

Bleak Outlook

► PERRIE M. WEINER

Co-Managing Partner
DLA Piper, Century City office

The overall economy is not yet in a shambles, rather the real estate and capital markets are. And the stock market is reacting to it. We have come off of one of the longest bull markets in history, and now are in a long-overdue bear market. If we are in a recession, we just entered it. And, while there is a lot of investment capital, it's still waiting on the sidelines to determine when we have hit bottom.



Weiner

► JEFFREY POLLARD

Chief Financial Officer
Americas United Bank

I can't speak to World War II, because I'm a bit younger than Eli Broad, but I certainly think that the economy is very fragile right now and I'm surprised by the momentum and volume of negative news. There's a lot of bad news and it's

L.A. billionaire Eli Broad recently said the current economic downturn is the worst since World War II. So the Business Journal asks:

How severe is this downturn?

coming out very quickly and it seems to be piling on. Most people that I encounter are becoming very conservative due to the media's communication of doom and gloom.

► NANCY JARECKI

Founder
Betty Beauty

I think all new businesses in a time of economic downturn will be hit somehow. We haven't seen that too much here – people want to feel good and beautify themselves. It's really the behind-the-scenes that we're being hit on: shipping, gas prices and the like. The beauty world, in general, I don't think will be hit too hard – you get a lot of bang from feeling good about yourself.

► KEN MILES

Managing Partner
NSBN LLP

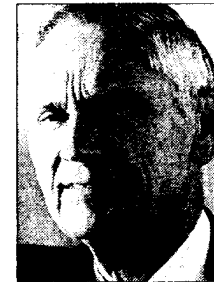
I'm not as old as Eli, but I do think that this current economic period is having a very negative

impact on a lot of people. Everything from the price of oil, to the price of food, to the loss of jobs and the decline in individuals' retirement plan values are certainly having a very recessionary effect on everybody.

► JOHN WHOLIHAN

Dean Emeritus
Loyola Marymount University

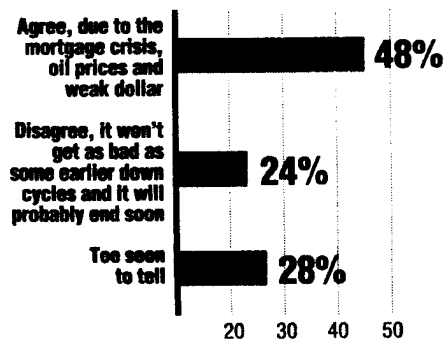
It is quite premature to declare this to be the worst economic downturn. It has the potential to be the worst, given the mortgage, housing, oil and banking crises, but we are not there yet. The economy is resilient and diverse. People have started to conserve and focus on how to survive. These are positives not to be disregarded.



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Los Angeles Business Journal Poll

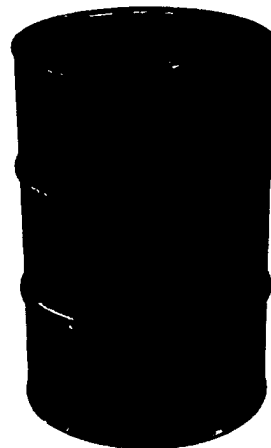
Eli Broad said this is the worst economic downturn since World War II.



Online results for week ended July 15

Which is of greater concern?

AMERICA'S DEPENDENCE ON FOREIGN OIL...



... OR FOREIGN BEER?



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ASSOCIATE SALES MANAGER
DARRIN SENNOTT
BUSINESS DEVELOPMENT MANAGER
NATALIE DIEKMANN
ADVERTISING ACCOUNT MANAGERS
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SHERI GRAHAM
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