



UCIrvine UCLA
Corporate Advocacy Day
April 12, 2005

Summary Report

On April 12, 2005, six of California's top corporate leaders traveled to Sacramento to advocate on behalf of the University of California (UC) system. The day featured Chief Executive Officers (CEOs) who represent the state's high tech, real estate, life science, investment management and entertainment industries. The UC Irvine and UCLA delegation met with a bipartisan group of key legislative leaders to emphasize the importance of continued investment in higher education for the economic future of California.

Dr. Henry Samueli, Chairman and Chief Technical Officer, Broadcom Corporation, and Richard Ziman, Chairman and CEO, Arden Realty led the corporate advocacy delegation. Joining Dr.



Samueli and Mr. Ziman were Dr. Ed Catmull, President of Pixar Animation Studios; Steven Joe, President and CEO of D-Link North America; Michael Mussallem, Chairman and CEO of Edward Lifesciences; and Richard Bergman, CEO, Bergman Group.

The participating corporate leaders have numerous campus affiliations with UCLA and UC Irvine. Dr. Samueli co-chairs the UCLA Chancellor's Competitiveness Council and is a member of the UC Irvine Chief Executive Roundtable along with Mr. Joe and Mr. Mussallem. Mr. Ziman and Mr.

Bergman are also members of the UCLA Chancellor's Competitiveness Council. Dr. Catmull is a member of the Sciences Board of Visitors of the UCLA College.

Campus representatives at the Corporate Advocacy Day included Michael C. Eicher, UCLA Vice Chancellor of External Affairs; Thomas Mitchell, UC Irvine Vice Chancellor for University Advancement; Liz Toomey, UC Irvine Assistant Vice Chancellor for Community and State Government Relations; and Keith Parker, UCLA Assistant Vice Chancellor, Government and Community Relations.

The day's activities included meetings with legislators, administration officials, and members of the media. The delegation was divided into two teams led by Dr. Samueli and Mr. Ziman respectively.

The teams met with legislative leaders from both sides of the aisle to deliver the following key messages:

- *Higher education is critical to the economic growth of California.*
- *The University of California is one of the most important factors in retaining jobs in California and in bringing new jobs to the state.*
- *There are long-term negative ramifications to the health of California's economy when the state makes spending cuts to higher education – and specifically, to UC*
- *The California economy can only be re-invigorated and competitive in the global economy with a sustained investment in higher education.*
- *UC's world-class faculty, research staff, and students work directly with industry to deliver breakthroughs to the marketplace and society.*

The delegation met with the following legislators and elected officials:

- Assembly Speaker Fabian Núñez (D-Los Angeles)
- Assembly Majority Leader Dario Frommer (D-Los Angeles)
- Assembly Republican Leader Kevin McCarthy (R-Bakersfield)
- Assemblymember Rick Keene (R-Chico), Budget Committee Vice-Chair
- Assemblymember Carol Liu (D-La Cañada Flintridge), Higher Education Committee Chair
- Assemblymember Sharon Runner (R-Lancaster), Appropriations Committee Vice Chair
- Senate Republican Leader Richard Ackerman (R-Irvine)
- Senator Abel Maldonado (R-Santa Maria), Education Committee Vice-Chair
- Senate Republican Caucus Chair, Chuck Poochigian (R-Fresno)
- State Treasurer Phil Angelides (individual meeting with Mr. Ziman)

Scheduled meetings with the following members were not held due to conflicting legislative committee meetings.

- Assemblymember Judy Chu (D-Monterey Park), Appropriations Committee Chair
- Senate Majority Leader Gloria Romero (D-Los Angeles)

The Corporate Advocacy delegation was well received in their legislative meetings. Both Democratic and Republican members were supportive of the overall message that continued investment in higher education is vital to California's economic recovery and its future. Members of the legislature were particularly impressed by the corporate leaders' highly visible support for UC.

Various members of the legislative leadership described the serious budget challenges and choices facing the legislature in 2005 and in the immediate future. They cited a number of competing interests such as transportation, natural resources, public safety, housing, and health care that are also vital to California. The consensus message from the legislators was that the University is *“not in the hot seat this year, but it is important for the University to continue to communicate its key message of sustained state support.”* The delegation was also told, *“...keep doing what you are doing, your message is getting through.”* A number of legislators strongly encouraged the corporate leaders to *“take your message on the road and to continue to beat the drum”* for higher education.

The corporate delegation met with three members of the “Big Five” (Speaker Núñez, Assembly Republican Leader McCarthy and Senate Republican Leader Ackerman) who negotiate the final state budget agreement each year. Governor Arnold Schwarzenegger and Senate President Pro Tempore Don Perata (the other two members of the “Big Five”) were unavailable for meetings.

Through their series of meetings with legislators, the Corporate Advocacy delegation had an opportunity to describe the interface between their industries and the University which serves as a pipeline for innovation and a highly skilled workforce. In several meetings, the delegation members noted that a poorly funded and diminished quality of higher education in California would impact their decisions to remain in the state. The delegation made the point that having a stellar higher education system, with UC as the crown jewel, is a major factor in attracting and maintaining corporate investment in California. The corporate leaders felt that the quality of California’s higher education system mitigated some of their concerns about high taxes, workers compensation, and other regulatory issues.

The delegation had a luncheon meeting with David Crane, Governor Schwarzenegger’s Special Advisor for Jobs and Economic Growth. The discussion at the luncheon meeting focused on UC’s economic impact in California. The delegation discussed at length the importance of state support for higher education. Additionally, the corporate leaders described their workforce needs to Mr. Crane and their key message was: *“to compete globally, California must continue to be innovative and have a highly skilled, well-trained labor force.”* They emphasized the role of graduate education as being critical in this regard. Members of the delegation explained to Mr. Crane that their industries rely on UC to prepare the workforce of the future. Ms. Patricia Clarey, Governor Schwarzenegger’s Chief of Staff, dropped in on the luncheon meeting.

The Corporate Advocacy Day also included a media component. After meeting with Speaker Núñez, the entire group attended the Speaker’s weekly press conference. Support for higher education was the focus of the press conference. Mr. Ziman and Mr. Samueli gave brief remarks to the press. The Speaker used UC’s message as his theme for the week, repeating his remarks in support of higher education in his weekly radio address and in his speech at the California Democratic Convention in Los Angeles.

Later in the afternoon, the delegation met with Dan Weintraub, a respected political columnist for *The Sacramento Bee*. Mr. Weintraub asked about the motivation and goals of the CEO Advocacy



Day. He indicated that he would use the information received in the meeting for an upcoming column. In 2004, he wrote a very favorable column on UC Irvine/UCLA Corporate Advocacy.

Attached to this report are copies of the *Capitol Morning Report* from April 12th which references Speaker Núñez’s press conference. The Speaker’s April 12th press release and the text of his weekly radio address of April 17th are also included.

This is the second annual UC Irvine/UCLA Corporate Advocacy Day that brought together CEOs and the California State Legislature's leadership in meetings that addressed the critical contributions UC provides to California's economy. The project is a collaborative partnership between the governmental relations, development, and communications units at UC Irvine, UCLA, and the UC Office of the President. As a result of the success of the UC Irvine/UCLA Corporate Advocacy Day, other UC campuses are being urged by the UC Office of the President to organize similar corporate days in Sacramento.

UC Irvine and UCLA are deeply grateful and appreciative to our CEO delegation for their time and commitment to participate in the 2005 Corporate Advocacy Day. This effort would not have been possible without their support.