

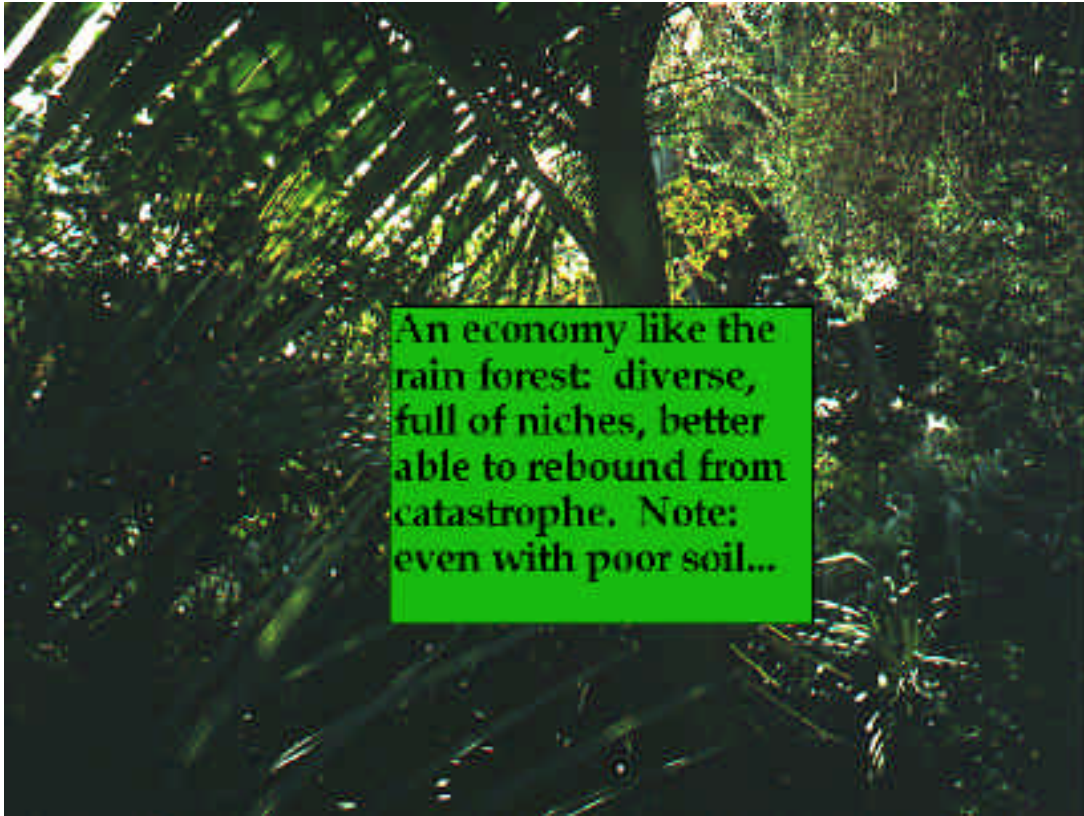
layoffs in late 1999
 Mobil
 Exxon
 Lockheed Martin
 Pratt-Whitney
 Boeing
 Volvo
 Coca-Cola
 Hasbro
 Footlocker
 Bell South
 ATT
 IIT
 EMI
 PacifiCare
 Geocities
 Amazon.com
 Qualcomm
 Western Digital
 IBM

The economy is up!
The stock market is great!
Unemployment is down!
...and yet...
1999 - 630,450 job cuts
led by big corporations (as of November).
1993 - 613,000+ job cuts.
Economists call the 90s:
"The decade of downsizing."

Jobs added to the US Economy in Jan., 2000: 387,000!

IBM did how well in the personal computer business in 1999?

A. Made a million dollars. **C. Made a billion dollars.**
B. Lost a million dollars. **D. Lost a billion dollars.**



An economy like the rain forest: diverse, full of niches, better able to rebound from catastrophe. Note: even with poor soil...



Southern California (five counties)
Top Employers

1991

Los Angeles County
McDonnell Douglas
U.S. Government
Los Angeles USD
Northrop
Rockwell
Lockheed

1998

Los Angeles County
Los Angeles USD
U.S. Government
University of Cal.
U.S. Postal Service
Boeing
City of Los Angeles

Around the corner...

Top Employers 2010

Macro
IBM
Soft
Gas
Movie
Net
Phone & Bank
Big Company

UNITED STATES
POSTAL SERVICE



Orange County, California
\$104.9 billion economy.

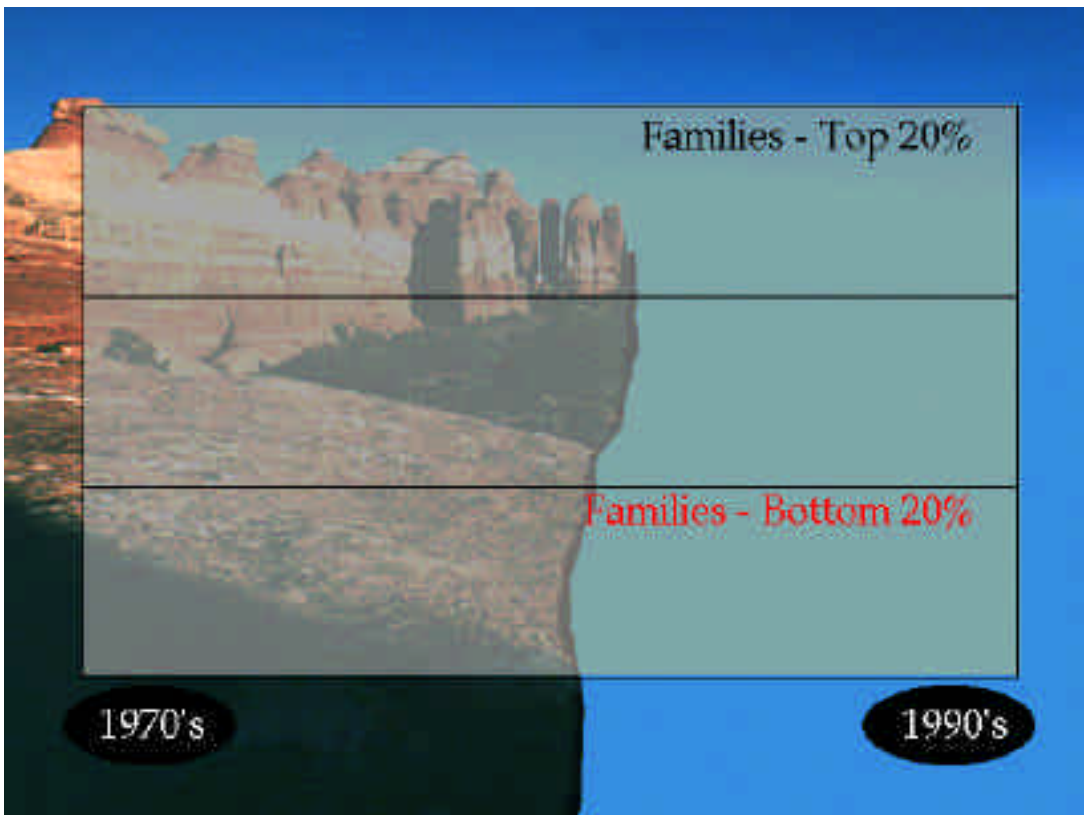
75% of business have less
than 10 employees.
50% have less than 5.

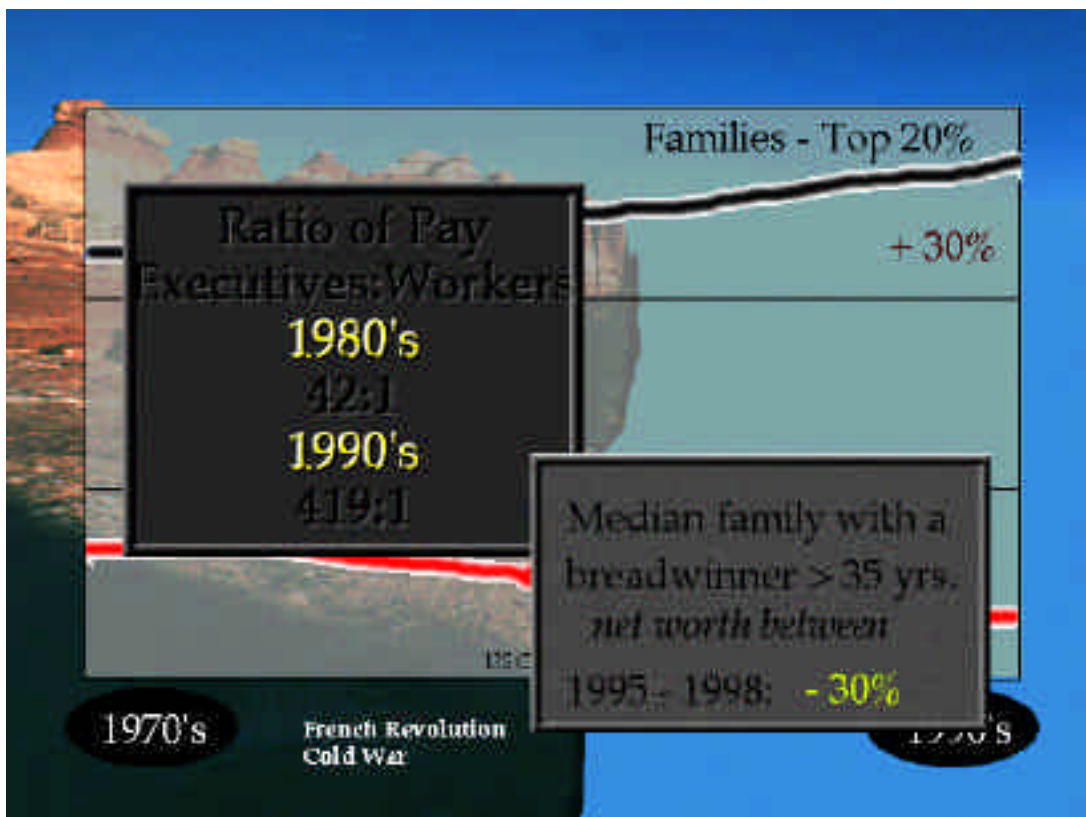
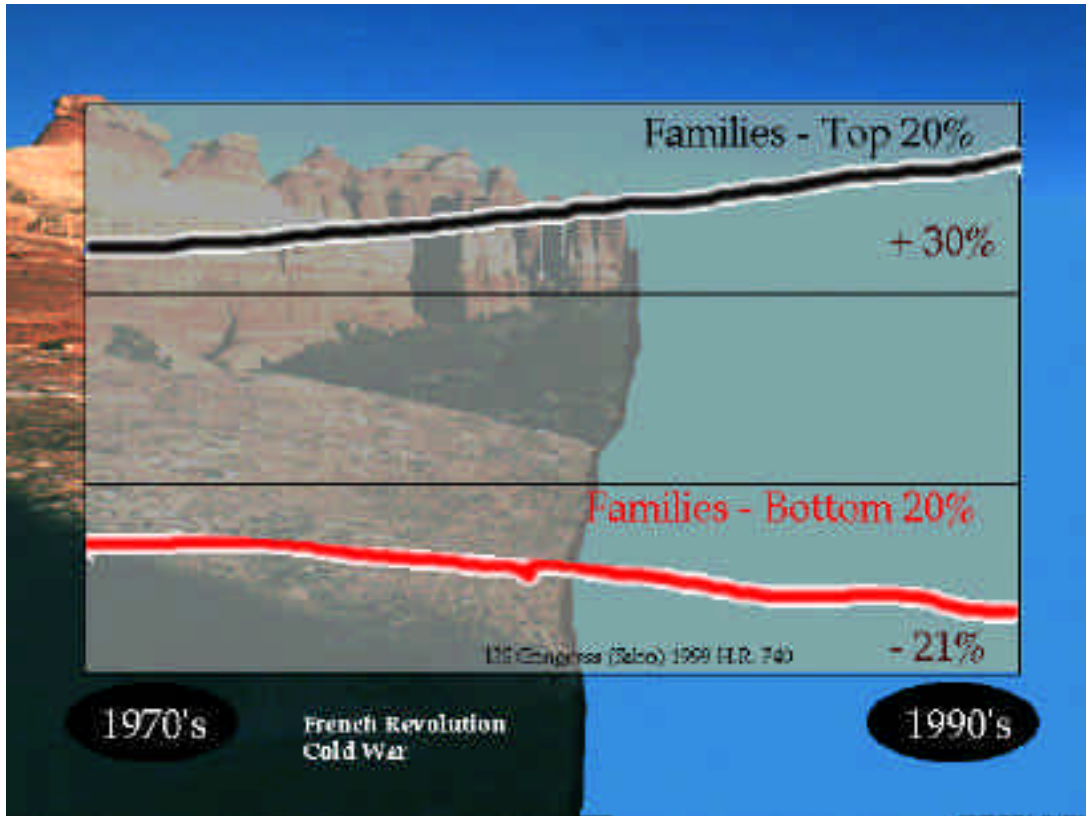
Harvard Graduate School
of Management: 40% go to
small business. Lawyers, too...

"Our kids will do better than we did"



Orange County median
hourly wage:
1989: \$13
1998: \$11.96





Mexican Daily Wage Purchasing Power

	1976	1996
Milk (qt.s)	21.2	6.1
Sugar (lb.s)	15.8	2.5
Gas (gal.s)	11.0	2.3
Tortillas (lb.s)	12.4	6.1

1981 - College
graduates earned
50% more than
non-college
graduates.

