

## Norwalk Chamber of Commerce 1st Annual 9-Hole Golf Tournament

The Norwalk Chamber of Commerce hosted their 1st Annual 9-Hole Golf Tournament on July 27th at the Norwalk Golf Center. This event was a great success thanks to the many sponsors, volunteers and Chamber members who participated.

The weather could not have been more perfect for a great afternoon of food, golf and prizes. Participants were treated to a barbeque lunch, provided by Walmart and our Norwalk Chamber President, Lynda Fisher who was the "Queen of the Grill." The Chamber offered an opportunity for golfers to show their skills by kicking off the event with a putting contest! The winner of this event was Brent Tuttle of the Southeast ROP, who also won the Closest to the Pin award. Although no golfer achieved a hole in one on the designated hole, Carmen Lizarraga of the Southeast ROP was honored with the "Wipe Out" Award.

After the golfers completed their shotgun start competition, they all enjoyed desserts, awards and had a chance to win the 50/50 raffle or other great raffle prizes. The final awards of the day were given to the top three teams! In third place was Team Outback Restaurant, second place honors were presented to Consolidated Disposal and the first place team, was sponsored by Norwalk Realty and consisted of players from the City of Norwalk. Congratulations to Joey LeGaspi, Dave Verhaaf, Leonard Shryock, Marcel Rodarte and Ernie Hernandez for taking home to coveted Golden Golf Ball awards and the First Place Team award!

The Norwalk Chamber thanks its sponsors, who without their support this event would not have been possible!

**"Big Kahuna" Sponsor**  
Consolidated Disposal  
Richard Fierro

**"Fun in the Sun" Sponsors**  
Outback Restaurant  
Rob Cazares

Southeast ROP Academy  
Carmen Lizarraga

Walmart  
Lynda Fisher

**"Summer Nights Sponsor"**  
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**"Hang Ten Sponsors"**  
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Karla Butler

Wells Fargo Bank  
Betty Chacon

**"King of the Grill Sponsor"**  
Walmart  
Lynda Fisher

**"Surf's Up" Sponsor**  
West Coast Arborists

We also thank our Event Committee, Board of Directors and members who participated in this event! Special thanks to those who donated raffle prizes and golf team prizes: Walgreen's, Michael Batory, Thompson Bookkeeping, Karla



New Norwalk Chamber Board Members, Michael Batory of Walgreen's and Christina Vicencia of Vicencia & Buckley Insurance Services, working hard at the 1st Annual 9-Hole Golf Tournament.

Butler, Outback Restaurant, Rob Cazares, Norwalk Realty, Gordon Stefenhagen Vicencia & Buckley, Christina Vicencia & Steve Vicencia, Norwalk La Mirada Plumbing, Don Skala and Teri Bazan, TNT Fireworks, Rich LeGaspi, Walmart, Lynda Fisher Cerritos College, Toni Grijalva, AFLAC, Joe Derthick, Consolidated Disposal, Richard Fierro, Kelco Sales, Tracy Polley, and Southeast ROP Carmen Lizarraga. Additional teams that participated in the tournament included Norwalk La Mirada Unified School District, Walmart, Southeast ROP and Wells Fargo Bank.

For information about upcoming events for the Norwalk Chamber, visit our website at [www.norwalkchamber.com](http://www.norwalkchamber.com) or "like" us on Facebook at <http://on.fb.me/OJvp6T>.

## LA's Largest Mixer



Michael Batory, Manager of the Norwalk Walgreen's pictured here with the Walgreen's Team at LA's Largest Mixer.

The Norwalk Chamber of Commerce and thousands of our closest friends attended the 14th Annual LA's Largest Mixer on Thursday July 19th at the Shriner's Expo Center in Los Angeles. The Norwalk Chamber, along with other Chambers and Business Organizations, participated by having a booth at the event. Additionally, there were over 150 other businesses participating at this event and well over 2,000 in attendance. At the Norwalk Chamber booth, you could spin our prize wheel and win an item donated by one of our Chamber Members. We were able to effectively market for our members without them having to buy booth space, so it was a great combination of showcasing the Norwalk Chamber and our members.

Thank you to the following members for providing prizes for the prize wheel: Walgreen's, Medieval Times, Norwalk La Mirada Plumbing, Cerritos

College, Thompson Bookkeeping, Mary Kay Cosmetics, Tina Corrella, Outback Restaurant, W.R. Marlowe Educational Services, Community Family Guidance Center, Hi-Tech Collision, AFLAC, State Farm Insurance, Beth Bettger, Walmart, Workforce Outsourcing and Bright Now Dental.

It was great to see some of our Norwalk Chamber members also participating in this event! Workforce Outsourcing, El Clasificado, Republic Services, Smart & Final, Long Beach City College and Walgreen's were all participants in this great event. Networking is one of the key successes in growing your business, so we encourage you all to take part in as many networking events as possible! Keep checking the Norwalk Chamber of Commerce calendar online at our website [www.norwalkchamber.com](http://www.norwalkchamber.com) to find more networking opportunities.

## MESSAGE FROM THE PRESIDENT



I am pleased to serve as your President for 2012-2013 and would like to thank Past President, Joseph Derthick and the Board of Directors for their service this past year. This year I would like for all of us, you, the Chamber and the City of Norwalk, to work together to discover a way to address the current economic situation. Coming together we can find ways to assist each

other in making our businesses successful and prosperous.

Growing your customer base and offering a service or product to each other is a great way to start. Use your Business Guide and Directory and the Chamber Website Member Directory when you are looking for a business that has what you need. Keep your Directory near you and refer to it and our website often.

Attending our networking mixers is another avenue for growing your client base. You will find you will meet a lot of business people from all walks of life that could help your business prosper. Check our monthly newsletter and our website for an up to date Calendar of Events. I hope to see and meet all of you this coming year. I look forward to finding ways to assist you to advance your business interests through workshops, networking opportunities and legislative advocacy. Please take full advantage of all the Norwalk Chamber has to offer!

Lynda Fisher  
President  
Norwalk Chamber of Commerce

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

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**NEW & RENEWING MEMBERS**

**New Members**

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5405 East Village Rd. #8044  
Long Beach CA 90808  
877-305-6932  
www.nextstepcrm.com

**Norwalk All-City Builders**

Roger Ruiz  
11461 Rosecrans Ave.  
Norwalk CA 90650  
562-644-2724  
www.norwalkallcitybuilders.com

**Dunn Edwards Paint**

Mark Campos  
12125 Imperial Hwy  
Norwalk CA 90650  
562-864-7162  
www.dunnedwards.com

**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**

**Golf n' Stuff**  
Ken Garcia  
562-868-9956

**18 Years**

**American Cancer Society**  
Rosie Rivas  
562-437-0793

**3 Years**

**InSite Realty Management**  
Tony Ferrero  
949-851-6100

**31 Years**

**Okimoto's Automotive Center**  
Roy Okimoto  
562-926-7317

**6 Years**

**Northgate Gonzalez Market**  
Carl Middleton  
714-778-3784

**2 Years**

**Swift Freight**  
JB or Ajay  
562-926-0509

**30 Years**

**Southern California Alcohol & Drug Program, Inc.**  
Sylvia Leyba  
562-923-4545

**4 Years**

**Americare West Home Health**  
Abygail Hieng  
562-466-1822

**Tutti Frutti Frozen Yogurt**

Angela or Nicole  
562-868-9956

**MEMBER SPOTLIGHTS**

**Dunn Edwards Paint is ready to help you with all your summer painting needs!**

New Member Dunn Edwards Paint is ready to assist you with any of your painting needs, whether it is paint, brushes, tape or pressure washers, they have it all! And best of all, they offer a 40% discount to Norwalk Chamber Members for paint only! All you need to do is visit their location at 12125 Imperial Hwy, in Paddison Square and show your Norwalk Chamber membership card and you will receive your 40% discount! Even better, they are

holding a Summer Sale, which will last until August 31st, so if you are thinking of any projects in your home or business that you will need painting supplies for, now is the time to visit Dunn Edwards Paint! Manager Mark Campos is looking forward to getting involved in the Norwalk Chamber and meeting many of our members. Be sure and say hello to him, when you visit their facility!



Mark Campos of Dunn Edwards Paint, receives new member plaque from Norwalk Chamber Executive Director, Vivian Hansen. Also pictured is Al Thomas of Dunn Edwards Paint.

**60th Anniversary for Dr. Ethan Allen, DO of Norwalk**



Dr. Ethan Allen, with his staff celebrating 60 years of Medical Service

Norwalk Chamber member, Dr. Ethan Allen is celebrating 60 years of service in the medical community with most of them right here in Norwalk. Dr. Allen, who sat down with the Norwalk Chamber to share some of his story, has been a pioneer in his field of Osteopathic medicine. Just what is Osteopathic medicine you might ask? It brings a patient-centered, holistic, hands-on approach to diagnosing and treating illness and injury. Osteopathic doctors are able to choose a specialty, practice surgery, write prescriptions and use technology to diagnose disease and treat injuries. But they also offer the added benefit of hands-on diagnosis and treatment through a system

of therapy known as osteopathic manipulative medicine.

Though Osteopathic doctors (DO) are licensed at the same level now as an MD, it wasn't always the case. Dr. Allen shared how he and others working diligently over the past 60 years for the profession so that they would be recognized equally. Through the founding of medical schools and colleges and the persistence of those like Dr. Allen, this field is one that is growing abundantly, graduating more and more students every year!

Dr. Allen and his wife have also been instrumental in the founding and continued success of LA CADA (Los Angeles Centers for Alcohol and

Drug Abuse) and the Allen House, which work to support clients who are seeking a better way of life for themselves and their families.

The Norwalk Chamber congratulates Dr. Ethan Allen and his staff on their celebration of 60 years of medical practice here in Norwalk and for his ongoing support of the Norwalk Chamber of Commerce!



60 Years of Medical Service

**DON'T MISS THESE UPCOMING EVENTS!**

Thursday - September 13, 2012, 5:30pm - 7:00pm - Norwalk Chamber Meet and Greet  
Norwalk Chamber, 12040 Foster Road

## MESSAGE FROM THE EXECUTIVE DIRECTOR



These are challenging times for most business people. Remember that when business is slowing, customers aren't showing and dollars aren't flowing, that's the time you need to maximize the use of your Norwalk Chamber membership. Here are some reminders to help you not to just survive, but to thrive.

1) Write a press release about something happening in your business, a new product, a new employee, a promotion, recognition by an association, a great sale, whatever. Send to [ceo@norwalkchamber.com](mailto:ceo@norwalkchamber.com) for placement in the next Norwalk Business Connections newsletter. It's FREE.

2) Join the Member2Member Discount Program. If you can give a minimum 10% discount on your product or service, you could be listed on our website in the Member2Member page. And don't forget to check that list for other vendors of business that YOU can get a discount from!

-Vivian Hansen

## Norwalk Chamber Ambassadors Gear Up for Success

The Norwalk Chamber Ambassadors are the right arm of the Norwalk Chamber of Commerce. Our Ambassadors attend ribbon cuttings and grand



**Chair Joe Derthick of AFLAC, leads the meeting with fellow Ambassadors: Carmen Lizarraga, Southeast ROP, Helen Brown, Norwalk Women's Club, Teri Bazen, Norwalk La Mirada Plumbing and Scott Collins, community member.**

openings, serve as greeters at our events and provide outreach into the Norwalk business community. Led this year by Ambassador Chair, Joe Derthick of AFLAC, the Norwalk Chamber Ambassadors are ready to get started. At their first meeting of the year, our Ambassadors set up the first New Member Meet & Greet of the year for Thursday, September 13th at the Norwalk Chamber office. This is an opportunity for new and potential members to drop by the Chamber after business hours (5:30pm to 7:00pm) and meet our Board of Directors and Ambassadors in a fun social setting. It also allows Chamber staff to showcase the Chamber office and Business Resource Center.

Additionally our Norwalk Chamber Ambassadors are planning some fun and exciting visits to our Chamber members! We can't reveal what these visits will entail, but be ready to hear about them in future issues of our Chamber newsletter. If you would like to find out more about the Norwalk Chamber Ambassadors and how to become a member of this group, please contact the Norwalk Chamber by email at [info@norwalkchamber.com](mailto:info@norwalkchamber.com) or call us at 562-864-7785.

## LABOR LAW CORNER

### State Law Gives Registered Domestic Partners Employment Law Rights

**Question:** Is there a Labor Board law that allows employees to work overtime and roll it into a day in which they worked fewer than eight hours and be paid at their regular rate of pay?

**Answer:** The State of California Labor Board covers makeup time in Section 3 of the Industrial Welfare Commission Wage Orders and in California Labor Code Section 513.

**Makeup Exception:** Makeup time work provides an exception to the daily overtime requirements of Section 510 of the Labor Code and Section 3 of the IWC Wage Orders. This exception allows an employee to miss work for personal reasons and make it up by working overtime in the same week without receiving premium pay. The makeup work exception requires: 1) written request by the employee to make up time that would be lost by the employee due to personal obligation, 2) total hours worked in one day, including makeup hours worked may not exceed 11 hours nor may the hours worked exceed 40 hours in the workweek. Hours lost and made up must be in the same workweek and 3) the employer is prohibited from solicitation or encouraging employees to make a request for makeup hours, but informing employees of this right is permitted. The Wage Order is required to be posted where employees may easily read it. The employer has the right to deny makeup time.

**Resources:** A sample Make Time Request form and "Makeup Time Checklist" is available at the Norwalk Chamber office which may be helpful to you. Call us at 562-864-7785 or email [ceo@norwalkchamber.com](mailto:ceo@norwalkchamber.com). Any approved Makeup Time Request form should be attached to the time records.

*The Labor Law Helpline is a service to California Chamber of Commerce preferred and executive members. For expert explanations of labor laws and Cal/OSHA regulations, not legal counsel for specific situations, call (800) 348-2262 or submit your question at [www.hrcalifornia.com](http://www.hrcalifornia.com).*

## 10 Tips for Effectively Handling Customer Complaints

Written By Ron Kaufman

**Thank them for their complaint.** Give positive recognition by saying, right off the bat, "Thank you for reaching out."

"Show appreciation for the complaining customer's time, effort, communication, feedback, and suggestions," says Kaufman. "Always keep in mind that the customer didn't have to come to you at all. He could have simply taken his business to your competitor. When a customer gives you the opportunity to recover their service, be grateful."

**Don't be defensive.** It's easy to get defensive when an angry customer is on the other end of the line. Customers with complaints exaggerate situations, they get confused, and yes, they may even lie about how things went down. It's tempting, as the Spirit Airlines CEO did in his "Reply All" email, to just blow off the customer. You want to say, "No! That's not what happened. You're wrong!" But getting defensive will lead only to more problems.

"When you get defensive, you raise the temperature even higher," notes Kaufman. "Think about the last time you had a disagreement with your spouse. How did it make you feel when he or she told you that you were wrong about something or completely denied that a set of events happened the way you said they happened? Probably not very happy. When a customer complains, they're doing so because they feel wronged in some way. You don't have to agree with what they're saying. But you do have to agree to hear them out. That's how you keep the conversation moving in a positive direction."

**Acknowledge what's important to them.** Kaufman teaches that service providers must find a complaining customer's value dimension (or what's important to them). Even if you think the customer's complaint is unfair, there is something they value that your company didn't deliver on. Embrace that value.

"What the customer wants is to feel right," explains Kaufman. "When you agree with their value dimension, you're telling them they are right to value this specific thing. For example, if a customer says your service was slow, then that customer values speed. You might say, 'Absolutely, you deserve quick, efficient service.' Or if a customer says your staff was rude, you might say, 'We do agree that you should be treated with courtesy and respect every time you come to our store.' In Spirit Airlines' case, the man was complaining about their no-refund policy. The company might have responded by saying, 'We understand that flexibility in appropriate circumstances is the right thing to do.'"

"When you validate what a customer values, you aren't agreeing with them that your service is slow or that your staff is rude," he adds. "You're saying, 'We agree with you on what you find important and what you value. And we want to deliver in those areas.'"

### Ready to Start Saving?

The Norwalk Chamber of Commerce strives to make your membership dollars work for you. We are proud to bring you a program that has no contracts or participation fees, just incredible discounts!

The Chamber, with the support of **Office Depot** has negotiated special member **discount pricing** on office products and services. This is a tangible **benefit** from your membership While saving **REAL** money for your company

To sign up or for question, please contact our local Office Depot Rep, Katherine Leflore at (562)406-8686 or send an email to [ODS00652@officedepot.com](mailto:ODS00652@officedepot.com) or call the Chamber office.

## Negotiating a Commercial Real Estate Lease

Are you thinking of moving or expanding your business? Data from commercial real estate listing site LoopNet shows commercial real estate prices in the Los Angeles area are slowly starting to rise. While the economic recovery is still uncertain, market research firm IBISWorld predicts competition for commercial space will grow in the next five years. Follow these 10 tips for negotiating a commercial real estate lease.

1. **Do your homework.** Know the average cost of the type of commercial space you're seeking—retail, office or industrial. A commercial real estate broker can show you historical data for the region, and you can research prices on websites such as CIMLS.com, CityFeet.com or LoopNet.com.

2. **Determine your needs.** Consider space, utilities, infrastructure, parking, storage, accessibility to major highways and more. Create a checklist of your needs and wants, specifying which are "nice to have" and which are essential.

3. **Get professional help.** Real estate brokers work for landlords and receive commission on the lease's value, so while they can offer a lot of useful information, it's also important to consult a lawyer. Get an attorney experienced in commercial real estate who can explain terms, advise you and help you negotiate.

4. **Ask what the total cost covers.** Cost per square foot is just the beginning. There may also be Common Area Maintenance (CAM) costs, property taxes, insurance, trash collection, repairs and utilities. Depending on lease terms, you may be expected to pay some or all of these costs directly, pay them to the landlord, or have them built into your rent.

5. **Know what is permitted.** Make sure you understand what uses the property is permitted for and that there are no zoning regulations or laws that could adversely affect your business. Check with the local City Hall for this information.

6. **Discuss improvements.** If you need to remodel the property to suit your business (known as a "build-out"), be sure you understand what improvements can be made, who will pay for them, who will oversee the work and whether you're expected to restore the space to its original state if you move.

7. **Ask about subleasing.** Getting the rights to sublease part or all of your space to another tenant protects you from breaking the lease if you must move unexpectedly. It also helps you cover costs if you're leasing more space than you currently need in anticipation of growth.

8. **Consider timing.** You can generally negotiate better terms by signing a longer lease, but what if your business grows faster than expected and you need to move before the lease is up? A short lease with options to renew and a cap on future rent increases may offer the greatest flexibility.

9. **Put it in writing.** Before viewing properties, make a list of questions to ask the broker and landlord. Never negotiate based on a verbal offer. Get terms in writing and have your attorney review them. Commercial landlords generally expect you to make a written counter-offer, too.

10. **Ask for what you want.** In today's economy, tenants still hold the bargaining power—so now is the time to ask for the extras you want. Who knows? You just might get them.

*Rieva Lesonsky is CEO of GrowBiz Media, a content and consulting company that helps entrepreneurs start and grow their businesses. She also works with the Los Angeles Regional Small Business Development Center Network (SBDC) a group of successful small business owners helping fellow entrepreneurs start, sustain, and grow their business through low-cost workshops and free one-on-one consulting in business planning, finance, marketing, and various other specialty areas (Spanish speaking consultants available). To make an appointment call: (562) 938-5100, or email: sbdcinfo@lbcc.edu*

## Cartridge World Cerritos Recognizes Military Veterans with Special Discount

In honor of Independence Day and Canada Day in the U.S. and Canada, Cartridge World is recognizing military veterans by offering a special 10 percent discount to veterans.

"Cartridge World wants to recognize and thank veterans, active military personnel and their families for their service and sacrifice," said Kunal Gorakshakar of Cartridge World - Cerritos. "We sincerely appreciate their efforts, and the military discount is our small way of saying, thank you."

Veterans and active military personnel can visit Cartridge World - Cerritos, located at 13245 South St, to receive the special 10 percent discount on all Cartridge World-brand ink and toner printer cartridges. Cartridge World sells printer cartridges for all major brands of printers, fax and copy machines for home and office use. In addition to saving as much as 30 percent off the cost of full-priced OEM printer cartridges, customers also get Cartridge World's 100-percent satisfaction guarantee.

In addition to offering a year-round discount to veterans, Cartridge World encourages franchise ownership by veterans through providing a special 10 percent franchisee fee discount to military personnel. Veterans may learn more about this program by contacting FranchiseInfo@CartridgeWorld.com.

Plus, Cartridge World provides ongoing veteran support through programs such as Operation Enduring Opportunity, a campaign to hire and recruit 75,000 veterans and their spouses and 5,000 wounded warriors by 2014.

With 600 stores across the U.S. and Canada, Cartridge World is the world's largest specialty retailer of ink and toner printer cartridges. To learn how much Cartridge World can help you save on printing costs, use our online savings calculator. For more information about Cartridge World's programs and eco-friendly products, visit [www.CartridgeWorld.com](http://www.CartridgeWorld.com) or contact Kunal Gorakshakar at Cartridge World - Cerritos, at (562) 402-1035 or [Cartridgeworldcerritos@gmail.com](mailto:Cartridgeworldcerritos@gmail.com).



Live Music ~ DJ Satch ~ Raffle ~ 50/50 ~ Good Food & Drinks

**11th Annual**  
**HISTORICAL FRONT STREET**  
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 BROUGHT TO YOU BY NORWALK ELKS LODGE #2142  
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 18418 CLARKSDALE, NORWALK  
**Saturday, August 18, 2012**

**ROLL IN TIME: 8 AM**  
**SHOW TIME: NOON - 4 PM**

**All Clubs Welcome**  
**Trophies for 1st & 2nd Place**

**Best Bomb, Best Classic, Best Truck, Best Hot Rod**  
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**People's Choice, Club Participation (Flash-Plaques)**

**\$20 PRE-REGISTRATION ENTRY**  
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**(Cut-off-Date JULY 18, 2012)**

**VENDOR BOOTHS:**  
**\$30 (\$25 before July 1, 2012)**

**Car Registration, Vendor Booths - Contact Ruth Terry (562) 863-2202 or John Gomez (714) 271-4398 - Confirmation with Self-addressed Envelope**  
**More Car Show details contact**  
**Bro John (562) 208-3988, Conrad (562) 400-6353 or Satch, Jr. (562) 631-1297**