



Public Affairs
Community Relations
Issues Management

Katz & Associates, Inc.
4250 Executive Square, Suite
670
San Diego, CA 92037-1477
(858) 926-4010
(858) 552-8437 fax
jshira@katzandassociates.com
www.katzandassociates.com

MEMORANDUM

To: Ron Wildermuth
From: Jen Shira
Date: September 9, 2008
Re: REVISED Stakeholder interviewee recommendations with selection rationale
CC: Suzanna Choi

Revised Stakeholder Interviewee List

After reviewing and discussing the Water Reliability 2020 Program proposed stakeholder interviewee list provided by West Basin, Katz & Associates recommends the following, revised list of interviewees:

Academic

1. University of Southern California, Vice Provost Randolph Hall

- Randolph Hall is the vice provost for research advancement and a professor in the Daniel J. Epstein Department of Industrial and Systems Engineering at USC. Randolph will represent a key demographic for the District's research and outreach to academia.

2. California State University, Dominguez Hills, Gregory Saks, Interim Vice President For University Advancement

- Gregory Saks is the senior external affairs person for the largest academic institution in the service territory.

Elected Officials

3. City of Rancho Palos Verdes and California Coastal Commission, Councilmember Larry Clark

- Larry Clark is an elected City Council member for the City of Rancho Palos Verdes and the former Mayor. Along with his service on the Council, Larry has been an active member of the South Bay Cities Council of Governments and currently serves as the South Coast Representative on the California Coastal Commission.

4. City of Redondo Beach, Mayor Mike Gin

- Mike Gin is currently the Mayor of Redondo Beach. In addition to this position, Mike also works for L.A. County Supervisor Don Knabe in the Supervisor's Palos Verdes office. In both of these roles, Mike has been very supportive of West Basin's past activities, programs and projects.

5. City of Manhattan Beach, Councilmember Jim Aldinger

- Jim Aldinger is a Manhattan Beach City Council member who works for The Boeing Company in El Segundo and is close to the environmental community. In fact, Jim actively campaigned for the open Coastal Commission appointment several years ago. He is currently serving his second four-year term and will be up for reelection in March 2009.

6. City of Inglewood, Councilmember Ralph L. Franklin

- The city of Inglewood represents an inland city serviced by West Basin. Councilmember Ralph L. Franklin was elected to the Inglewood City Council in 2003 to represent Inglewood's 4th District. Originally mayor Rosevelt Dorn was selected, but in light of his recent legal trouble, Councilmember Franklin was selected to replace Mayor Dorn.

Economic

7. El Segundo Chamber of Commerce, President Jim Hart

- The El Segundo Chamber of Commerce is extremely active in coastal Los Angeles County and because of the size and financial corporate status of most of its members, the Chamber has become quite powerful. Further, several of the members of the El Segundo Chamber of Commerce have been strong supporters of West Basin and the use of recycled water. Jim Hart, the President of the El Segundo Chamber, is also a member of the senior staff at Northrop Grumman.

8. South Bay Economic Development Partnership (SBEDP), Joe Aro

- Joe Aro is the long-standing executive director of the South Bay Economic Development Partnership, a collaboration of business, government and academia serving coastal economic region of Los Angeles County. Their key programs support business expansion, workforce development and regional collaboration to sustain a higher quality of life. SBEDP is one of the leading business organizations in the region. Joe maintains deep community ties in coastal Los Angeles County. Both the organization and he are well respected by the business and political community.

9. South Bay Association of Chambers of Commerce, Helen Duncan

- Aside from capturing the two chambers mentioned above, it is necessary to reach out to this umbrella organization that encompasses all the smaller chambers of commerce including Hermosa, Redondo and Manhattan Beach. Garnering support from this organization will provide an entrée to all the chambers in the region.

Business

10. The Boeing Company, Kieran Bergin

- Boeing maintains a significant presence in coastal Los Angeles County and as a result is one of the main employers for the region. The company is actively involved in the community and as a large commercial water user, support from Boeing will be mutually beneficial. Kieran Bergin currently serves as the company's lead consultant on all environmental affairs in Southern California.

11. Mattel Corporation, Corinne Murat

- Mattel maintains their worldwide headquarters in El Segundo and as a result, is a very active corporate citizen in coastal Los Angeles County. Corinne Murat leads Mattel's local government affairs division and is well-versed on local issues.

12. Northrop Grumman Corporation, Carleen Beste

- Northrop is one of the largest employers in coastal Los Angeles County and maintains an active profile in the community. If called upon, they will engage in public policy that impacts the business community. Aside from Jim Hart, Carleen represents the company in the coastal Los Angeles community. She is well-liked (both internally and externally) and maintains good relations with key stakeholders throughout coastal Los Angeles County.

13. Manhattan Beach Bread & Bagel, Councilmember Michael Keegan

- Along with serving on the Hermosa Beach City Council (and previously as the Mayor), Michael is a coastal Los Angeles County business owner and is very active in community organizations. Further, Michael's quest in making his business an environmentally friendly establishment, Michael was one of the first business owners in coastal Los Angeles County to take advantage of West Basin's Complete Restroom Retrofit program.

14. Bodyglove, Russell Lesser or Robert Meistrell

- Russell Lesser is the President of Body Glove, a business born and grown from the coastal Los Angeles surf community. Russell is very active in the coastal Los Angeles communities and organizations, including serving as an active member of several South Bay Chambers of Commerce.

15. Toyota, Irv Miller

- Toyota maintains their corporate headquarters in Torrance. They are not as active locally as some of the other employers in the region, but are well-respected by the community. Irv Miller is the company's senior communications professional and currently serves on the board of the Los Angeles Area Chamber of Commerce. Thus, he remains plugged into the local community and probably has the best pulse within the company. (Frankly, he may punt to one of his staffers for the interview, but we recommend pressing for him).

16. Chevron, Ron Spackman

- Chevron is a very visible and active corporate employer in the region. The company maintains a significant footprint in coastal Los Angeles County with their El Segundo refinery. As a heavily regulated entity, they are actively involved in public policy issues. Rod Spackman is the senior government affairs person housed in El Segundo, and he is plugged into both the business and political communities throughout the Los Angeles basin.

17. Watson Land Company, Pilar Hoyos

- Watson covers some of the other more inland portions of the District's service territory, specifically, the city of Carson, which is extremely diverse. Watson Land Company is the largest employer and landowner there. Pilar Hoyos is the appropriate contact.

Environmental

18. Tree People, Andy Lipkis

- Tree People is a very popular environmental organization in the cities of Manhattan Beach and El Segundo. As El Segundo is currently one of two potential sites for the District's full scale ocean water desalination plant, the opportunity to work with Andy, the founder and president of Tree People, would be very informative. Further, Tree People has always been a proponent of the use of recycled water and has partnered with West Basin in the past.

Healthcare

19. Beach Cities Health District, Walt Dougher

- The Beach Cities Health District is a key part of the beach community, providing services to seniors and fire and police staff, which are key community leaders and demographics, in Hermosa Beach, Manhattan Beach and Redondo Beach. Along with serving on the Board of Directors for the Beach Cities Health District (an elected position), Walt Dougher is very active in the beach cities and their respective city council elections.

Non-profit

20. Los Angeles Conservation Corps, Mickey Kantor or John Van de Kamp

- Both Mickey Kantor and John Van de Kamp are very active in the education, youth and green movements in and around Los Angeles County. Through their efforts on the Los Angeles Conservation Corps, they have built a powerful community organization. The District's current agreement to sublease a portion of the SEALab from the Conservation Corps makes building these relationships all the more important. Note that West Basin staff has been informed that complete support from the LACC would be beneficial for the hearing before the Coastal Commission.

Multicultural

21. Board of Equalization, Michelle Steel

- Michelle is a Board of Equalization member from the coastal Los Angeles area and a resident of Palos Verdes. She is a prominent Asian American leader in California and is well known in West Basin's service area.

22. Chabad of Beach Cities Jewish Community Center, Redondo Beach, Rabbi Yossi Mitz

- Rabbi Mitz is an active member of many of the community's religious organizations. The JCC provides extended services to a large group of residents throughout the coastal Los Angeles County.

23. Inglewood Area Ministers' Association/True Vine Baptist Church, Reverend Dr. Austin F. Williams

- There is a significant black population and a large faith community in the Inglewood area and it's important to get this perspective. It represents a large number of people and organizations that won't be reached by the other interviewees.

Education

24. Santa Monica - Malibu Unified School District, Dr. Sally Chou, Chief Academic Officer

- Dr. Chou will give a unique educational perspective on the values students and parents place on water and water issues in coastal Los Angeles County. Feedback from and potential support of the educational community will assist in achieving the program's supporter goals.

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