

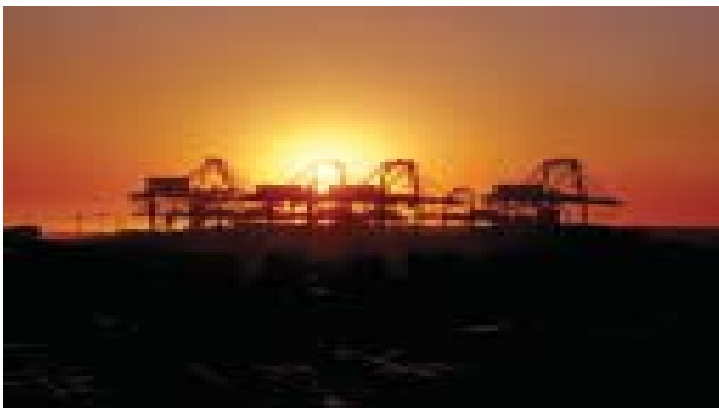
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The firm was founded upon the retirement of former Los Angeles City Councilman Rudy Svorinich, Jr. in July 2001 due to he being “termed out” of office after serving two four-year terms on the Los Angeles City Council. Near the end of his tenure, Svorinich rose to the position of President Pro Tempore of the City Council - the third highest ranking office in the City of Los Angeles following the Mayor and President of the City Council. Prior to serving as President Pro Tempore, he served as Assistant President Pro Tempore for quite a few years.

While serving as Harbor District Councilman, Svorinich was chairman of the City Council’s Transportation Committee, Housing & Community Re-Development Committee and Information Technology Committee. He also served as vice-chairman for all eight years of the Commerce, Energy & Natural Resources Committee which oversaw the City’s Harbor, Airport and Water & Power Departments. Svorinich was also the Los Angeles City representative to the Sanitation Districts of Los Angeles County - where he served as a director. Serving as chairman and vice-chairman of the Alameda Corridor Transportation Authority was also one of his responsibilities.

Also, serving on the staff of Svorinich Companies, Inc. are Senior Vice-President Thomas Shortridge - a former Svorinich senior advisor and California State Assembly District Chief of Staff, Vice-President Irene Mendoza - a former Svorinich Deputy Councilwoman and former District Director for incumbent Councilwoman Janice K. Hahn, Vice-President John Cozza - a former Svorinich Economic Development Deputy, and Senior Account Manager Darius Saffaie.

All told, the Svorinich team has over 50 years of collective experience in assisting with governmental issues. Over the years, the firm has assisted a wide-array of private sector clients as well as public entities.



Both Svorinich and Cozza are long-time registered lobbyists with the city and county of Los Angeles and Mendoza is a registered solely as a city lobbyist.

“We are very proud of our proven track record in assisting our clients to the best of our ability,” said Svorinich. “While we can’t guarantee a successful outcome every time - no one can - we can guarantee that we will try our best and work hard to forge a successful outcome in our client’s best interests.”

Company Re-Locates to New San Pedro Offices

San Pedro - Svorinich Companies, Inc. - the successor corporation to Svorinich & Associates, Inc. has relocated its offices to the Worldport Business Center in North San Pedro. The new offices are located at 1891 North Gaffey Street, Suite 221, San Pedro, CA 90731. The phone and FAX numbers remain the same - (310) 547-9404 for the phone and (310) 547-9405 for the FAX. The new offices occupy approximately 1,800 square feet of office space encompassing six private staff offices, a conference room, a storage room and a large reception/lobby area. “We are very pleased with our new location,” said former Councilman Svorinich. “We are located between a Home Depot and a new Target store- We’re in Heaven!”

Port Tenants Top Client List for 7th Straight Year

Port of Los Angeles - Port tenants have accounted for the largest percentage of the Svorinich Companies clientele for the seventh straight year in a row. Port clients account for approximately sixty-percent (60%) of the gross income for the firm.

“As we are located in geographic proximity to the Port of Los Angeles, it only makes sense that serving port tenants remain our ‘niche’ in the government affairs and advocacy,” said former Councilman Svorinich. “We are very proud to represent clients with port related issues. We are also very proud of the professionalism and ‘can do’ spirit of port management and staff regarding the myriad of issues that are brought before them on a frequent basis”.

What attracts clients to the Svorinich firm when it comes to port related issues is the fact that former Councilman Svorinich was the eight-year vice-chairman of the city council committee which oversaw port (as well as airport and

Department of Water & Power) operations and the chairman of the city council ad hoc committee on waterfront development. Svorinich also served as chairman of the Alameda Corridor Transportation Authority which is responsible for a large percentage of goods movement from the port to inland transportation hubs.

Currently, the Svorinich firm is responsible for client issues involving lease negotiations, regulatory compliance, crisis



management, lease and permit transfers, land acquisition and government relations with the Port of Los Angeles.

Land Use Issues Rank 2nd in Firm's Practice

Greater Los Angeles - Whether it be assisting land owners and developers obtain the proper zoning for their projects or business owners receiving Conditional Use Permits (C.U.P.'s) or other types of permits or licenses (including beer, wine, and liquor) for their on-going or new business, the Svorinich Government Affairs division has been working with a diverse clientele over the past year.

One notable current client includes Bisno Development Company which is developing the Ponte Vista community in San Pedro. Vice-President Irene Mendoza is the primary lead consultant regarding community outreach efforts for the Svorinich firm while former Councilman Svorinich assists with the advocacy efforts and community outreach as well.

Regulatory Compliance Part of Firm's Services

Greater Los Angeles - Assisting companies that in some way are regulated by government agencies are a key

component of the services that the Svorinich Companies provide.

The firm has assisted ambulance companies with their city and county licenses and permits, taxi cab and tow truck companies with their licenses and franchise agreements with various city governments, waste management companies with their contracts with municipal governments and other miscellaneous service providers to cities such as public works contractors.

In addition, the firm specializes in assisting firms establish first-time relationships with municipal governments for their products and services. Svorinich Government Affairs can assist businesses in Request for Proposal (RFP) and Request for Qualification (RFQ) processes as well as professional service agreements through both sole source and competitive bid processes.

LAX Private Parking Assoc. Retains Firm

LAX - The Los Angeles Off-Airport Private Parking Association has retained the Svorinich Companies government affairs division to assist with their issues at Los Angeles International Airport.

The firm was approached by fifteen of the companies who provide off-site parking and shuttle services to the various terminals at LAX to assist with regulatory and governance policies that are mandated by the City of Los Angeles.

The firm also assisted in forming the association, writing its by-laws and implementing a strategy and program of work to help the association introduce itself to key LAX decision makers (both mayoral appointed commissioners and senior management). Senior Account Manager Darius Saffaie is responsible for internal association affairs while former Councilman Svorinich leads in external advocacy and outreach efforts.



Fall 2008 Newsletter



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Political Services Key to 2009 Business Increase

Greater Los Angeles County - Svorinich Political Services is preparing for a busy and active Spring Election Season in the County of Los Angeles. Approximately half of the 88 cities in Los Angeles County will hold municipal elections in Spring 2009 and many others will hold elections in November 2009 as well.

In addition to city council elections, various school boards, college boards and special districts will have seats up for election in 2009.

“Officeholders across Los Angeles County know of our fine reputation in providing sound advice and timely service to our clients,” said Tom Shortridge, senior vice-president of the political division. “We take great pride in taking a personal stake in the campaigns of our many elected official friends.”

With over 400 candidates for the various offices being sought, the firm will offer services ranging from complete campaign management to providing “retail” materials such as voter contact lists, web site design, direct mail, signs and various

other voter contact services. “We do it all”, said Shortridge. “And we can develop a campaign to meet any candidate’s budget to optimize the chances of victory on election day.”

Officeholders and candidates interested in retaining the firm’s services should contact Shortridge at (310) 547-9404, ext. 106.

