



# OneLA: Regional Collaborative

*Capitalizing on Partnerships to Support a Thriving Region for All*

---

As of August 21, 2020



**Andrea Nunn is Senior Vice President** for the Los Angeles Area Chamber of Commerce where she leads the Los Angeles Area Chamber of Commerce's Entrepreneurship and Innovation department. She is responsible for connecting entrepreneurs, small business and talent across the Los Angeles region. Then Entrepreneurship and Innovation department is impact driven and focused on economic mobility for entrepreneurs, small business owners and the next generation of workforce. By championing partnerships, alliances and collaboration through a wide variety of engagement opportunities, Nunn support the Chamber's mission to create a more diverse, equitable and inclusive thriving region for all.

Nunn specializes in developing mutually beneficial partnerships between companies and in managing all aspects of client services relationships: needs assessment, solution-based proposals, cross-departmental collaboration, integrated strategic sales and marketing plans. Prior to the Chamber, Nunn was VP of Business Development & Strategic Alliances at the Los Angeles Times, responsible for leading new revenue initiatives, where she also managed the Media/Books, Healthcare/Education and Co-Op sales teams with advertising revenue responsibility of over \$35MM. Nunn also served 15 years at HBO. As VP of Domestic Network Distribution, she was responsible for over \$600MM in revenue, leading and managing HBO's DIRECTV business and its 2<sup>nd</sup> largest affiliate partnership. Nunn began her career in advertising and marketing at McCann-Erickson, specializing in account management, strategic planning, budget management, and creative/media direction for national corporate accounts in airline, hotel, newspaper publishing, film, and aerospace industries, including Cathay Pacific Airways, Continental Airlines, Doubletree Hotels, Los Angeles Times, Agfa Motion Picture Film, Allied Signal, and Lockheed Corporation.

Nunn received the Advanced Advertising Studies Certificate from the University of Southern California and graduated summa cum laude from Woodbury University with a Bachelor of Science in Marketing/Fashion, Business Administration.



**Jesse Torres is Principal for ArroyoWest LLC**, a minority-owned consulting firm based in Los Angeles County. The primary practice areas for ArroyoWest include economic and workforce development, procurement and supplier diversity, disaster preparedness and general business strategy. Torres is the former principal Small Business Advocate for the State of California and Deputy Director of Small Business and Innovation for Governor Brown's Office of Business and Economic Development (GOBiz). During his three-year tenure at GO-Biz, Torres was successful in securing more than \$108 million in state general funds to provide match and capacity building grants for the federal small business technical assistance providers operating in California.

Torres also administered a portfolio of high-profile programs including the state's Innovation Hub (iHub) Network, the state's defense supplier diversification and cyber resiliency program, CASCADE, the California Cybersecurity IT Health Advisory Board, and the California Cyber Innovation Challenge. Torres also led small business recovery efforts for GO-Biz following major disasters including the destructive 2017 Northern California Tubbs and Southern California Thomas Fires and Montecito mudslides. Prior to joining GO-Biz in 2015, Torres served as Regional Director for the Los Angeles Small Business Development Center Network, where he oversaw a network of nine small business development centers operating in Los Angeles, Ventura and Santa Barbara counties.

Torres is Chair of the Board for California Association for Micro Enterprise Opportunity, Advocacy Chair for Union Station Homeless Services, and was appointed by Los Angeles Mayor Eric Garcetti to the City's seven-member Small Business Commission.

Torres is a Southern California native and received his Master of Business Administration from Pepperdine University and Bachelor of Arts in Psychology from the University of California Los Angeles.

## Mission & Vision

### OUR MISSION

We design and advance opportunities and solutions for a thriving economy that is inclusive and globally competitive

### OUR VISION

A Thriving Region for All

## Our Priorities

### ADVOCACY

Advocating for business as a driver of a strong economy that enables prosperity for all

### GLOBAL ENGAGEMENT

Advancing Los Angeles' role as a powerful and dynamic region integral to the global economy

### COMMUNITY COLLABORATION FOR ECONOMIC GROWTH & MOBILITY

Advancing efforts that eliminate barriers and maximize opportunities for economic prosperity





The OneLA Regional Collaborative seeks to vastly improve access to local contracts worth billions of dollars through user-friendly platforms and wrap-around support services.

In a region where 90% of the businesses are considered small and one in two employees work for a small business, the OneLA Regional Collaborative establishes a hub new one-stop shop that positions entrepreneurs at the center and removes many of the barriers that often stood in the way of the region's diverse panoply of disadvantaged and smaller firms.

## ORIGIN AND LEAD ORGANIZATIONS



- **Formally launched in September 2019**
- Led by Los Angeles Area Chamber of Commerce, County of Los Angeles Department of Consumer and Business Affairs and Internal Services Department, and Founding corporate sponsor, Citi Community Development



## OUR FAMILY OF PARTNERS



**LOS ANGELES AREA**  
CHAMBER OF COMMERCE



One**LA**

Founding Corporate Sponsor



Founding Public Partners



Technology Partner



Utility Partners



Public Partners



Private Partners



NBCUniversal

Community Partners



University of  
La Verne



## THE FOUR PILLARS

### TRAINING

Cohort style training developed and implemented with the support of federal small business technical assistance programs and input by public agencies and community partners.

### ADVISING

Personalized 1:1 advisory services to small, diverse and disadvantaged businesses through the collaborative network of Chamber, public agencies and technical assistance programs.

### MATCHMAKING/ RELATIONSHIP BUILDING

Connect with agencies, primes, business owners and technical assistance providers through effective matchmaking and relationship building.

### EASY CERTIFICATION

Open access to the Avisare certification platform – an innovative and easy-to-navigate tool for small businesses to attain the necessary certifications and apply for contracts.



## ADVISING



**BIXELEXCHANGE**  
EMERGING TECH CENTER AT THE L.A. AREA CHAMBER



### Bixel Exchange Small Business Development Center (SBDC)

Bixel Exchange is hosted in the Los Angeles Area Chamber of Commerce under the Center for Innovation and Technology. Within Bixel Exchange is the SBDC, which will expand it's services beyond technology and into contracting small business advising.

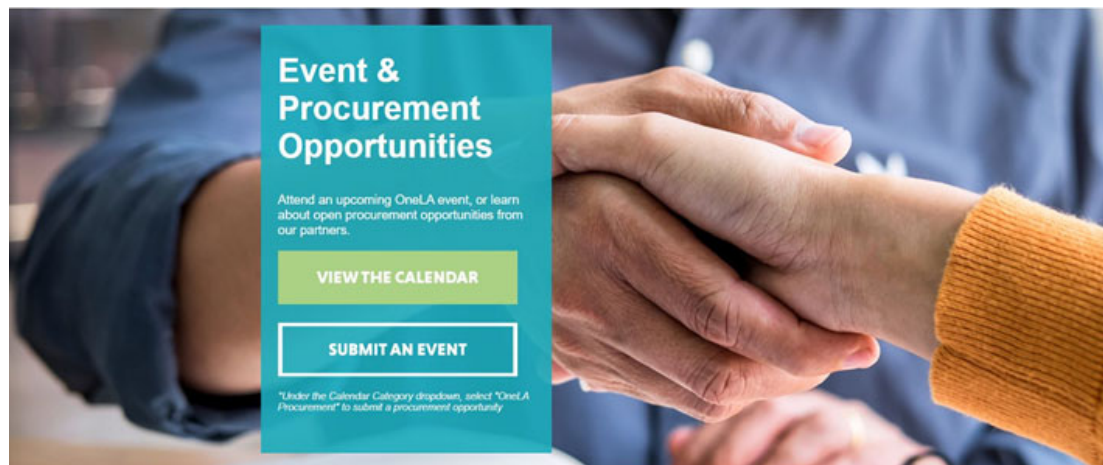


LOS ANGELES COUNTY  
**CONSUMER &  
BUSINESS AFFAIRS**

### LA County Procurement Technical Assistance Center (PTAC)

The Los Angeles County Department of Consumer and Business Affairs (DCBA) operates the Los Angeles County Procurement Technical Assistance Center (PTAC). The PTAC helps your business compete for government contracts by connecting you to local, state and federal contracting opportunities relevant to your industry

## MATCHMAKING/ RELATIONSHIP BUILDING



### Event & Procurement Opportunities

Attend an upcoming OneLA event, or learn about open procurement opportunities from our partners.


[VIEW THE CALENDAR](#)


[SUBMIT AN EVENT](#)

\*Under the Calendar Category dropdown, select "OneLA Procurement" to submit a procurement opportunity

## EASY CERTIFICATION



 **ONELA**  
Regional Procurement Collaborative

Powered by  **AVISARE**

### Welcome to OneLA

**OneLA is a regional procurement marketplace where businesses can access local contract opportunities and apply for certifications in ONE location.**

Free for businesses.  
Sign up today to:

- 1 Apply for business certifications
- 2 Explore & get matched with contracts opportunities from multiple agencies
- 3 Get discovered by prime contractors

**Create your free account now!**

Create your free account (takes 3 minutes) and experience the simpler way to get connected for contract opportunities and grow your business.

First Name

Last Name

Email Address

Password

**NEXT**




**Avisare**


Hello, welcome to **Avisare!**

We are an online platform that connects businesses with contract opportunities, using one universal profile.

Businesses can sign up for **FREE** to start browsing contracts opportunities right now. To create your **FREE** account, click [HERE](#).

Let us know if you have any questions, we are only a click away.

Write a reply...    



**TRAINING**



The program is structured over the course of one year. Courses are provided online and in a classroom setting. The greatest value to the agency is establishing a program over a one-year period to deliver the highest and greatest value to participants. The proposed program would provide three objectives and would be broken down in phases:

- **Phase 1: Online Education of the understanding of the requirements to be an established government contractor**
- **Phase 2: Contract Strategy Planning**
- **Phase 3: Established Growth through Contracting**




## LOOKING TO WIN CONTRACTS?

THE ULTIMATE TRAINING PROGRAM FOR BUSINESSES SEEKING TO SUCCEED IN CONTRACTING

**Sign up today to qualify for OneLA's Building Business to Win Contracts Program:**



**Phase 1: Contractor Bootcamp (two months)**

- Financial stability
- Government spending research
- Procurement identification
- Certifications, SAM, DIR, DUNS and Cage
- Project management preparation
- Expansion planning

Upon successful completion of Phase 1, participants will be invited to apply to Phase 2 and 3 of the program.



**Schedule**

**May 11, 2020 | 11:00 a.m.**

- Program overview presentation at the Chamber (applicant attendance mandatory).

**May 13, 2020 | 10:00 a.m.**

- First webinar becomes available.

**May 18, 2020 | 10:00 a.m.**

- Second webinar becomes available. Assignments due from session one.

**May 27, 2020 | 10:00 a.m.**

- Third webinar becomes available. Assignments due from prior session.

**June 1, 2020 | 10:00 a.m.**

- Final webinar, recap and evaluation of assignment submissions

Upon successful completion of Phase 1, participants will receive a Chamber certificate and complimentary ticket to BIZCON SoCal.

**APPLY TODAY**

[lachamber.com/onelatraining](http://lachamber.com/onelatraining)

An all-inclusive contracting and business training program designed to help businesses capitalize on today's contracting opportunities.

OneLA's contracting program helps to minimize the complexities and provides businesses with tools, resources and training to successfully navigate through the contracting process from end-to-end.

**Objectives:**

- Learn the process
- Prepare your business
- Identify opportunities
- Develop and submit proposals
- Win and manage contracts



Founding corporate sponsor:



Los Angeles Area Chamber of Commerce  
350 S. Bixel St. | Los Angeles, CA 90017 | 213.580.7500 | [lachamber.com](http://lachamber.com)

**Phase 1: Online Education of the understanding of the requirements to be an established government contractor**

**MILESTONE COMPLETED -  
73 Small Businesses.**

- Financial stability
- Government spending research
- Procurement identification
- Certifications, SAM, DIR, DUNS and Cage
- Project management preparation
- Expansion planning

**Phase 2: Contract Strategy Planning**

**MILESTONE IN PROGRESS – 20 Small Businesses. 3 are contract winners to date.**

- Understanding procurement methodology
- Producing proposals/ cost analysis
- Teaming agreements and MOU's
- Negotiations and business tactics
- Contract administration

**Phase 3: Established Growth through contracting**

- Producing contract pipeline
- Forecasting opportunities
- Established processes pertaining to contract cycles
- Develop Government contract division within the company

**MARKETING**

Collaboration between Los Angeles Area Chamber of Commerce and Citi Public Relations on a OneLA Visibility Campaign featuring testimonials from cohort training members:

- Three contract winners
- Women-owned, minority owned business successes
- Unique stories of pivoting in COVID-19





## **OPPORTUNITIES FOR GROWTH/EXPANSION**

## COVID-19 BUSINESS SUPPORT

### ONELA: MATCHING NEEDS WITH SUPPLIERS

As the country and our region addresses **COVID-19**, the Chamber would like to connect those that need supplies with manufacturers and service providers that may be able to fulfill those needs. Below are current opportunities for both suppliers and those in need.

Items Requested  
▼

Staffing/Employment  
Opportunities  
▼

Manufacturers & Service  
Providers  
▼

Submit Your Need or Resource  
▼



**SUPPORTING  
INCLUSIVE  
ECONOMIC  
RECOVERY**

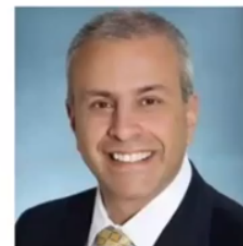
**Hundreds Gather Virtually To Discuss a More Inclusive and Sustainable California**

CA Fwd's Regions Recover Together highlighted the need to create systemic change through an equity lens

**A Rapid Regions Up Recovery**



Chris Dombrowski  
GO-Biz



Julian Parra  
San Diego Regional Economic Development  
Corporation



Maria Salinas  
LA Chamber of Commerce

“We can’t recover and build what we had before. What we had before wasn’t working. We have to build anew.”

– Maria Salinas

**SUPPORTING  
INNOVATIVE  
AND INCLUSIVE  
WORKFORCE  
DEVELOPMENT**



The poster features a blue background with a white laptop in the center. The laptop screen displays a grid of 12 small video call windows, each showing a different person. The text 'SoCal Success for All' is prominently displayed in white, with 'Virtual Job Fair' underneath it. The Los Angeles Area Chamber of Commerce logo is in the top left, and SoCalGas and Sempra Energy logos are in the top right. A white box on the right contains the event details: 'THURSDAY, SEPT. 3', '10:00 a.m. – 12:00 p.m.', 'Via Zoom', 'FREE Admission', and a red 'RSVP' button. A large red 'SAVE THE DATE!' text is in the middle. Below it, a paragraph describes the challenges of the current economic and health crises and the goal of building a viable workforce. A quote states, 'We know Talent is Equally distributed, but Opportunity is not.' and encourages joining, sharing, and attending. A teal banner at the bottom provides contact information for sponsorship opportunities.

**LOS ANGELES AREA**  
CHAMBER OF COMMERCE

**SoCal**  
**Success for All**  
Virtual Job Fair

**THURSDAY, SEPT. 3**  
10:00 a.m. – 12:00 p.m.

Via Zoom  
FREE Admission

**RSVP**

**SAVE THE DATE!**

Our communities are facing unprecedented challenges during the current economic and health crises. The L.A. Area Chamber and our partners are focusing on solutions that provide opportunities and build a viable workforce for the Los Angeles region. Join us for a virtual job fair with community and business leaders across all sectors. Applicants will learn about available positions and gain vital skills to help them find good paying jobs.

**We know Talent is Equally distributed, but Opportunity is not.**

Join us, share and attend!

For sponsorship opportunities, contact Andrea Nunn at [anunn@lachamber](mailto:anunn@lachamber).



# About Workforce Development Initiatives

Our communities are facing unprecedented challenges during the current economic and health crises. The L.A. Area Chamber and our partners are focusing on solutions that provide opportunities and build a viable workforce for the Los Angeles region.

Join us on **Thursday, Sept. 3** from 10:00 a.m. - 12:00 p.m. for a virtual job fair with community and business leaders across all sectors.

Applicants will learn about the available positions and gain vital skills to help them find good paying jobs.

We know talent is equally distributed,  
but opportunity is not.





**Isidro Villanueva is Senior Business Engagement Manager within the County of Los Angeles Workforce Development, Aging and Community Services Department (WDACS).** Working alongside the County's Network of Business Services Representatives, he aims to achieve WDACS' objectives, which include creating career pathways for those with the greatest barriers to employment; building partnerships with the private sector and labor to ensure family-sustaining wages; incentivizing training and workforce development in High Growth Industries; and advocating for statewide policies to ensure that communities of color are receiving access to job training and placement opportunities.

## THE BIG QUESTIONS AND OPPORTUNITIES

### **SUPPORTING INNOVATIVE AND INCLUSIVE WORKFORCE DEVELOPMENT**

- HOW CAN WE BUILD A BETTER WORKFORCE FOR OUR PARTICIPATING OneLA FIRMS?
- HOW CAN WE BUILD IN A NEW, VIRTUAL COVID-19 NORMAL?
- HOW DO WE ASSIST FIRMS WITH RAPID ECONOMIC RECOVERY?
- HOW WE BUILD ANEW AND WITH INCLUSIVITY IN MIND?



# OneLA Regional Collaborative

A stylized illustration of a city skyline at sunset. The sky is a mix of orange, red, and purple. The buildings are in various shades of orange, yellow, and red, with some white highlights. The overall style is modern and graphic.

## Join The Collaborative

- For more information visit [One-LA.org](http://One-LA.org)

For questions please contact:

- Andrea Nunn at [ANunn@lachamber.com](mailto:ANunn@lachamber.com)



## QUESTIONS