five years immediately prior to being appointed to the commission; and who has voted in at least two of the last three statewide general elections.

More Information

For more information, membership requirements and to apply to the commission, visit www.Wedrawthelines.ca.gov, or call (866) 356-5217. Follow the process on Twitter at @WeDrawTheLines and tag related tweets with #WeDrawTheLines. The application process closes February 12, 2010.

Voters FIRST Act for Congress

The CalChamber Board recently voted to support the Voters FIRST Act for Congress (see Page 5).

Staff Contact: Robert Lapsley

Obama Administration Signals Intent to Pursue Trans-Pacific Partnership

President Barack Obama intends to enter into negotiations for a regional, Asia-Pacific trade agreement, U.S. Trade Representative Ron Kirk notified Congress on December 14.

The goal of talks for the Trans-Pacific Partnership Agreement will be to shape a high-standard, broad-based regional pact.

President Obama announced the United States’ intention to engage with Trans-Pacific Partnership (TPP) countries on November 14 during his first trip to Asia as President of the United States. The TPP has been underway since 2005. It includes the original members of New Zealand, Chile, Singapore and Brunei with additions of Australia, Peru and Vietnam. Japan, Korea, Canada and Mexico also have expressed interest in negotiations. One of the objectives of the TPP is to create a model trade agreement that other nations can join.

The Asia-Pacific region is a key driver of global economic growth, representing nearly 60 percent of global GDP and roughly 50 percent of international trade. Since 1990, Asia-Pacific goods trade has increased by 300 percent, while global investment in the region has increased by over 400 percent. U.S. trade with Asian countries totals nearly $1 trillion annually.

The first round of negotiations has been announced by the current TPP members for March 2010.

CalChamber Position

The California Chamber of Commerce, in keeping with longstanding policy, enthusiastically supports free trade worldwide, expansion of international trade and investment, fair and equitable market access for California products abroad and elimination of disincentives that impede the international competitiveness of California business. New multilateral, sectoral and regional trade agreements ensure that the United States may continue to gain access to world markets, resulting in an improved economy and additional employment of Americans.

Staff Contact: Susanne T. Stirling
Not Too Late to Retrain Supervisors on Harassment Prevention

Employers with 50 or more employees are required to provide harassment prevention training to supervisors within six months of hire or promotion, and every two years thereafter.

Our California Harassment Prevention Training—Supervisor Version features:
• engaging/interactive content; and
• scenarios developed by legal and HR training experts to reflect California and federal law.

*CalChamber Preferred and Executive members receive this offer instead of their 20% discount. Prepayment is required. Offer applies to new orders only. Online courses are non-refundable.

Don’t wait! Buy $100 worth of California Harassment Prevention Training for Supervisors by December 30 and receive 25% off and a gift certificate for a one pound box of See’s Candies®. Use priority code HPQ by 12/30/09.

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