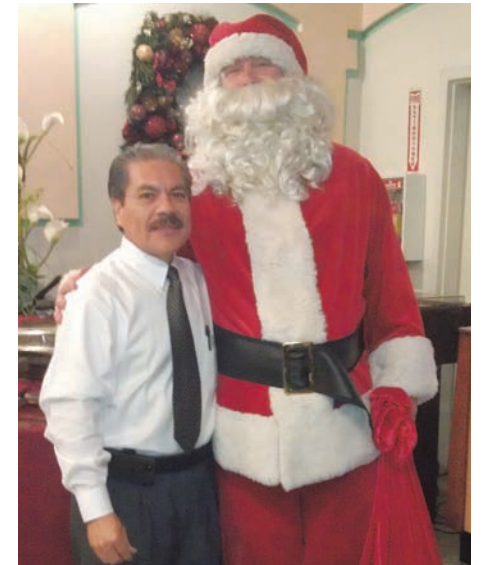


Norwalk Chamber Annual Holiday Mixer A Success

The Norwalk Chamber of Commerce Annual Holiday Mixer was hosted this year by Tacos Don Chente Restaurant and owner Gabriel Ramirez. Entering the Holiday decorated restaurant, guests were welcomed by Chamber Board Members and Staff. Gracing the entrance was a lovely Christmas Tree where donations to the Norwalk Food Pantry were placed. Attendees were asked to network by meeting five new people and discovering their worst Christmas (or other holiday) present received and why. This was an entertaining way to meet new people and find out a little bit about them. Some of the answers to the question were funny, while some stated that they had never received a bad present. From re-gifted perfume, wine glasses or jewelry to toys that don't stop making noise, branches, and a tin of coal, many items made the "worst" present list! Topping the many lists were ugly hats, an old bowling ball and of course, fruitcake!

Oscar Cairo of "Touch of Class Mobile Sounds" provided music for the event of which the highlight was a visit from none other than Santa Claus himself. Santa handed out candy and toys, took photos with the guests and helped Chamber President Lynda Fisher with the raffle drawings. Ending the evening was the big drawing of the "Holiday Wagon of Cheer." Winner of this prize was Teresa Yates, with many other smaller prizes given out.

The Norwalk Chamber of Commerce would like to thank all who attended this event and supported



Photos from Top, L-R, Norwalk Chamber Board Members with Santa Claus, from left, Gary Murphy, Norwalk Florist, Christina Jones, Vicencia & Buckley Insurance Services, Santa Claus, Lynda Fisher, Walmart and Toni Grijalva, Cerritos College; Tacos Don Chente owner, Gabriel Ramirez, our evening host with Santa Claus; Norwalk Chamber President, Lynda Fisher of Walmart pictured with Norwalk City Council Member Marcel Rodarte and Chamber Board Member Carmen Lizarraga of Southeast ROP; Thanking our host, Gabe Ramirez are President Elect Toni Grijalva and President Lynda Fisher and Norwalk City Council Member Marcel Rodarte with Norwalk Chamber President Elect Toni Grijalva of Cerritos College.

the Chamber by purchasing raffle tickets. Special thanks are given to our host, Gabriel Ramirez and Tacos Don Chente, for providing the facilities and a wonderful dinner. Thank you also to Oscar Cairo for

providing the entertainment and the Norwalk Chamber Board of Directors and Ambassadors for their donations. Thanks go to Teri Bazen, Norwalk La Mirada Plumbing and Karla Butler, Thompson Bookkeeping for their

donations of raffle prizes and to our Events Committee Chairs, Toni Grijalva, Cerritos College and Carmen Lizarraga, Southeast ROP for their work on this event.

MESSAGE FROM THE PRESIDENT



The Norwalk Chamber wishes you a Happy and Prosperous 2013! Creating prosperity and success in business comes not only from your current customers, but from building new relationships with the people you meet through our Norwalk Chamber networking opportunities. These opportunities put you face to face with the leaders of the business community and new potential clients. Choose any number of Chamber events to

attend, each one a different experience in networking and building business growth. Below are a few of our upcoming events to put on your calendar. You can visit our Norwalk Chamber website at www.norwalkchamber.com to find additional details on these and other future events.

January 17, 2013 Norwalk Chamber hosts a Candidates Forum Luncheon. 11:30am to 1:00pm 13220 Clarkdale Ave. Norwalk Ca. (Arts & Sports Complex) This event provides you an opportunity to see each of the candidates for the Norwalk City Council and find out more about them. Each candidate will have an opportunity to

address the audience and all will answer important questions about their vision for the City of Norwalk. Cost is \$15.00 presale and \$20.00 at the door and lunch is included. RSVP to info@norwalkchamber.com or call 562-864-7785.

January 30, 2013 Professional Workshop "Essential Information for doing Business in 2013" 8:30am to 10:30am Cerritos Library - Skyline Room - 18025 Bloomfield Avenue - Cerritos, Cost for Norwalk Chamber members \$25.00, non-members \$35.00. RSVPs in advance only, seating is limited. Call 562-864-7784.

January 30, 2013 Norwalk Chamber Open House & New Member Meet & Greet. This event runs from 5:30pm until 7:00p at the Norwalk Chamber Office. This is where you will meet Board of Directors and Staff in an informal mixer setting while touring the Chamber resource center. This is a great time to meet some of our new Norwalk Chamber members. No cost for this event, RSVPs preferred by email info@norwalkchamber.com.

As you can see we have a busy January ahead and even more events coming through the rest of this year. Be sure and bring your business cards and any flyers you may have for your business to Chamber events. The Chamber provides you a location to place your materials so that others can see what your business has coming up in the future. Hoping to meet you and find out all about your business at one of our upcoming Norwalk Chamber events!

Lynda Fisher
President
Norwalk Chamber of Commerce

Norwalk Chamber of Commerce
12040 Foster Road, Norwalk, CA 90650

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JANUARY 2013

NORWALK CHAMBER BUSINESS CONNECTIONS (NCBC) is the Official Publication of the Norwalk Chamber of Commerce.

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**NLMUSD LIAISON
SUPERINTENDENT
DR. RUTH PEREZ**

...

NEW & RENEWING MEMBERS

Renewing Members

The following companies and individuals renewed their membership with the Norwalk Chamber of Commerce and the services we provide are made possible by their support.

37 Years
PDQ Rentals
Dennis Turner
562-944-3206

26 Years
Little Lake USD
Dr. Phillip Perez
562-868-8241

6 Years
Sanchez Restaurant & Catering
Art Sanchez
562-926-1126

36 Years
Dr. Paul Crismon
Optometrist
562-864-6535

21 Years
Cerritos College
Toni Grijalva
562-860-2451

3 Years
St. Linus Catholic School
Sister Catherine Casey
562-921-0336

Southern California Gas Co.
Julia Emerson
800-427-2200

19 Years
Nationwide Environmental
Joe Samuelian
562-860-0604

Walking in the Spirit Ministries
Pastor Timothy & Leshia
213-248-6343

MEMBER TO MEMBER DISCOUNTS

The Member-to-Member Discount Program is a special Chamber program that encourages members to do business with fellow Chamber members. The program helps our members to save money and to increase their exposure. These businesses are offering discounts to Norwalk Chamber Members. Your current Chamber Membership Card must be presented when requesting the discount

CAR SALES

BUDGET RENT-A-CAR AND TRUCK & SALES
Phil Arey OR Craig Wicks
12541 Rosecrans Ave.
Norwalk (562) 407-2800
\$500 Gas Voucher with purchase of car.
While supplies last.

FLORIST

NORWALK FLORIST
Gary Murphy
11947 Firestone Blvd.
Norwalk (562) 863-4478
www.floristnorwalk.com
15% discount off all telephone or walk-in floral orders.

BICYCLE SHOP/PARTS

PAT'S 605 CYCLERY
Ron Patterson
12310 Studebaker Road
Norwalk (562) 864-0740
10% of all products. Show Chamber Membership Card for Discount.

HALL RENTAL

NORWALK MOOSE LODGE
Don Luepritz
11305 Imperial Hwy.
S. Whittier (562) 864-6867
\$100 off Hall Rental + 1/2 off Yearly Membership - only \$30 Call for more details

LODGING

RED LION HOTEL
Yani Lopez
1850 S. Harbor Blvd
Anaheim (714) 383-6185
\$79 Single-Double Occupancy + 17% Occupancy tax & \$1 CA Tourism Resort Fee. Includes 2 full breakfasts and Parking. Call: 1-800-733-5464 Pride Rate code: CM6

OFFICE MACHINES

FIRST CLASS COPIERS
Isaac or Tammie
Downey (562) 928-5091
10% off First Service Call
10% off 1st Supply Order

OPTOMETRIST

Dr. PAUL S. CRISMAN, O.D.
Jackie Garcia
13800 San Antonio Dr.
Norwalk (562) 864-6535
15% off Eye Exam & Glasses

PAINT

DUNN EDWARDS PAINTS
Mark Campos
12125 Imperial Hwy, Unit B
Norwalk (562) 864-7162
(in Paddison Square - next to Applebee's)
A 40% discount on paint only. It's Simple - Just mention that you are a Norwalk Chamber Member

PAYROLL SERVICES

PAY ADVANCE PAYROLL
Dean Harako
721 W. Whittier Blvd. Ste. O
La Habra (562) 697-7920
New Clients receive one month of Free Payroll Services.

PLUMBING HVAC

NORWALK/LA MIRADA PLUMBING HEATING & AIR CONDITIONING
Teri Bazen
11661 Firestone Blvd
Norwalk (562) 868-7777
5% off all work

SEWING & VACUUM SERVICES

NORWALK VACUUM & SEWING MACHINE - SALES & SERVICE
Bill Sanning
14529 S. Pioneer Blvd.
Norwalk (562) 864-7781
15% OFF on service for vacuum & sewing machines.

TIRE SERVICES

PRO TIRE & PREMIER TIRE
Rudy Garcia
16102 Pioneer Blvd
Norwalk (562) 404-8558
No Sales Tax on Purchases.

TROPHIES/AWARDS

WEST GROVE TROPHIES
Esmeralda Gallardo
15602 Graystone Avenue
Norwalk (562) 650-0838
10% off first order. 15% off for schools & churches.
On orders of \$100 & up.

MEMBER SPOTLIGHT

A 37 year member of the Norwalk Chamber of Commerce, PDQ Rentals was established in 1952 and has grown to become one of Southern California's largest independent equipment rental companies. With continual expansion we have grown to 85 employees and a large southern California footprint. Our experienced team averages over 11 years of service with PDQ. Originally starting with a few lawn mowers, trucks, and trailers, our inventory has grown in value to over \$23,000,000.

Our first facility was opened in 1952 in, Norwalk, Ca. After opening two other locations we then moved to the current headquarters at 10826 Shoemaker Ave, Santa Fe Springs, CA. Centrally located 25 miles southeast

of Los Angeles and on the outskirts of Orange County, we have continually expanded, outgrowing its facility and now encompassing 3 other addresses, 3.5 acres of yard space and over 25,000 sq. feet of warehouse space.

In 2001 we opened a satellite yard in La Habra to better serve our neighboring cities and to extend our local presence and because of the needs of our customers. We have grown from a rental company into a rental, sales, and service organization

Our extensive rental inventory at PDQ includes these popular rentals: Backhoe Rentals, Loader Rentals, and Excavator Rentals, Boom and Scissor Lift Rentals, Power & Lighting Rentals including Generator Rentals. Also find Welding Equipment

PDQ Rentals

Rentals, Plumbing and Electrical Equipment Rentals, Air Compressors, Landscaping Equipment, Water Trucks and Trailers, and Compaction Equipment Rentals. We are also an authorized distributor & warranty repair center for top manufacturers including Komatsu, Takeuchi, JLG, Wacker-Neuson, Bomag, Skyjack, Airman, Marksman Trailers, American Pneumatic Tool, Honda Power and many other quality manufacturers. Our service department, with 25 trained professionals, can repair your equipment at our facility or on the job. We stock parts for many manufacturers or can track down any part with a competitive price.

Visit our website at www.pdqrentals.com

DON'T MISS THESE UPCOMING EVENTS!

Thursday - January 17, 2013 - 11:30am - 1:30pm - Norwalk City Council Candidate's Forum
Norwalk Arts and Sports Complex, 13200 Clarkdale Avenue, Norwalk
Lunch will served. \$15 with RSVP by Tuesday, January 15, 2013 or \$20 at the door

Wednesday - January 30, 2013 - 5:30pm - 7:30pm - Norwalk Chamber Open House, New Member Meet & Greet
Norwalk Chamber of Commerce, 12040 Foster Road, Norwalk
No Cost for the Event.

For More Information, please call the Norwalk Chamber of Commerce at (562) 864-7785

MESSAGE FROM THE EXECUTIVE DIRECTOR



Welcome to 2013!

The Norwalk Chamber Board of Directors wish you a prosperous year and look forward to working with you to continue assisting you to grow your business. In January we urge you to take advantage of two events – January 17, 2013, Meet the Candidates for Norwalk City Council and Wednesday, January 30, 2013 – a Labor Law Update Profession Development Workshop. We will also be welcoming new members at our January 30th “Meet and Greet” at the chamber office. More information to follow. On behalf of me and Caren, your Membership Services Director, we urge you to call upon us anytime to understand all the chamber has to offer.

- Vivian Hansen

10 Tips for Pricing Your Product or Service

Has it been years since your small business increased prices? In today's economy, many small business owners worry that raising prices will drive cost-conscious customers away. That's not necessarily true: The 2012 Public Affairs Pulse survey reports 68 percent of Americans would rather do business with a small, local company—even if it charges higher prices—than with a big corporation. Here are 10 tips for raising your prices without alienating customers.

1. **Start small.** Customers are less likely to notice or object to small, gradual price increases (say, 5 percent). You can also add small fees for “extras” that are currently part of your regular price. For instance, if gas prices are increasing your delivery costs, consider adding a delivery surcharge.
2. **Test price increases.** Test the waters by raising prices on a few of your products, or on smaller, less crucial clients, before moving on to core clients or products.
3. **Stay one step ahead.** If your business relies on materials whose prices fluctuate frequently, such as gas for deliveries or food for a restaurant, monitor price outlooks for those items so you can adjust prices (or cut costs) accordingly.
4. **Create multiple tiers.** If you're reluctant to raise prices on your core

product or service, consider adding a higher-tier product or service line that offers greater quality or more services at a higher price.

5. **Bundle products or services.** Grouping products or services into packages can persuade customers to buy more in order to save on per-unit costs. For example, a spa could bundle treatments; an insurance company could bundle different types of coverage.
6. **Give customers notice.** Business-to-business companies making substantial price increases should alert customers in advance. Contact customers 60 days ahead of time to explain the increase and the reasons for it. If desired, you could offer customers the option to lock in contracts at the lower rate before prices rise.
7. **Consider seasonality.** If your product or service is in high demand and/or in short supply at a particular time of year, that's typically a good time to raise prices, since customers are less likely to question the increase.
8. **Use discounts and deals sparingly.** Excessive use of coupons, daily deals and sales can hurt your margins and attract customers who buy based solely on price. Instead, use discounts strategically to attract new customers and reward current ones. Train your salespeople in the art of up-selling so even customers lured by discounts end up spending more.
9. **Educate your customers.** Customers are more willing to absorb price increases if they understand what makes your products or services special. Whether it's the locally grown, organic ingredients you use in your restaurant or the unconditional guarantee you provide for the websites you design, make sure customers know what sets your business apart.
10. **Monitor results.** Pricing isn't a one-time action but an ongoing art. Use financial software such as QuickBooks to monitor your business's cash flow, sales and profit margins. Monitor how price increases affect each of these elements, and adjust pricing as needed.

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10 Tips for Growing Your Family Business

Family businesses bring special rewards, such as inherent trust, the camaraderie of working with loved ones and the joy of building a lasting legacy. However, running a family business also poses some special challenges. Perhaps that's why, according to the Family Business Institute, fewer than one-third of family businesses last beyond the first generation and just 12 percent survive to the third generation. How can you make sure your family business doesn't fall victim to those odds? Follow these 10 tips.

1. **Run your family business like a business.** If most or all of your key employees are family members, it's easy to get sloppy about things like keeping your corporation in compliance, properly documenting decisions or maintaining accurate financial records. Always treat your business like a business.
2. **Create a succession plan.** If you want your business to survive, you must develop a plan for what will happen when you retire, die or otherwise exit the company. But a recent PricewaterhouseCoopers survey found that nearly half of family businesses had no succession plan. Enlist your accountant, attorney, key employees and family members in developing a succession plan that details who will take on key roles.
3. **Develop leadership among all employees.** Hold regular performance reviews for family and non-family employees alike. Provide training in-house, through local community college and adult education programs, or through industry associations to develop employees' strengths and streamline the succession process.
4. **Don't play favorites.** If non-family employees believe they have no chance of moving up in the company, they'll quickly become resentful and unmotivated. Set a clear path to promotion and advancement for both family and non-family employees.
5. **Separate business and family expenses.** You might be tempted to make loans from the company to family members, or to let them write off personal expenses (such as the purchase of a car or vacation home) as business expenses. Even if such actions don't get you in trouble with the IRS, they will foster resentment among non-family employees.
6. **Set boundaries.** Decide when discussing the business is allowed and when it's off-limits (such as during dinner, or at holiday gatherings). This helps ensure that family relationships don't revolve solely around business and aren't poisoned by business conflicts.
7. **Communicate openly.** Non-family employees often feel they're kept in the dark about the inner workings of family businesses. Whenever possible, share information openly with family and non-family employees alike.
8. **Don't guarantee employment.** Each family member should have an opportunity to work in the business, but not everyone will be suited to continue doing so. Base hiring decisions on the business's—not the family member's—needs. Talk to your attorney about structuring the business so that non-employee family members can still have some ownership.
9. **Learn to resolve conflicts.** Business conflicts can infect family relationships; family problems can flare up disguised as business issues. Develop a plan for dealing with business-related disagreements between family members, both those who work in the business and those who do not.
10. **Get outside input.** Whether you're dealing with personal conflicts or trying to make business decisions, seeking opinions from trusted outsiders such as your board of directors or an SBDC Business Advisor can give you much-needed perspective.

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ASK THE EXPERT

Aggressive Driving

We've all seen it, and unfortunately we've probably all been guilty of it: aggressive driving. In the U.S. alone, an average of **1,500 people are injured or killed each year** as a direct result of aggressive driving. And the National Highway Traffic Safety Administration (NHTSA) estimates that crashes caused by aggressive driving cost society more than \$40 billion per year.

Don't Make Yourself a Target

You know the signs: honking repeatedly, weaving in and out of traffic, cutting off other cars, speeding, and yelling or gesturing at other drivers. So what can you do to help avoid provoking the ire of an aggressive driver?

Don't linger in the passing lane. The far left lane on highways is for passing.

Avoid tailgating. A good rule of thumb is to allow 3 seconds after someone passes an object before you do. If someone is tailgating you, safely pull over and let them pass.

Ignore curses or rude gestures. As hard as it can be, “being the better person” can help you avoid an ugly confrontation.

Don't block the turning lane. When pulling up to a red light, make sure you're not in a right-turn-only lane that allows drivers to turn right on red.

Park in one space. And inside the lines too. You run the risk of provoking an angry driver if you take up multiple spots.

Don't stop in the middle of the road. If you see a friend walking or driving, safely pull over to the side to talk. Don't make people wait behind you.

Allow cars to pass. It's not a race. If other drivers wants to pass you, let them.

Stay away from erratic drivers. If you see someone driving aggressively, remain a safe distance away and call the police.

Worried About Your Own Aggressive Driving?

There are some things you can try to rein it in.

Leave early. You're busy, but leave yourself plenty of time to make the trip so you don't have to rush. Ten or fifteen extra minutes can make a big difference.

Take a deep breath. If you feel yourself getting flustered, take some deep breaths and repeat. You may be surprised how much it helps.

Get comfortable. Roll down your window for a breath of fresh air, or turn on the A/C or heat as necessary.

Listen to relaxing radio music.

Recognize that it's not personal. When another driver does something unsafe, it was probably just a mistake and wasn't directed at you.

Remember that it's not a race. It's not worth jeopardizing your safety.

Submitted by State Farm Insurance, Beth Bettger

Are you an Expert in your field and like to submit an article to be published in the monthly newsletter?

Please submit articles to ceo@norwalkchamber.com

MORE HOLIDAY MIXER PHOTOS



Photos from L-R, DJ Oscar Cairo with Santa Claus; Norwalk Chamber Executive Director Vivian Hansen with Santa Claus and Chamber Member Amanda of State Farm Insurance Beth Bettger; Membership renewal plaque presented to State Farm Insurance, Beth Bettger by President Elect Toni Grijalva and President Lynda Fisher; John & Loretta Savoy of the Norwalk Moose Lodge pictured with Santa Claus.

NEW LAWS FOR 2013

It's that time of year! The governor has now signed or vetoed any employment related bills from the 2012 legislative session. Several new employment laws will affect California employers' day-to-day operations and policies in 2013.

Unless specified, all new legislation goes into effect on January 1, 2013.

Religion and Reasonable Accommodation

AB 1964 clarifies that FEHA's discrimination protections and reasonable accommodation requirements cover religious dress practices and religious grooming practices. AB 1964 amends Government Code sections 12926 and 12940 to provide the following definitions:

- "Religious dress practice" is construed broadly to include the wearing or carrying of religious clothing, head or face coverings, jewelry, artifacts and any other item that is part of the observance by an individual of his or her religious creed

- "Religious grooming practice" is also to be construed broadly and includes all forms of head, facial and body hair that are part of the observance by an individual of his or her religious creed

Importantly, the law specifies that an accommodation is "not reasonable" if the accommodation requires segregation of the individual from other employees or the public.

Sex Discrimination and Breastfeeding

AB 2386 changes the definition of "sex" under FEHA to specifically include "breastfeeding and medical conditions related to breastfeeding."

FEHA prohibits specified discriminatory employment practices on the basis of sex. The current definition of "sex" under FEHA includes pregnancy, childbirth and medical conditions related to pregnancy and childbirth, as well as gender, gender identity and gender expression.

Employers will need to change notices, postings and employee handbook policies related to discrimination and harassment prevention to reflect the changes specified by AB 2386.

Social Media and Personal Passwords

AB 1844 prohibits employers from requiring or requesting employees or job applicants to provide user names or passwords for personal social media accounts so employers can gain access to those personal accounts.

Specifically, AB 1844 prohibits an employer from requiring or requesting an employee or applicant to:

- Disclose a user name or password for the purpose of accessing personal social media

- Access personal social media in the presence of the employer

- Divulge any personal social media (except in relation to employer investigations, as discussed below)

The new law also prohibits employers from discharging or disciplining employees who refuse to divulge such personal social media information.

The law is not intended to infringe on an employer's existing rights and obligations to investigate workplace misconduct. The social media requested or obtained during an investigation, however, must be used solely for purposes of that investigation or a related proceeding.

Itemized Wage Statements/Temporary Service Employers

AB 1744 is effective **July 1, 2013**. It amends Labor Code section 226 relating to itemized wage statement requirements. Under the current law, at the time wages are paid, employers must provide each employee with a written itemized statement containing certain required information. Included in the required information is a statement of "all applicable hourly rates in effect during the pay period and the corresponding number of hours the employee worked at each hourly rate."

AB 1744 amends this requirement to state that, beginning **July 1, 2013**, temporary services employers must also include the rate of pay and the total hours worked for each temporary services assignment. Licensed security services companies are specifically excluded from this legislation.

AB 1744 also amends Labor Code section 2810.5 which requires employers to provide a wage and employment notice to nonexempt employees at the time of hire. Beginning **July 1, 2013**, temporary services employers (not including security services

companies) must include the name, physical address of the main office, mailing address if different from the physical address of the main office, and the telephone number of the legal entity for whom the employee will perform work, as well as any other information the Labor Commissioner deems material and necessary. This will result in a change to the wage and employment notice that must be used after July 1, 2013.

Inspection of Personnel Records

AB 2674 amends Labor Code section 1198.5 relating to inspection and retention of personnel records. The new law makes several significant changes.

First, the amendments require employers to maintain a copy of each employee's personnel records for a period of not less than three years after termination of employment. This law is in keeping with Labor Code section 226, which requires the retention of the itemized wage statement for three years.

Second, the amendments clarify that both current and former employees have a right to inspect their personnel files.

Third, the law clarifies when personnel records must be made available for inspection. The new law states that an employer must make the contents of the personnel records available to a current or former employee (or an authorized representative) at reasonable intervals and at reasonable times **but no later than 30 calendar days from the date the employer receives a written request**.

The law also specifically details where and how the records must be made available, including copies, what information can be redacted from the file and penalties for failure to comply.

Commission Agreements

AB 2675 amends the written commission agreement law, and takes effect on January 1, 2013.

Last year, the Legislature passed AB 1396, which requires employers who pay commission wages to employees to put those agreements in writing by January 1, 2013. The law can be found in Labor Code section 2751.

AB 2675 amends Labor Code section 2751 to exempt certain types of wage payments from the written agreement requirement. Currently, the definition of "commissions," for purposes of this law, excludes:

- Short-term productivity bonuses

- Bonus and profit-sharing plans, unless there is an offer by the employer to pay a fixed percentage of sales or profits as compensation for work

This amendment will now also exempt:

- Temporary, variable incentive payments that increase, but do not decrease payment under the written contract.



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