The BizFed Institute educates, engages, equips and measures consensus solutions from civically minded, nonprofit, academic, and regional thought leaders for the purpose of building strong communities throughout California.

Our MISSION

Our VISION is to equip decision makers with comprehensive expertise and resources to impact change to build and sustain strong communities in this new economy.

The Institute was founded as a complement to BizFed and has grown in scope and impact over the last five years.

Unlikely partners from both public and private stakeholders take a fearless approach to mature problem solving by acknowledging that silos don’t work. Age-old obstacles must be addressed by the very sides that hold them dear. And smart thinking alone isn’t enough.

Systematically benchmarking, organizing, and empowering the strongest advocates is essential for adopting better public policy. In a proven way of removing bureaucracy, we get buy in from employers large and small to be the difference in effectiveness.

As a collective, we emphasize economic growth, educational excellence, and environmental responsibility.

To get involved or donate to BizFed Institute’s mission, please contact Helen Hua, Executive Director, at (323) 889-4345 or helen.hua@bizfedinstitute.org.

6055 E. Washington Blvd., Ste. 260, Commerce, CA 90040
INTELLIGENT
The Institute is a credible clearinghouse for addressing and understanding policies that create jobs and alleviate poverty so every Californian has an opportunity to succeed.

INCLUSIVE
By careful purpose and design, thought leaders naturally opposed in their approaches to new economy challenges are convened to dig for untapped solutions.

IMPACTFUL
The Institute works to understand and promote policies that uncover common ground, enabling innovation and economic growth to advance and protect the prosperity of our region.
OUR IMPACT

PROACTIVE ENGAGEMENT

▲ Housing forum resulted in consensus among diverse stakeholders to speed permitting and combat NIMBYism to deliver affordable and workforce housing
▲ Brought drought solutions to business community in advance of new state water rules to ensure reliable water supply
▲ Early focus on economic potential of hydraulic fracturing informed market adoption of California’s cap-and-trade program

COLLABORATION & ACCOUNTABILITY

▲ Convened Southern California’s top water stakeholders with engaged elected officials and business leaders to collaborate on water reliability solutions
▲ Held state government accountable on California-Mexico Trade Office concept, resulting in Governor’s memorandum of understanding to strengthen trade
▲ Worked with key health policy experts to educate small businesses on Affordable Care Act implementation and opportunities
SOLUTIONS TO ACTION

▲ Connecting local employers to regional educational institutions to close the skills gap and provide experiential learning at scale
▲ Built consensus among diverse water stakeholders on need for statewide water bond and delivered that solution to advocacy groups for action
▲ Convened local government procurement experts to help small businesses navigate process for securing new contract opportunities
▲ Roundtable of top contracting leaders advanced best practices that inspired new small/minority/veteran-owned business utilization goals for LA County
▲ Export development mission to Colombia resulted in new international trade opportunities for LA-area businesses
OUR REACH

DELIVERING SOLUTIONS TO CALIFORNIA’S LEADERS AND INFLUENCERS

2,548
business and community leaders

612
elected officials

589
print, radio, and television reporters and editors

TOTAL REACH
How many times have you been at a conference where the conversation goes in circles and doesn’t progress the issue? Stakeholders agreeing with each other and not challenging the status quo?

The BizFed Institute focuses on convening a diverse group of experts in their fields, decision makers, and thought leaders from all sides of an issue to activate real change. We challenge ourselves to ensure we are never “preaching to the choir” and encourage debate between competing ideals around a host of impactful issues.

The facts and data produced by the BizFed Institute are easily accessible resources to be utilized in civic engagement across all sectors.

For resources and materials from previous events, visit bizfedinstitute.org.
Spirited discussions among panelists, including Steve Fleischli, Director and Senior Attorney, Natural Resources Defense Council, and Mark Pestrella, Chief Deputy Director, Los Angeles County Department of Public Works, resulted in a consensus to push for a statewide water bond.

CASE STUDY

CLEAN WATER FOR LIFE AND BUSINESS

1. Top experts from diverse and competing points of view convene to tackle California’s water challenge.
2. Engaged business leaders and elected officials challenge the experts and each other.
3. Spirited discussion grounded in facts drives toward consensus.
4. Consensus Solution: California needs a $7.5 billion statewide water bond to fund vital projects, including groundwater recycle and capture.
5. BizFed Institute delivers solution to diverse outside groups to drive advocacy in Sacramento.

Spirited discussions among panelists, including Steve Fleischli, Director and Senior Attorney, Natural Resources Defense Council, and Mark Pestrella, Chief Deputy Director, Los Angeles County Department of Public Works, resulted in a consensus to push for a statewide water bond.
WHAT’S ON OUR RADAR?

▲ Housing LA—From Talk to Action: Delivering real solutions to California’s housing affordability crisis.

▲ Silicon Beach vs. Silicon Valley: Exploring lessons, contrasts, challenges, and synergies to strengthen California’s innovation economy.

▲ Pushing “Reset” on Public Education: Changing the paradigm to ensure both traditional public schools and public charter schools are delivering workforce readiness.

▲ The Future of Utilities: Critical thinking on public policy challenges and opportunities to ensure effective and reliable utilities infrastructure for the current and future economy.

▲ Clean Water for Life and Business: Brainstorming next steps to ensure the quality and reliability for California’s long-term water supply.

▲ Immigration Policy and California’s Economy: Exploring solutions to ensure the most effective and innovative workforce for California’s future.

▲ Launching partner of the California Policy Impact Project (C-PIP): Surveying and measuring real world impacts of employers’ implementation of newly enacted public policies.

What’s on your radar? What are the biggest issues affecting our economy?
SUPPORT & OPERATIONS

**SUPPORT**

- Corporate Contributions: 28%
- Program Participation Fees: 41%
- Foundation Grants: 10%
- Board Contributions: 10%
- Sponsorships: 6%
- Corporate Grants: 5%
- Special Events: 1%
- Fundraising: 1%
- Communications: 6%

**OPERATIONS**

- Program Expenses: 66%
- Administrative: 31%
Chair: MC Townsend, President, Regional Black Chamber of Commerce of the San Fernando Valley
Treasurer: Andy Carrasco, Director, Regional Public Affairs, Southern California Gas Company
Secretary: Steve PonTell, CEO, National Community Renaissance
Founding Chair: David Fleming, BizFed Founding Chair, Senior Advisor to Senator Bob Hertzberg
Founding CEO: Tracy Hernandez, BizFed Founding CEO, President, IMPOWER, Inc.
Executive Director: Helen Ray Hua

Bob Amano, Executive Director, Hotel Association of Los Angeles
Jarrett Barrios, CEO, Los Angeles Red Cross
Ambassador Frank Baxter, Chairman Emeritus, Jefferies and Company
Marla Clemow, Executive Vice President, Wells Fargo Bank
Jennifer Didlo, President, AES Southland
Tom Flintoft, Principal, Kindel Gagan
Garrett Gin, SVP, Global Marketing & Corporate Affairs, Bank of America
Gene Hale, Chairman, Greater Los Angeles African American Chamber of Commerce
Randal Hernandez, Managing Director, Government Relations, MUFG Union Bank
Gilbert Ivey, 2016 BizFed Chair, Former CAO, MWD
Jeff Kightlinger, General Manager, Metropolitan Water District of Southern California
Kevin Klowden, Executive Director, California Center & Managing Economist, Milken Institute
Adi Liberman, President, Environmental Outreach Strategies
Ed Manning, Partner, KP Public Affairs
Ron Miller, Executive Secretary, Los Angeles/Orange Counties Building Trades Council
Jonathan Parfrey, Executive Director, Climate Resolve
Dr. Francisco Rodriguez, Chancellor, LA Community College District
Patty Senecal, Manager of Southern California, Western States Petroleum Association
Donald E. St. Clair, Ed.D., 2015 BizFed Institute Chair
Joni Topper, President, Public Sector, JPMorgan Chase
Andre van Niekerk, Dean of the School of Business, Woodbury University
Paul Vandeventer, President & CEO, Community Partners
Mark Wilbur, CEO, Employers Group

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Thank you to our sponsors for their commitment and generosity: