

Norwalk Chamber of Commerce Welcomes The Cutting Edge Hair Studio

Mariloly Martinez once worked at a hair salon in Norwalk, called Hair Waves. Hair Waves had been in business for many years in the shopping center at the corner of Firestone Blvd. and Studebaker Rd. Leaving her job to raise a family, Mari, as she is known to her friends, never imagined that one day she would get a phone call that would change her and her husband's life! The owners of the salon were selling and did Mari and Robert want to buy the business?

Fast forward to today, August 29th, where Mari and Robert Martinez held the Grand Opening for their new salon, "The Cutting Edge Hair Studio." The festivities began with a welcome from Mari and Robert. Thanking their family, their employees, the City of Norwalk and the Norwalk Chamber of Commerce for their support they were then presented with recognition awards. Norwalk Mayor Cheri Kelley presented them with a Business Spotlight Award, and thanked them for bringing a thriving business to Norwalk. Noting that there were 14 employees present, she expressed her appreciation to Mari and Robert on their successful business. Chamber Business Development Chair, Teri Bazen of Norwalk La Mirada Plumbing, then presented them with their New Member Plaque from the



Norwalk Chamber of Commerce. Helping with the presentation were Ambassador Chair, Joe Derthick, AFLAC, Financial Vice President, Karla Butler, Thompson Bookkeeping and Board Member Gordon Stefenhagen, Norwalk Realty.

Phyllyp Bardowell of Congresswoman Grace Napolitano's office then congratulated the owners on their grand opening

and presented a certification from the Congresswoman, and lastly Luis Gonzalez, District Director of State Senator Ronald Calderon's office offered the Senator's thanks and presented a lovely certificate from the Senator.

The festivities continued with the official cutting of the ribbon by owners Robert and Mariloly Martinez surrounded by their staff, Mayor Cheri Kelley, City Manager

Mike Egan and Norwalk Chamber members. Guests were then treated to refreshments, music and an opportunity to win a prize by spinning the prize wheel.

The Cutting Edge Hair Studio offers many services, including hair cutting, coloring and hair products for purchase. We encourage you to visit them at 10933 E. Firestone Blvd., here in Norwalk and welcome them to the community!

MESSAGE FROM THE PRESIDENT



Back to School!

Traditionally September is "Back to School" month for many students! With many of our Norwalk Chamber members offering back to school specials, it's a great time to SHOP NORWALK! School clothing, supplies, backpacks and lunch food are just a few of the necessities that Norwalk Chamber members sell! Dental check ups, school physicals and

eye examinations are services provided by many Norwalk Chamber members to get your students ready for the school year. And now that you may be driving your students to school again, there are Norwalk Chamber members that can service your car, sell you new tires or even sell you a new vehicle! Everything you might need to get your students back to school can be found at a Norwalk Chamber members business!

I encourage you to SHOP NORWALK Chamber members first. We have even made our website more user friendly for finding those services fast. When you visit the Chamber website, at www.norwalkchamber.com, and click on the member directory you can now choose a letter of the alphabet which will show you categories of members in addition to our member names. So, if you need a

hair salon for that back to school hair cut or an ice cream for an after school treat, you can find a location easily on our new website.

The Norwalk Chamber held its annual planning session this month, and set up a schedule of events that will provide you opportunities to network and grow your business throughout the year. September 20th, is our networking breakfast with guest speaker, John Morris, Head Deputy of the Los Angeles County District Attorney's office. He will share information on Workmen's' Comp Fraud. Then in October we will host our Norwalk Chamber Community Extravaganza, featuring a "Taste of Norwalk" and our Business Expo. This will be on Wednesday, October 17th, at the Norwalk Doubletree Hotel. You may find additional details about both of these event on our website or Facebook page or by contacting the Chamber office at 562-864-7785.

Lastly, our Norwalk Chamber newspaper features Norwalk Chamber businesses in our Member Spotlight article. I want to be sure that all members have an opportunity to be highlighted in our Chamber paper, so we will be drawing a name monthly from different business categories and inviting that business to write an article to place in the paper! The winner will also receive a complimentary ticket to either a breakfast or lunch event.

The Norwalk Chamber is dedicated to serving our business community and supporting our members. By attending events and meeting other Chamber businesses, you will increase your opportunities to grow your business. I encourage you all to take advantage of the many benefits you have as a Norwalk Chamber member and I look forward to meeting you and working with you this year!

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

- | | | |
|---|---|--|
| <p>The Cutting Edge Hair Studio
 Mariloly Martinez
 10933 E. Firestone Blvd.
 Norwalk CA 90650
 562-929-7696
 www.mycuttingedgehairstudio.com</p> | <p>True Indigo Apparel, LLC
 Sven Oberstein
 4546 Hawthorne Blvd.
 Torrance CA 90505
 310-373-5131</p> | <p>Royal Garden Restaurant
 Thomas Hua
 11828 South Street
 Cerritos CA 90703
 562-809-1812
 www.royalgardenrestaurantla.com</p> |
|---|---|--|

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.

- | | | |
|---|---|--|
| <p>37 Years
 Wells Fargo Bank
 Betty Chacon
 562-406-7221</p> | <p>20 Years
 Su Casa Ending Domestic Violence
 Vickie Doolittle, M.A.
 562-519-8597</p> | <p>6 Years
 State Farm Insurance
 Beth Bettger
 562-496-1000</p> |
| <p>26 Years
 Park Water Company
 Jeanne-Marie Bruno
 562-923-0711</p> | <p>17 Years
 First Class Copiers
 Tammy Buckroff
 562-928-5091</p> | <p>Northgate Gonzalez Market
 Carl Middleton
 714-778-3784</p> |
| <p>25 Years
 Norwalk Lions Club
 President Manuel Sanchez
 562-708-9061</p> | <p>15 Years
 Norwalk Dental Associates
 Christine T. Nguyen
 562-863-7253</p> | <p>5 Years
 Water Replenishment District
 Tracey Burke
 562-275-4233</p> |
| <p>Norwalk Community Coordinating Council
 President Gordon Stefenhagen
 562-868-3201</p> | <p>CAPC
 Caroline Reggio
 562-693-882</p> | <p>4 Years
 Medieval Times
 David Manuel
 714-523-1100</p> |
| <p>24 Years
 Doubletree Hotel of Norwalk Los Angeles
 Art Bedroussian
 562-863-5555</p> | <p>12 Years
 Outback Steakhouse Restaurant
 Rob Cazares
 562-863-8908</p> | <p>3 Years
 State Farm Insurance
 David Maciel
 562-633-6324</p> |
| <p>23 Years
 Community Family Guidance Center
 Richard Murase
 562-924-5526</p> | <p>10 Years
 Churchill Composites
 Mary Jane McIntosh
 562-864-2900</p> | <p>Watt Companies
 Karin Gilbert
 310-314-2466</p> |
| <p>TNT Fireworks
 Richard LeGaspi
 800-585-9487</p> | <p>8 Years
 Knights of Columbus
 President
 562-864-9728</p> | <p>2 Years
 H2G0 Express
 Ryan Blanchard
 949-544-7369</p> |

MEMBER SPOTLIGHTS

Outback Restaurant is now Open for Lunch

Rob Cazares is the proprietor for the Outback Restaurant located at 12850 Norwalk Blvd, in Norwalk, and he is excited about the changes that Outback has made for serving lunch! Traditionally, Outback has only been open for lunch during the December holidays, but now they are open for lunch on weekends. There is a new lunch menu available from 12pm to 3pm Saturday and Sunday and the dinner menu is available from 3pm until closing. They also have a lovely patio area which can be used for parties, baby showers and more. If

you are looking for a space for up to 40 people, contact the Outback for your event.

The Outback Restaurant is celebrating 14 years here in Norwalk and they are appreciative of the great support they have always had from the Norwalk community. They in turn, have provided much support back to the community. Celebrating 12 years as a Norwalk Chamber member, they have also been a sponsor for many community events and community organizations.

The Outback Restaurant has "call



Rob Cazares and the Outback Restaurant Golf Team, sponsors the Norwalk Chamber 9-Hole Golf Tournament.

ahead seating" available, so contact them at 562-863-8908 to make your next dinner appointment!

DON'T MISS THESE UPCOMING EVENTS!

- Thursday - September 13, 2012, 5:30pm - 7:00pm - Norwalk Chamber Meet and Greet**
 Norwalk Chamber, 12040 Foster Road
- Thursday - September 20, 2012, 7:30am - 9:00am - Networking Breakfast - John Morris, Head Deputy, LA County District Attorney's Office**
 Norwalk Arts & Sports Complex, 13200 Clarkdale Avenue
- Wednesday - October 17, 2012, 4:00pm - 7:00pm - Norwalk Chamber Community Extravaganza and Taste of Norwalk**
 Norwalk Doubletree Hotel, 13111 Sycamore Drive, Norwalk
- Saturday - October 20, 2012 - 11:00am - 4:00pm - 29th Annual Arturo Sanchez Sr Halloween Parade**
 Parade route varies, starts at the corner of Pioneer and Mapledale, and ends at Hermosillo Park in Norwalk.

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

MESSAGE FROM THE EXECUTIVE DIRECTOR



30 Second Elevator Speech.....When attending business events where you are called upon to introduce yourself - are you getting the attention you desire? If what you are currently saying is working, do more of it! If it isn't, there is a way to change it as follows:

Instead of introducing yourself with a variation on the above, start with your name and "I work with....." In the blank fill in the definition of your ideal client definition. Think about those you love to work with or those you set up the business to serve. The more specific the better.

Follow that up with: "who (have this specific issue, challenge or problem they want to solve)". Again, this is your ideal client and speaks to the issues they are facing on a day to day basis.

This format will only take 10-20 seconds to deliver yet it is very powerful. Few other business people introduce themselves this way and therefore you will stand out. Because it is about THEM, your audience or listener will know if it is intended for them. That is key to having them identify themselves to you and want to enter into further dialog which is the goal of your introduction! *-Vivian Hansen*

LABOR LAW CORNER

Termination Over Perceived Conflict of Interest Requires Careful Review

Question: I have an employee who has formed his own company doing business outside our hours that competes with our business. Can I terminate him for this activity?

California law is very protective of an employee's right to engage in what is called "lawful conduct," and moonlighting is considered an example of lawful conduct.

Employer Rights Under Labor Code Section 96(k), the state Labor Commissioner can bring a claim against an employer if there is an allegation the employer has taken action against an employee for engaging in lawful conduct. Nevertheless, an employer has the right to a duty of loyalty from its employees, and employees have the duty to act solely for the benefit of the employer when engaging in any conduct that relates to the employment.

Additionally, these laws do not override employment contracts that protect the employer against conduct that is actually in direct conflict with the employer's essential interests if the conduct would disrupt the employer's operation.

Conflict of Interest The trickier situation arises when the employee takes a second job that appears to be in conflict, but is not. There is little case law interpreting these laws on lawful conduct, and the conflict must be very real, not an appearance of conflict.

In the question posed above, there must be an analysis to determine if the new business the employee has started is actually in direct conflict. For example, if the employee works for a beer distributorship and starts up a wine distributorship, there would be no real conflict. Therefore, unless "moonlighting" creates an actual conflict of interest, the employee is free to work other jobs simultaneously.

Review the Situation Employers should not allow their own personal interests to interfere with any lawful outside activities of their employees. Any "moonlighting" policies should be carefully evaluated to ensure they do not prohibit conduct protected by Labor Code Sections 96(k) and 98.6. A review of any such policies should be conducted by experienced employment law counsel.

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.

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 or call the Chamber office.

Norwalk Chamber Networking Breakfast to feature John Morris, Head Deputy, Los Angeles County District Attorney's Office

The Norwalk Chamber of Commerce will hold our first networking breakfast of the year, at the Norwalk Arts and Sports Complex, on Thursday, September 20th at 7:30am. Our featured speaker will be John Morris, Head Deputy, Los Angeles County District Attorneys' Office. Mr. Morris will be speaking about Workmans' Comp Fraud. John Morris is a life long resident of Los Angeles County and has worked as a criminal prosecutor for over 22 years. During that time, he has prosecuted in excess of 100 jury trials, including over 30 murders. He worked in the Hardcore Gang Division for nine years, prosecuting primarily gang murders. He also has prosecuted a wide range of crimes, including robberies, assaults, carjackings and drug sales.

Mr. Morris has written or co-written five published articles on legal issues and witness protection. He has served in a wide range of management positions as a Special Assistant, Deputy-in-Charge, and Assistant Head Deputy. He currently is the Head Deputy of the Healthcare Fraud Division which prosecutes workers' compensation fraud throughout Los Angeles County.

The Norwalk Chamber is excited to have Mr. Morris as our featured speaker at the upcoming breakfast. To purchase tickets to breakfast, either contact the Norwalk Chamber at 562-864-7785 or email info@norwalkchamber.com. You can also make your reservation online at our Chamber Web Store, at bit.ly/xAXiKX.

NORWALK CHAMBER OF COMMERCE NETWORKING BREAKFAST

Event Date: THURSDAY, September 20, 2012
7:30 a.m. — 9:00 a.m.

Location: Norwalk Arts & Sports Complex
Sproul Room
13200 Clarkdale Avenue., Norwalk 90650

John Morris, Head Deputy, Los Angeles County District Attorney's Office will present "Workers' Compensation Fraud"

Cost: Members \$15 Prospective Members \$20
RESERVATIONS ARE REQUIRED BY TUESDAY, September 18, 2012

- At Every Chamber Event You Can Experience:
- Face To Face Business Contacts
 - Network With Local Business Leaders
 - Expand your Business Contacts!
 - Bring Your Marketing Materials
 - BRING PLENTY OF BUSINESS CARDS

To purchase tickets and register, visit our web store at bit.ly/xAXiKX or email info@norwalkchamber.com. Interested in becoming a Breakfast Sponsor? Call Caren at 562-864-7785 for sponsor information.



Serving and supporting the Business Community since 1923

How NOT To Answer a Phone Call

by Nancy Friedman, The Telephone Doctor

It's a well-known fact that the first voice you hear and what they say when you call a company sets the tone, makes the first impression and welcomes the caller. It starts the rapport-building process. Few will argue that point.

Here's an easy four step process for handling a simple incoming call.

1. Use the Telephone Doctor 3-part greeting:
 - o A buffer (Thanks for calling, etc.)
 - o The company name (Steinberg Law)
 - o And then your name (This is Nancy.)
 - o STOP! "How can I help you" is NOT necessary in initial greetings. You are there to help. That is why you answered the phone.
2. Putting a caller on hold. "Hold on," CLICK is not effective. Neither is "Hang on a second." Learn to ask callers if they are "able to hold" and then WAIT for a response.
3. Monogram the call. If the caller gives you his name, use it immediately. It speeds the rapport building process. And if possible, use it once again, in closing the call.
4. Leave a good lasting impression. Seems as the opposing counsel's office didn't do that. Remember, more people will tell you about a bad experience than a good one.

And the biggest faux pas? Asking a caller to call back! Never ask anyone to call back. That's like kicking a customer out of the door at the store. When someone calls us, it's our job to return the call or have it returned on our behalf. Asking someone to call back is just RUDE.

Why Customer Engagement Is Just As Important As Customer Service

One of the best outcomes from the social media explosion is that the customer service bar has been raised. Now that more people are freely sharing their customer experiences—both good and bad—with the world, quality customer service has become imperative.

Yet with everybody stepping up efforts, the customer service function has to evolve for a small business to further differentiate itself. This is why the next logical step in the customer service evolution is customer engagement.

You've likely heard lots of recent talk about engaging customers as if it's a new fad. Yet small business owners have learned long ago that personalized service and in-depth expertise are the two main factors that inspire customers to return time and time again.

What's different now is the business owner's ability to foster these connections in between customer visits through social media.

Going beyond exceptional service, customer engagement is about delivering more personalized experiences based on authentic relationships with customers.

The more the storeowner knows about the customer, the more personalized the customer experience will be. This, in turn, leads to repeat sales. Yet sustaining these types of engaging relationships with hundreds or potentially thousands of customers is an impossible task.

This is why focusing the majority of engagement marketing efforts on top customers will result in repeat sales and word-of-mouth referrals.

Cultivate stronger relationships with those top customers by providing insider deals, private showings and other perks not offered to a larger customer base.

In a nutshell, effectively engaging customers both online and offline comes down to:

- A passion for business that comes through in the interaction with customers, talking about products and services, and freely sharing expertise.
- Sincere interest in helping customers make the right purchasing decisions based on their particular needs.
- Enthusiasm for building and sustaining authentic connections with customers.

The ability to move beyond traditional customer service and engage customers will make all the difference in driving a more profitable business.

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Norwalk Chamber
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GET NOTICED & BE TALKED ABOUT!

For Advertising Plans & Prices
Call Tammy Ashton at (562) 868-3022

NORWALK CHAMBER OF COMMERCE
COMMUNITY EXTRAVAGANZA
INCLUDING A "TASTE OF NORWALK"

OCTOBER 17, 2012
4:00PM TO 7:00PM
DOUBLETREE HOTEL BY HILTON
13111 SYCAMORE DRIVE, NORWALK

Exhibitor Fee Information
(All booths will include one table with two chairs)
~ \$50 Per Exhibitor (Member)
~ \$75 Per Exhibitor (Non-Member)
~ \$15 fee for electricity
~ Restaurant Exhibitors - No Fee
(must provide food samples for a minimum 150 attendees)
~ Sponsorships available

Health Screenings
Taste of Norwalk
Raffle Drawing
Holiday Samples

WHY PARTICIPATE?

OUR BUSINESS EXPO is an indoor table-top Exhibit Showcase designed to reach your target customers and build new business connections.

- Exposure to Hundreds of Potential Customers
- Showcase your Company
- Generate Quality Leads
- Make Connections that Count!
- Energize your Company

REGISTER NOW!

For more information, call or email the Chamber Office:
(562) 864-7785
info@norwalkchamber.com
DEADLINE TO SUBMIT APPLICATION: OCT 12TH

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Roast Duck	\$10.99
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