



CRAZIFORNIA: Tales from the Tarnished State

Laer Pearce Speaker Profile

California's Crazyness Explained With Insight and Humor

Readers of Laer Pearce's #1 Amazon best-selling* **Crazifornia: Tales from the Tarnished State - How California is Destroying Itself and Why It Matters to America** know Laer's unique ability to explain all that's wrong with California with a sense of humor that's the spoonful of sugar that helps the medicine go down.

He's the perfect, timely speaker for civic, business and political groups.



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“Laer hit it out of the park! People were still talking about it in the hallways well after the presentation was over.”

* 21st Century History October 2012

Speaker Topics



- **Crazifornia - Tales from the Tarnished State**

An action-packed 20-minute overview of all that's wrong with California - the craziest anti-business policies, the most heavy-handed regulators, the wildest acts of bureaucratic incompetence, and the dirty (and oily) truth about Jerry Brown - plus what it's costing Californians and what we can do about it.

- **Roll Up the Red Carpet - The Disastrous Effects of California's Outrageous Anti-Business Policies**

No Crazifornia stories are more compelling than those revealing the depth and consequences of the state's anti-business policies. Laer explains what those policies are, what they cost the state, and what the chances are that things will change.

- **Environmental Over-Regulation - How Being America's Leading Regulator Leads California to the Bottom**

Californians' love affair with its beautiful natural surroundings has helped protect the state, but at a cost. Laer explains the roots of California's regulatory exuberance, shares some of its craziest regulations, details the negative consequences and suggests a path back to regulatory reasonableness.

- **Introductions and Panel Participation/Moderation**

Crazifornia provides Laer with the context for powerful introductions of keynote speaker and conservative political candidates. Laer also makes panels more exciting and informative, either as a participant or a moderator, as members of the American Water Works Association, the Association of California Cities, the Building Industry Association, the California Mining Association and many other business and civic groups can attest.

Contact Laer Pearce at:

crazifornia@laer.com

(949) 683-3360

22892 Mill Creek Dr.

Laguna Hills, CA 92653

Speaker Biography



Laer Pearce, California Commentator



Sample Introduction

Our speaker today is Laer Pearce, author of "Crazifornia, Tales from the Tarnished State." Fittingly, he was born in Oakland, a California city that's now facing bankruptcy, in a hospital that has since been torn down to make room for a housing development that since has gone bust.

For the past 31 years, he has been president of Laer Pearce & Associates, a public affairs firm with offices in Orange and San Diego counties. There he helps his clients hack their way through the jungle of regulations California puts in their way. He's picked up a lot of great stories along the way, which he'll share with us today.

Laer Pearce is a California public affairs expert with more than 30 years of experience navigating California's legislative and regulatory processes.

He's seen first hand how California has become progressively more "crazy" - more anti-business, more spendthrift, less rational and less competent. Experiencing this dysfunction up close prompted Pearce to write *Crazifornia: Tales from the Tarnished State*. Equal parts tragedy and comedy, *Crazifornia* details how this once great state was destroyed by good and bad intentions, incompetence and a lack of understanding of how the real world works.

Pearce gained his insights at his public affairs firm, Laer Pearce & Associates, which he opened in 1982. The firm helps home builders and land developers, water agencies, local municipalities, airports, health-care plans and other regulated businesses find success in the face of regulatory over-reach and bureaucratic ineptitude. Every time he feels he has a thorough grasp on what California can do to a project or policy issue, another "Crazifornia moment" crops up, requiring the play book to be updated.

A California native, he lives in Orange County with his wife (an Orange County native) and two of their three daughters. His oldest daughter, unable to afford the cost of homes in California, moved to Arizona. He and his wife would probably join her, except that he is unemployable in any state that functions well enough to be worth moving to.

About Crazifornia



Synopsis

Crazifornia, Tales from the Tarnished State brims with unforgettable stories of invisible ink ballots, hollering legislators, Post Office Ph.D.s and trains to nowhere, delivering laughs, head-scratching wonder and powerful insights. Whether your interest in California politics is passionate or passing, Crazifornia is a must-read for all concerned Californians ... and anyone concerned that California may be coming their way.

Readers and reviewers give the book high marks (see its reviews at Amazon.com) and have made it an Amazon #1 Best-Seller.*

Through tale after outrageous, funny, tragic tale, Crazifornia explains why California is crashing. Part One provides history and perspective, explaining how the PEER Axis – *Progressives, Environmentalists, Educators and Reporters* – took over the Golden State and work to keep it a leader in Progressivism, generation after generation. You'll also read about Jerry Brown's massive oil holdings and California's incredible influence over the nation's social, moral – and immoral – trends.

Part Two looks at the current state of affairs in the Tarnished State – bureaucratic ineptitude, anti-business policies, a failed education system, entrenched environmentalism, uncontrolled state agencies, unsustainable pensions and a perpetually unbalanced budget, and considers California's options for the future.

Crazifornia can be found on www.amazon.com in paperback and Kindle form, and on all popular eBook outlets. Personalized and signed books are available from www.crazifornia.com.

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* 21st Century History, October 2012

“Laer was the most informative and entertaining speaker we've had in quite some time. He has a powerful message for California, delivered with insight and humor.”

Crazifornia Excerpts



The Tarnished State

The tarnish runs deep on this state that just a generation ago remained justified in calling itself "golden." There are more welfare recipients in California than in the next eight states combined, three times more than the state should have, given its population. Gasoline costs, on average, 30 cents more per gallon in California than in other states, thanks to the bane of tougher-than-average environmental regulations and higher-than-average taxes. ... The state's debt, at a stunning \$361 billion as *Crazifornia* goes to print, is almost 20 percent greater than the debt of New York, the second most indebted state. It's no surprise, then, that California has the worst credit rating of any state, according to most credit-rating agencies. And in the current recession, Californians' income has fallen nearly twice as much as the national average and more people lost jobs, more homes were foreclosed upon, and more big banks went belly-up in California than in any other state.

California's Interesting Political History

The thought of [Republican governor Hiram] Johnson as a reformer was probably met with considerable cynicism by Californians who remembered his father, Grove Lawrence Johnson, a one-term U.S. congressman who left office after being charged with one of the most creatively wicked political schemes of all time. Facing certain defeat at the polls, the elder Johnson somehow saw to it that invisible ink was used on the already-printed ballots to print his name over his opponent's and vice versa. The invisible ink lasted just long enough for the ballots to be marked, then disappeared, so all the ballots marked for his opponent appeared to have been marked for him. But the son proved to be a dyed-in-the-wool Progressive firebrand.

California's Response to the Recession

As the recession clings to California, about the only shovel-ready job in the state is the ongoing installation of barriers to business, to the point where the only thing that's keeping a lot of businesses from fleeing is the recession itself. "It costs a lot of money to move and many companies just don't have it now," [corporate relocation expert Joe] Vranich told me. "Once the recession lifts, I see the exodus from California really picking up steam."

A new motivation for companies to leave lies about as well hidden as a body in a very shallow grave in Gov. Brown's 2012-13 budget. It is the governor's latest reaction to California's business exodus: the Business and Consumer Services Agency. Brown hyped it as an effort to downsize government through consolidation, but it's evident the Business and Consumer Services Agency will "service" business in the way male farm animals "service" female ones.

Crazifornia Excerpts



Environmental Groups Pushing for More Control

California's cap-and-trade program, which imposes iron-fisted emission restrictions on 85 percent of California's economy, should go into effect in 2013, missing its target start-up by a year due to a lawsuit challenging the proposed rules. No, it wasn't truckers, manufacturers or electrical utilities that filed the litigation; it was a gaggle of environmental justice groups that sued because the initial rules weren't devastating enough to satisfy them. Among the arguments these groups made was that the regulations mandated the minimum amount of reductions required to roll back California's greenhouse gas emissions to 1990 levels, not the maximum. Of course, the maximum reductions can only be met by shuttering factories and putting trucks up on blocks.

Hollywood's "War Against Morality"

That Hollywood became the center of this long-running [moral] controversy is ironic given the town's genesis. Two early wealthy Southern Californians, Harvey and Daieda Wilcox, created Hollywood in the 1880s on their 160-acre ranch, declaring the town would be "a peaceful and sacred oasis" where they and other devout Methodists could "practice abstinence and other virtues" in what they viewed as the moral capital of Southern California. When the film industry descended on Hollywood in the early 1900s, the conflicts that occurred as party-throwing movie stars moved in next door to fervently religious neighbors mimicked the nation's conflict, as the forces of morality fought the forces of film's "illicit lovemaking and iniquity," in the words of a study commissioned by President Teddy Roosevelt.

Taking the "Crazy" out of Crazifornia

The public employee pension crisis is but one of the issues that has driven California to the edge of craziness and beyond. Even if the people rise up and force change in pensions, will social program budgets be cut to levels aligned with the social welfare programs of other states? Will new laws more responsive to business replace existing laws that drag down profits? Will the school system be purged of ridiculous mandates from Sacramento and demands from teachers unions, so it can return to excellence? Or even improve to mere mediocrity? Will the state's swooning fascination with environmentalism mellow to a more pragmatic relationship with Mother Earth?

All these 180-degree changes are needed to take the "crazy" out of Crazifornia and turn California back into the Golden State. All still seem a long way off, but at least in the June 2012 primary we got a look at who it is that can drive these changes: individual citizens.

Endorsements



Anyone who is concerned about California's future or who fears that California's maladies will spread to their state should read *Crazifornia*. Laer Pearce, who I've known as a public affairs pro for as long as I've lived in California, has written the most insightful and entertaining book I've ever read on the genesis, depth and – surprisingly – deep funniness of California's perilous condition. Thankfully, this isn't a boring tome touting the next ultimately futile formula for supposedly fixing all that ails California. Rather, it's a story book, full of one astonishing tale after another about what really goes on in California, and why, and what it means to you. In the end, you'll learn a great deal and enjoy it a great deal.— **Hugh Hewitt, Nationally syndicated radio host**

"A terrific book! *Crazifornia* presents a bracing analysis of how a golden state forfeits many of its natural advantages." **Dan Schnurr, Director, Jesse M. Unruh Institute of Politics, USC**

'*Crazifornia*' made me laugh, it made me cry. No, really — one rarely reads such a funny account of such a sad subject. California, my beloved home, has gone from the destination spot in the nation to a pathetic basket case run into the ground by lunatics. Pearce pins the blame where it belongs. This is a great book to read, tearfully, as you pack the house in Orange County and wait for the moving van to take you to Nevada.—**Steve Greenhunt, columnist and author**

No one knows better how bizarre politics and governance are in California than Laer Pearce. He spells it out in *Crazifornia: Tales from the Tarnished State*. The book has a surprising entertaining quality to it as he recounts what amounts to horror stories of a state that has taken environmentalism to a point where it is increasingly impossible to live there.—**Alan Caruba, Bookviews**

If California history is one of your passions, then *Crazifornia* will provide the road map of where this state is and where it is going. With so much potential, California is being driven into a ditch. It's crazy. With an adroit morning-commentary writing style, Laer Pearce provides a dose of reality. But it may drive you crazy.—**John Moorlach, Orange County Supervisor**

Articles and Appearances



Laer Pearce is a frequent commentator and guest contributor to the Daily Caller and California Watchdog. The Daily Caller is read by 5.5 million people a month and covers national and international news. California Watchdog is an independent, online news source that focuses on California government news with a reach of 12,000 unique readers a month. Laer also has provided commentary for such sources as the Washington Times and Builder News Magazine. Below is a selection of his recent articles:

Commentary

California Watchdog:

[California: The Honey Boo Boo State](#)
[Crazifornia: Moneyball Time in Sacramento](#)
[Crazifornia: Dramatic car fleet cuts aren't dramatic enough](#)
[Brown Proposes New Anti-Business Super-Agency](#)
[Brown, Harris Attack Suburban Growth](#)
[Costa Mesa Stands Up to Public Unions](#)
[CA Forward Offers Slate of Phony Fixes](#)
[A Clue to Gov. Brown's Pension Plan](#)
[Port of Call for CA's Crippled Commerce](#)
[Alt Energy Makes State Budget Redder](#)
[California's Crippling Brain Drain](#)

The Daily Caller:

[Crazifornia: California leads the nation ... in failure](#)
[Will Obama take on the sand dune lizards?](#)
[Crazifornia: Jerry Brown shows his hand – and it's union made](#)
[In California, unions are sinking Brown's budget proposal](#)
[A Public Pension Solution ... From California?](#)
[California's public universities are the best. No really.](#)
[California agencies remain oblivious to the deficit](#)
[Keep your eyes on California](#)

FlashReport

[Thank God for California's Public Employee Unions](#)

Washington Times:

[Jerry Brown, oil baron](#)

Appearances

Radio

The Hugh Hewitt Show (nationally syndicated)
Armstrong & Getty Show (San Francisco Newstalk 910, Sacramento KTSE, Stockton KWSX)
Troy Davis Show (Orange County KOCI-FM)

Speaker/Moderator

Association of California Cities
Brea Rotary
Building Industry Association
California Mining Association
California Special Districts Association
Edison Electrical Institute
Huntington Beach Kiwanis
Pacific Coast Builders Conference
Public Relations Society of America
Senior Housing Council
Urban Water Institute
Water Advisory Committee of Orange County
Western States Aggregate Conference