

Ueberroth to lead advisers

Wilson names panel on competitiveness

By Marc Lifsher
The Orange County Register

SACRAMENTO — Former Olympics czar Peter Ueberroth will lead a new council of economic leaders picked by Gov. Pete Wilson to explore ways to keep businesses from abandoning California.

The 17-member Council on California's Competitiveness will have free rein to study issues that could be making it more difficult for manufacturers and service industries to profitably operate here, Wilson said.

The council will examine taxes, workers' compensation, tort and liability reform, governmental regulations, the state's education system and its public-works projects.

"The concern is widespread throughout California that we are not competitive," Wilson said in announcing the council.

Businesses fleeing the state last year took with them 400,000 jobs, Wilson said.

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Gov. Pete Wilson, left, chose ex-baseball Commissioner Peter Ueberroth, right, to lead economic advisers. The Associated Press

ADVISERS: Five OC men among group

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"In this day and age, with the world changing like it is, you have to flat-out get out and compete," Ueberroth said. "That's what this council is about. It's about jobs and how can California be a lot more effective in retaining the jobs it has. ... And bringing new jobs in to compete with the other states and foreign countries."

Ueberroth said the council expects to work through the Christmas and New Year's holidays and make a report to the governor and Legislature by early spring.

Ron Cedillos of Huntington Beach, another of the five council members from Orange County, said the council's work would "help set the road map and the blueprint for California for at least the next decade."

The council, Wilson said, should suggest how government can lessen the regulatory burden on business while still protecting the environment and worker safety.

"We are concerned with our ability to cut through this welter of regulations and not impose job-killing costs," the governor said.

“You have to flat-out get out and compete.”

Peter Ueberroth
leader of new council

Wilson's council on competitiveness

Gov. Pete Wilson named Laguna Beach entrepreneur Peter Ueberroth and four other Orange County business and labor leaders to a new 17-member Council on California Competitiveness. The unpaid group will explore "finding ways to help our state compete and create new jobs."

The Orange County members:

■ **Peter V. Ueberroth**, Republican, Laguna Beach. Ueberroth gained international fame as president and chief executive officer of the Los Angeles Olympic Organizing Committee in 1984. He ran one of the most successful Olympic Games in modern history. The spectacle, financed with private funds, earned a \$222 million profit. The surplus has been invested in youth and sports-training programs. Ueberroth, who has been touted as a potential candidate for high elected office, also served as commissioner of Major League Baseball from 1984 to 1989. Ueberroth, involved in investments, owned First Travel Corp., a high-volume travel business he founded in 1962 and sold in 1980.

■ **Walter Gerken**, Democrat, Corona del Mar. Gerken is the former chairman and chief executive officer of the Pacific Mutual Insurance Co. of Newport Beach. Although retired, he serves as chairman of the company's executive committee. Gerken is a veteran activist in industry and Democratic Party organizations. He was chairman of the American Council of Life Insurance and sat on the Business Advisory Committee Commission of the 1984 Olympic Games.

■ **David Moore**, Republican, Irvine. Moore is president of the Western Growers Association. The organization represents most large farming and agribusiness operations that grow, pack and ship fresh fruit and vegetables in California and other Western states.

■ **Ron Cedillos**, Republican, Huntington Beach. Cedillos is president and sole shareholder of Cedillos Testing Co., an Orange County-based aerospace testing-equipment manufacturer. He is a major Republican Party fund-raiser. Cedillos is a former Army paratrooper and has earned a black belt in karate.

■ **Bruce Lee**, Democrat, Fullerton. Lee is a regional director in Southern California for the United Auto Workers. He also is vice president of the Los Angeles County Federation of Labor. Since 1983, Lee has been working to craft a more collaborative relationship between labor and management at the New United Motor Company automobile manufacturing plant in Fremont. The factory is a joint venture of Toyota of Japan and General Motors.

— Marc Lifsher/The Orange County Register