

Summer of 2004 **WATSON** in the Community

'Focus on Carson' to Promote Jobs and Quality of Life

FocusOnCarson Focus on Carson a group representing Carson residents and business, believes that "A Strong Economy Delivers Jobs and Quality of Life," and will work to promote a strong local economy and increased job opportunities.

Local economic benefits include over \$25 million in annual business tax revenues and fees that flow to the City. These revenues support local fire and sheriff services, childcare, parks and recreation, senior and youth services, cultural programs, and other services that enhance Carson's quality of life.

With the theme, "Carson's Future: Planning for Jobs and Economic Strength", the forums attracted a broad-based audience of residents, government officials and business people with an interest in retaining and building job and business potential in Carson and preserving the local quality of life. Among the speakers were Jack Kyser, Chief Economist for the Los Angeles County Economic Development Commission (LAEDC), and Robert Gardner, Managing Director, Robert Charles Lesser & Co., whose firm was retained by the City of Carson to conduct the market demand study for the Economic Development Element of the City's General Plan.

Jim Lawson
Local Resident and active member of the Carson Chamber of Commerce



Carson to conduct the market demand study for the Economic Development Element of the City's General Plan.

According to Kyser and Gardner, the strongest local development potential lies in Carson's industrial market. "Warehousing and distribution uses should continue to hold



the strongest demand due to Carson's locational advantage to major transportation systems," said Gardner.



Leo Moore

Long time resident Leo Moore is a successful independent transportation entrepreneur in Carson, and he would like to see others achieve their economic goals. "Supporting business really comes down to helping people attain jobs and financial security," says Moore.

One of the goals of **Focus on Carson** group is to work to connect Carson residents to job and career opportunities in the local industrial sector. International trade, logistics, distribution, and manufacturing employs 44% of Carson's workforce -- 29,000 jobs and annual wages of \$658 million. ■

▶ Legislative Advocacy Program

Watson's Legislative Advocacy Focuses on Job Retention and Attraction

Recognizing that California's business competitiveness has tremendous implications on our local economy and quality of life, Watson Land Company places proactive legislative advocacy as a priority. Watson's recent efforts have centered on Workers' Compensation Reform which has been singled out as a serious concern by Watson's customers and area employers. In addition to calling and writing legislators advocating reform of the system, Watson facilitated the participation of its customers, business associates and employees in circulating petitions to qualify the Workers' Compensation Reform

and Accountability initiative for the November ballot. We salute all our customers that participated in the petition drive that aided the Governor and legislature in reaching a compromise. ■



(Left to Right): Assemblyman Kevin McCarthy, Pilar Hoyos of Watson & Assembly Speaker Fabian Nunez, at the signing of the Worker's Compensation Reform Bill.

For more information on Watson Land Company's Legislative Advocacy Program, please contact:

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Leadership Carson 2004 – Making a Difference

Lance Ryan, Watson Land Company Vice President. Marketing and Leasing, and Maria Flores, Watson Land Company Executive Assistant Public Affairs, are among this year's 20

Leadership Carson participants which includes City Treasurer Karen Avilla; Reverend Isaac Canales of Mission Eben-Ezer Family Church; Carson Women's Club President Itelia Walker; Planning Commissioner Barbara Post; Carson Economic Development General Manager Ron Winkler; Carson Senior Planner Sheri Repp-Loadsman; R.E.I. Harbor-UCLA Medical Center Project Manager Shirley Smith; IKEA Store Manager Claudia Soto-Neira; and Carson Boys and Girls Club Executive Director Juan Guerra.



(Left to Right): Lance Ryan and Maria Flores of Watson with Dave Harvey From See's Candies.

The Carson Chamber sponsored program is designed to attract and develop a diverse group of community leaders who share a commitment to the City of Carson, an under-

standing of the City and its uniqueness, and an ability to work effectively in their capacity as professionals, citizens and volunteers. The group meets once a month to explore and become more knowledgeable about Carson's history, government, economic development, education, and community services

"Watson places a high degree of importance on employee service within the community. I have found the program and the opportunity to cultivate relationships with the other participants to be very enriching."

Lance Ryan
Vice President, Marketing & Leasing
Watson Land Company

which enhance the city and both the residential and corporate citizens who live and work in the community.

Since **Leadership Carson's** inception four years ago, Watson Land Company has provided \$3,000 in scholarship funds in order to ensure that residents, community leaders and non-profit organization representatives are able to participate in this valuable program. ■

WATSON IN THE NEWS
is published by



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To learn more about our involvement and commitment in the community

please visit us at www.watsonlandcompany.com