

JANUARY NETWORKING BREAKFAST

The Norwalk Chamber of Commerce welcomed Mike Daniel of the Small Business Development Center to our January networking event where he shared with over 30 local businesses growth strategies for 2014. Goal setting was number one on his list of strategies for creating a healthier business in the upcoming year. Having goals and then knowing what you will use to reach those goals is critical to business growth. Specifically having an action item every single day to reach that goal will help keep your focus on the steps you need to take to create success. Another strategy he suggested is to shop your competitors. Find out what they are doing, who their target clients are and why they are doing business with them. Additionally research your own clients; know who they are and why they are using your business. You will likely find that 80 percent of your dollars come from 20 percent of your customers. So figuring out who those 20 percent are and finding more just like them

can create growth for your business. Effective marketing can make the difference for your business over your competitors. This starts with knowing your brand and knowing your product. Once you have spent time analyzing your goods or services you will be able to better market your product to your target customers. Also use your current customers to help you market your business. Giving them the best product or experience will give them a reason to refer you to their friends and family.

Mike shared that the SBDC is a resource for businesses, providing workshops, seminars and one on one business advising to help support business growth. If you are interested in finding out more about their services you can contact them by phone at 562-938-5100 or find them at www.longbeachsbdc.org online. And visit the Norwalk Chamber website at www.norwalkchamber.com for information on upcoming events and seminars to support your business.



Seen at the Scene are Norwalk Chamber Ambassador Sue Arthur, Board Member, Gordon Stefenhagen, Norwalk Realty and Marilee Stefenhagen, Soroptimist Club of Norwalk.



Attending the January networking breakfast are Norwalk Chamber Board Member Vickie Yahn of ServiceMASTER Professional Home and Disaster Cleaning and her associate Alma Vargas, also of ServiceMASTER.



Chamber Secretary, Rob Cazares of Outback Restaurant and new member Jose Preciado of Fast 5Xpress are enjoying the networking.



Pictured at the January networking breakfast are Gary Murphy, Norwalk Florist, Steve Richardson, Cerritos College Foundation, Dirk Thornley, PIH and new member Vic Olegario of Prime Installers.



Attending the January networking event were Miguel Gonzalez, Wells Fargo Bank, Chamber President Toni Grijalva, Cerritos College, Ambassador Teri Bazen, Norwalk La Mirada Plumbing HVAC, Chamber President Elect, Michael Batory, Walgreens and Jose Ortega of Wells Fargo Bank.

AMBASSADOR'S CORNER SUPPORTING OUR LOCAL ECONOMY

The Norwalk Chamber Ambassadors hosted their monthly "Lunch Mob" and Ambassador meeting on Thursday January 30th at China Bowl Express/Young's Hawaiian Barbeque. Those that attended were able to enjoy wonderful Chinese food and Hawaiian Barbeque. After the meal, the Ambassador Corp went next door to Starbucks, where they enjoyed a variety of coffees and deserts while holding their monthly meeting. Ambassador Chair Lynda Fisher of Walmart shared with the group upcoming events and new programs that our Chamber businesses can get involved with. One of the programs is a new series of seminars offered by the Small Business Development Center, the City of Norwalk and the Norwalk Chamber of Commerce which are designed to help both new and veteran business owners. These seminars take place over three Wednesdays, starting on February 19th, and will be held at Norwalk City Hall. They begin at 8:30am and run through 11:00am. To register for this series of small business seminars, visit the SBDC at www.longbeachsbdc.org or call 866-493-4375.



Our next Ambassador "Lunch Mob" and meeting will take place on February 26th, at the DoubleTree Hotel here in Norwalk. Located at 13111 Sycamore Drive they offer both a buffet lunch or a full menu option. Those that participate in this event will be offered a 20% discount off of their lunch by Ambassador Virginia Zuno of the Doubletree Hotel! We invite all of our Chamber members to come to this "Lunch Mob" and enjoy an opportunity to network and learn more about the Norwalk Chamber of Commerce. To find out more about these events or other upcoming Chamber opportunities, visit our website at www.norwalkchamber.com or find us on Facebook.

NORWALK SMALL BUSINESS PROGRAM Start Finding the Right Customers for Your Business!

This three-day program will position your business for success with simple and practical steps to help you manage your business more effectively. The program is exclusively taught by current and former business owners. Thanks to the City of Norwalk, this program is offered to you for FREE, but you must pre-apply as there are only 30 seats available. Apply here!
<http://longbeachsbdc.org/wp-content/uploads/2014/01/Business-Management-Program-Norwalk-Application1.pdf>

Topics Include:

- Strategies for Increasing Revenue
 - Improving Customer Service
- Attracting and Retaining Customers
- Goal Setting with a Daily Plan for Your Business
 - Accounting Practices
- Loan Qualification and Preparation
 - Spanish Interpreter Available

Access to one-on-one business advising upon program completion (no-cost).

Program Dates

Wednesday, February 19 • Wednesday, February 26 • Wednesday, March 5
each day 8:30 am – 11:00 am

Location:

Norwalk City Hall, Council Chamber

Apply Now! Space is limited. Deadline to apply is February 12, 2014

FOR MORE INFO phone: 866-493-4375

email: sbdcinfo@lbcc.edu • web: www.longbeachsbdc.org

- See more at: <http://longbeachsbdc.org/2014/norwalk-small-business-program/#sthash.y8b2X1bO.dpuf>

MESSAGE FROM THE PRESIDENT



As Norwalk Chamber celebrates 90 years of serving the business community in the City of Norwalk, I want to assure you that Norwalk Chamber is devoted to being the ultimate business resource for our members. Whether through networking, promotion or advocacy, we are committed to helping your business and our community thrive in Norwalk. I encourage you to become an active chamber member and take advantage of all that Norwalk Chamber has to offer.

Our Business Strategies Networking Breakfast on January 23rd at DoubleTree Norwalk was fun and informative. Presentations were made by the Small Business Development Center (SBDC), Covered California and Office Depot. We are excited to be partnering with the City of Norwalk and the Small Business Development Center (SBDC) to provide vital information and workshops to help your business succeed in today's economy. For more information on upcoming workshops, please check our Norwalk Chamber website at: www.NorwalkChamber.com or contact our chamber office at 562.864.7785.

Our Women in Business Council will host a workshop entitled "Attractive Organizing Solutions for your Business" on Wednesday, February 12th at Prudential California Realty in Lakewood. This was a joint chamber event with the Greater Lakewood Chamber. For more information about the Women in Business Council or to find out more about upcoming Women in Business events, contact Christina Jones at Christina.Jones@hubinternational.com or at 714.739.3177, Ext. 204.

Join us for the 44th Annual Norwalk Mayor's Prayer Breakfast at 6:30am on Wednesday, February 12th at DoubleTree Norwalk. Keynote speaker is Gregory J. Boyle, S.J., Founder and Executive Director of Homeboy Industries. You won't want to miss hearing Father Boyle's inspirational message. Tickets for the Mayor's Prayer Breakfast are available at Norwalk City Hall Room 5.

The City of Norwalk State of the City Address will be held on Friday, February 21st at 11:30am at DoubleTree Norwalk. For tickets, contact the Norwalk Community Coordinating Council at (562)400-8188 or online at www.ncconline.us Deadline to purchase tickets is February 17th. No tickets will be sold at the door!

Join us for Dine Out Norwalk! Visit any Norwalk Chamber Member Restaurant on Wednesday, February 26th for any meal or beverage and bring your receipt to the Norwalk Chamber Office to be entered into a drawing for a prize package worth over \$500. Receipts dated February 26th must be turned in no later than Monday, March 24th. The winning ticket will be drawn at our Chamber Mixer at Agave Junction Cantina on Tuesday, March 25th. For more information about this event or for a list of Norwalk Chamber Member Restaurants, please go to our website at: www.NorwalkChamber.com or contact our chamber office at 562.864.7785.

On behalf of my Norwalk Chamber Board of Directors and Ambassadors, I want to thank you for your chamber membership. We look forward to serving you, your business and our community in the coming months!

Sincerely,

Toni Grijalva
2013-14 President
Norwalk Chamber of Commerce

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

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http://on.fb.me/oB5EUM

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• • •

**CITY COUNCIL LIAISON
MAYOR LUIGI VERNOLA**

NEW AND RENEWING MEMBERS

New Members

Prime Installer
Vicente Olgario Jr.
714-767-7954
www.primeinstallers.com
vicolejr@hotmail.com

Fast 5 Xpress
Lisa Miles
13355 Firestone Blvd.
Norwalk CA 90650
www.fast5Xpress.com
Lmiles@fast5xpress.com

Globos Ignis, Inc.
Steve Jimenez
10656 Rosecrans Ave. Unit #
Norwalk CA 90650
562-618-2110
www.globosignis.com
Steve@globosignis.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.

39 Years
Norwalk Business Services
Richard Cavish
562-863-4808

38 Years
Southern California Edison
David Ford
323-720-5290

34 Years
Norwalk Elks Lodge #2142
Exalted Ruler
562-868-6603

31 Years
Best Western Hotel
Allan Chi
562-929-8831

27 Years
Workforce Investment Board
Larry Lee
562-402-9336

23 Years
Cerritos College
Toni Grijalva
562-860-2451 x 2798

22 Years
Norwalk Dialysis
Carlos Jacobs
562-929-7430

21 Years
Reinforcing Iron Workers Local 416
Hart Keebel
562-868-1251

19 Years
Espana Motel
Sam Bhakta
562-864-5951

13 Years
Osteopathic Medical Clinic
Dr. Ethan Allan DO
562-868-7873

11 Years
Norwalk True Value Hardware
Joel Aparicio
562-864-0912

9 Years
CareMore Medical Group
Erica Bedard
562-622-2900

7 Years
Scoreboard Sportsbar 2
Michelle Herrick
562-864-4044

Mid-Cities Federal Credit Union
Bessie Griffin
310-638-5147

4 Years
China Bowl/LL Hawaiian BBQ
Leanne Lee & Anthony Sou
562-462-1661

3 Years
Sullivan Management
Jennifer Sullivan
562-863-8078

2 Years
Central Basin Water District
Tammy Hierling
323-201-5510



Larry Lee of SELACO Workforce Investment Board receives a membership renewal plaque from Chamber President Toni Grijalva of Cerritos College.



Teri Bazen, Norwalk La Mirada Plumbing accepts the membership renewal for the Norwalk Rotary Club, from Chamber President Toni Grijalva of Cerritos College.



Robert (Bob) Arthur of the Cerritos College Board of Trustees accepts a membership renewal plaque from Norwalk Chamber President Toni Grijalva.

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

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.

CLEANING SERVICES

ServiceMASTER Professional Home & Disaster Cleaning Services
10% Discount to all Chamber Members
Carpet & Upholstery Cleaning
Must show membership card.

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

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

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.

CAR SALES

BUDGET RENT-A-CAR
Phil Arey OR Craig Wicks
12541 Rosecrans Avenue, 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
mynorwalkflorist@yahoo.com • www.floristnorwalk.com
15% off all phone or walk-in floral orders. (Excludes wire orders ,Valentine's Day, Mother's Day and Christmas)
50% off wire fee. Discounts Cannot be used in addition to any other promotional offers.

OFFICE MACHINES

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

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.

TIRE SERVICES

PRO TIRE & PREMIER TIRE
Rudy Garcia
16102 Pioneer Blvd
Norwalk (562) 404-8558
We Pay Your Sales Tax on Purchases

CLEANING SERVICES

MERRY MAIDS
Julie or Sandra
13923 San Antonio Drive, Norwalk
(562)929-6177
\$10 off your first 10 cleanings

HAIR SALON

THE CUTTING EDGE
Marilyn Martinez
10933 Firestone Blvd., Norwalk
(562)929-7696
15% off any service or product, must show Chamber membership card to receive discount.

OPTOMETRIST

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

PLUMBING HVAC

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

MESSAGE FROM THE EXECUTIVE DIRECTOR



Now that the California legislature has reconvened after the winter break, the Gateway Chamber Alliance met on January 27 to review current legislative bills. The following bills were discussed by the committee and action taken is noted.

AB1164 (Lowenthal) Would allow an employee who claims a wage violation to assert a lien on an employer's real or personal property, or even a third party's real or personal property, before any trial or administrative hearing has been held to determine if any wages are actually owed by the employer. The Gateway member members voted to prepare a letter to the state leaders voicing our opposition to the bill.

UPDATE: Strong opposition from the California Chamber of Commerce, business groups and local chambers has stopped a "job killer" on the Assembly Floor. The bill failed to have enough support to even garner a vote of the full Assembly. A coalition of 59 business groups and local chambers of commerce joined together to oppose the bill. The coalition sent a floor alert to members of the Assembly on January 27, voicing strong and unified opposition to the measure. As a result, the Assembly placed the bill on the inactive file, thus causing the legislation to miss the January 31 deadline for bills to pass their house of origin.

SB747 (DeSaulnier) Would authorize the Department of Public Health to request manufacturers of products contributing to a recognized public health epidemic to provide information to the Department on the public health impacts of the products. The committee reviewed the bill and voted to send a letter of opposition in its current form as unnecessary new regulation. It is an unworkable, costly, duplicative and burdensome new program allowing the Department of Public Health to request information from selected manufactures of consumer products the Department determines contribute to a significant public health epidemic and would allow the Department to impose a fee of up to \$20,000 per manufacturer to cover its costs. CalChamber is opposed.

AB1522 (Gonzalez) Would require employers in California to allow all employees to accrue paid sick days. The committee voted to table the bill until the February meeting and track its progress.

Trade Promotion Authority (TPA) Allows President Obama's administration to negotiate trade agreements in accordance with objective and priorities established by Congress. After discussion, the committee voted to write letters to Congressional representatives to register our support of the initiative.

-Vivian Hansen

MEMBERS IN THE NEWS

First Cohort of Cerritos College Students Receive Certified Sustainable Design Associate Title



CSDA associates certification is awarded to an individuals who demonstrated mastery of the theoretical and applied knowledge in the growing area of sustainable and environmental friendly engineering design.

"Sustainable design is an approach to engineering design, in which designers or engineers are trying to minimize environmental impact of a product and to make it more sustainable by designing the "greener" products. These products are imperative to satisfy the needs of the current generations and assure sustaining the needs of

of sustainable design," said Dr. Micic.

The Cerritos College NPD103 class "Materials and Tooling for New Products Development" is sustainability-centric class, and is one of the first classes like this in the Southern California. The students enrolled in the NPD103, gain the basic understanding of materials and processes used for new products development, how to choose the right materials, and the tooling and processes for the right applications with a minimum environmental impacts.

"Cerritos College also practices Sustainability in our Plastics and Composites department, in which the students can learn practical hands-on experiences in plastics

the future," said Dr. Miodrag Micic, Sc.D., Ph.D., M.T.M., CSWP, Department Chair and Instructor of Engineering Design Technology at Cerritos College.

"Life Cycle Assessments (LCAs) are becoming a normal part of the product development documentations, required by many customers especially for consumers and medical products goods, and especially in the European marketplace. At this moment in time there is a very short supply of sustainability design experts in the US, and it is great advantage for a job seeker in an engineering design area to present himself as a knowledgeable in the field, and to have a certificate which assure employers that the candidate have basic understanding of the principles

recycling. And Cerritos College provides sustainable source of engineering designers for the cutting edge 21st centuries professions, in the only New Products Development AA and Certificate program in the State of California," said Professor Dr. Nick Real, Ed. D. Dean of Technology Division of Cerritos College.

ABOUT THE PROGRAM:

The mission of Cerritos College New Product Development Department is to provide students with a theoretical, practical, hands-on, and research-based education in product/service development. The program teaches students the complete process of bringing a new product to the market.

New Product Development



47 Cerritos College students successfully passed their Certified SolidWorks Sustainable Design Associates and earned a CSDA title. The students are enrolled in the New Products Development (NPD) class, NPD 103.

is a combination of Cerritos College departments of Engineering Design Technology, Machine Tool Technology, Plastics/Composites, and Welding. New Product Development combines skills and knowledge from various fields to prepare students for and fiercely competitive and

evolving business world.

To learn more about New Product Development, visit <http://cms.cerritos.edu/npd/> and <https://www.facebook.com/CerritosCollegeFabLabs> or call Dr. Mickey Micic at (562) 860-2451 Ext. 2910.

College Hosts College Professors and Administrators from China

Cerritos College hosted 35 education leaders from China on Wednesday, January 15. The visiting group included administrators and professors from 15 vocational and career technical colleges from China.

"The purpose of their visit was to see first-hand the successful community college career technical education programs at Cerritos College," said the Cerritos College Board of Trustee Dr. Shin Liu, who orchestrated the visit.

The group was greeted by Instructional Dean of Health Occupations Sandra Marks, Instructional Dean of

Technology Dr. Nick Real and Chair of Culinary Arts Michael Pierini.

Cerritos College's Technology and Health Occupation divisions offer various CTE programs which train students to gain high-demand skills and prepare them for employment in automotive, cosmetology, culinary arts, dental hygiene, manufacturing technology, nursing, pharmacy technology among others.

The visitors first visited the Culinary Art program where they were introduced to the curricula and toured

the kitchen, formal dining room and café. The visitors then toured the Automotive Technology classes and the Skills Lab where they learned about the college's Technology and Health Occupation division programs.

The delegation was particularly interested in the Automotive Technology, Nursing and Culinary Arts programs. They hope to establish student/faculty exchange programs with Cerritos College and eagerly asked questions about these areas

of Redlands. Most recently, John completed the credential program for Certified Food Safety Professionals from National Environmental Health Association.

"John is a well-respected and valuable member of our management team," stated Brown. "This promotion is a result of his leadership skills and the contributions that he has made towards the success of the company's Meat Division."

Stater Bros. is the largest privately owned Supermarket Chain in Southern California and the largest private employer in both San Bernardino County and Riverside County, with annual sales in 2013 of \$3.9 billion. The Company currently operates 167 Supermarkets, and there are over 18,000 members of the Stater Bros. Supermarket Family.

STATER BROS. MARKETS... SERVING SOUTHERN CALIFORNIA FAMILIES FOR 78 YEARS

STATER BROS. PROMOTES JOHN CIRAULO TO VICE PRESIDENT MEAT DIVISION

San Bernardino, California (January 20, 2014) – Jack H. Brown, Chairman of the Board and Chief Executive Officer of Stater Bros. Markets, has announced the promotion of John Ciraulo to the position of Vice President Meat Division of Stater Bros. Markets. Ciraulo is replacing Kevin Schubert, who will retire in March with over 39 years of service.

Ciraulo has been a member of the Stater Bros. "Family" for over 28 years and has progressed through a range of both retail and marketing positions. In his new position, Ciraulo will oversee the marketing and retail operations of the company's meat and seafood divisions.

Ciraulo will report to Dennis McIntyre, Executive Vice President Marketing.

Ciraulo first joined Stater Bros. in 1986 as a Meat Clerk at the company's South Fontana location. He was promoted in 1988 to an Apprentice Meat Cutter at the company's Highland/Muscupabe location in San Bernardino and in

1990 was promoted to a Meat Department Manager at the company's South Rialto supermarket.

Ciraulo was promoted to Retail Meat Supervisor in 1999. In 2007, he was promoted to Buyer/Merchandiser in the Marketing Department, and later that year John became a Meat Buyer in the Marketing/Meat Division. In 2010, John was promoted to Director Marketing Meat Division, his most recent position.

John earned a vocational teaching credential from California State University, San Bernardino in 2001 and is an instructor for the Stater Bros. Meat Cutting Apprentice Program. He is a 2006 graduate of both the WAFRC Retail Management Program at San Bernardino Valley College and University of Southern California (USC) Food Industry Management Program. John has earned a Bachelor of Science Degree in Business Management from University of Phoenix and a Master of Arts Degree in Business Management from University

LABOR LAW CORNER

New Laws on Criminal Background Checks

Effective January 1, 2014, a new law restricts the ability of private-sector employers to inquire into certain criminal background information that has been expunged, sealed or dismissed.

Existing Law

Labor Code Section 432.7 already prohibits an employer, whether a public or private employer, from asking an applicant for employment to disclose information concerning:

- An arrest or detention that did not result in a conviction; or
- A referral or participation in any pretrial or post-trial diversion program.

The law also prohibits employers from considering the information as a factor in determining any condition of employment, such as hiring, promotion or termination.

New Law

SB 530 amends Labor Code Section 432.7 to additionally prohibit an employer from asking an applicant to disclose information concerning a conviction that has been judicially dismissed or ordered sealed. If a job applicant had a criminal conviction that was expunged, you cannot ask about it.

An employer is likewise prohibited from considering information about such criminal records as a factor in determining any condition of employment. If you find out that one of your current employees was convicted of a crime that was later expunged, you cannot take adverse action against that employee based on your knowledge of the prior conviction.

Exceptions

There are certain limited exceptions to these requirements:

- The employer is required by law to obtain that information.
- The applicant would be required to possess or use a firearm in the course of his/her employment.
- An individual who has been convicted of a crime is prohibited by law from holding the position sought by the applicant, regardless

of whether that conviction has been expunged, judicially ordered sealed, statutorily eradicated or judicially dismissed following probation.

• The employer is prohibited by law from hiring an applicant who has been convicted of a crime.

Penalties

The penalties under Labor Code Section 432.7 remain the same: If an employer violates the provisions, the applicant may bring an action to recover actual damages or \$200, whichever is greater, plus costs and reasonable attorneys' fees.

The penalties for an intentional violation are higher: An applicant will be entitled to treble (3x) actual damages, or \$500, whichever is greater, plus costs and reasonable attorneys' fees. An intentional violation is also considered a misdemeanor, carrying a fine not to exceed \$500.

Public Employers – New Law "Bans the Box"

Another new law, AB 218, prohibits a public-sector employer (state or local agency) from asking an applicant to disclose information regarding a criminal conviction until after the agency determines the applicant meets minimum employment qualifications. This is sometimes referred to as a "ban the box" law because it generally prohibits the employer (in this case public-sector employers) from including a check box on the application asking about criminal convictions and using the response as an automatic disqualification.

Again, there are specified exceptions, such as where a criminal history background check is otherwise required by law for the position. This legislation will not go into effect until **July 1, 2014**.

Although this law does not apply to private-sector employers, the federal Equal Employment Opportunity Commission issued Enforcement Guidance in 2012 that discussed how an employer's use of an individual's criminal history in making employment decisions could violate prohibitions against employment

discrimination. The legislative analysis of AB 218 reflects that the Legislature considered the EEOC Guidance.

The EEOC did not categorically ban the use of the box, but the Enforcement Guidance recommends that "employers not ask about convictions on job applications and that, if and when they make such inquiries, the inquires be limited to convictions for which exclusion would be job related for the position in question and consistent with business necessity." The Guidance provides that a policy or practice that excludes everyone with a criminal record from employment will not be job-related and consistent with business necessity.

The EEOC's Guidance has seen some criticism, including at least one federal court ruling criticizing the Guidance.

This is a changing and developing area of the law, as there is an increasing movement to address the issue of prior criminal convictions and affect on their future employability. According to the analysis of AB 218, the bill "follows the lead of six states and over 40 U.S. cities and counties that have removed the conviction history inquiry from initial job applications in public employment and instead delayed a criminal background check until the later stages of the hiring process."

Best Practices

- Most employers should not use a standard job application form that results in automatic disqualification based on criminal convictions. Public employers will need to comply with the new law prohibiting such initial requests. No employer should seek information about convictions that have been expunged, sealed or dismissed.
- Employers who must conduct criminal background checks to comply with local, state or federal laws should consult with legal counsel.
- Train managers, hiring officials and decision makers on the use of criminal history records.

visit us online at

www.NorwalkChamber.com

BEST BUSINESS PRACTICES: 10 TIPS TO GET YOUR 2014 MARKETING STARTED ON THE RIGHT FOOT

Brought to you by: Kelly Flint, Area Director, Constant Contact

With the New Year comes the opportunity start fresh, and the chance to revamp your marketing strategy. Follow our 10 quick tips to help you get your 2014 marketing started on the right foot.

1. Leverage the Tried and True Email continues to be one of the biggest drivers of conversions for small businesses. While social media and other online marketing tools should play an important part in your 2014 marketing, your email contact list will continue to be one of your most valuable assets. Keep that in mind as you start your planning.
2. Update your Email Lists. Clear out any bounced email addresses, duplicates and otherwise inactive contacts so you can focus on engaging your most interested customers.
3. Create Segmented Lists. While you are updating your contacts, segment the list based on interests and past purchases so that your messages reach those most interested in receiving them.
4. Offer Great Content. Send relevant, valuable content to the people who have opted to receiving communications – content that people will look for. Use an enticing subject line and make sure they recognize who the email is from.
5. Share Content Across Channels. Cross-pollinate your

content with teaser links across all media which includes linking to your Facebook, YouTube and other social media pages from your e-newsletter, blog and website. Post teasers about the content on Twitter, LinkedIn and other social media sites that lead back to your content destinations.

6. Engage Via Social Media. It has the power to take any of the feedback you may receive from using a tool like email marketing and supercharge it – letting customers share their thoughts, questions, and ideas quickly and publicly. And it allows you to respond just as fast, without having to pick up the phone or worry the customer isn't seeing your response.
7. Pay Attention to What People are Saying. In addition to review sites like Yelp, consumers are also relying on social networks like Facebook, Twitter, and Pinterest before making a purchase. Pay special attention to what people are saying about your business on all of these social networks. Look for opportunities to engage with your most loyal fans on Facebook, respond to a customer's question on Twitter, or thank someone for a positive online review whenever you get the chance.
8. Refresh your Online Listings. Consumers rely on search engines like Google or Bing, city guides like Citysearch, and mobile apps like Foursquare to discover new businesses.

Identify the places that your target audience is turning to when searching for businesses similar to yours, and make sure information about your business on those sites is accurate and up-to-date.

9. Go Mobile! More people are using mobile devices to inform their purchase decisions. In the past year alone, smartphone usage in the U.S. increased by 50 percent. If a potential customer can't easily find and consume the information they're looking for from their mobile device or if you send an email that doesn't look good on a smartphone or tablet it could cost you business.

10. Engage In Person. Online tools are key to marketing success, but engaging in person enables you to create a lasting connection in a very powerful way, which leads to customer loyalty and ever-valuable word of mouth. Consider hosting an open house, an education event, or some other type of event to increase awareness about your business, strengthen relationships, and inspire involvement for the coming year.

NEW MEMBER GLOBOS IGNIS, INC



New member **Globos Ignis, Inc.** is a firearms store that specializes in Curios and Relics Firearms. One of their specialties is the Garand rifle, which was used extensively by the United States Armed Forces starting in 1936. They also specialize in other WW2 firearms and additionally they carry and can special order personal and home-defense

firearms. They can do custom builds for firearms as well and are one of the few shops that currently has .22LRs in stock. Steve Jimenez is the face of Globos Ignis, Inc. and represents all of the owners who bring their personal passion to the business. This store has a down home feel to it, where you can visit and find out much information about relic firearms. One of the owners is a United States Veteran who served in the Korean War and this got them started in Garand collecting and dealing. They cater to collectors and those who may

need special orders. They hold FFL 01 and FFL 08 licenses from the ATF. Their Chief of Security is an Australian Shepherd named Sunshine, and they may give discounts for those who bring the Chief of Security a Scooby snack. **For more information or to order call (562) 618-2110 and talk to Steve, or check out their website at www.globosignis.com.** The Grand Opening for this new business is coming soon and they are very excited about. Check out the Norwalk Chamber Calendar of events for this upcoming Grand Opening and others here in Norwalk.

NEW MEMBER PRIME INSTALLERS

The Norwalk Chamber of Commerce welcomes new member, **Prime Installers.** Prime Installers specializes in plumbing, kitchen/bathroom remodeling, and home appliance installation. They proudly serve Los Angeles, Orange, Riverside and San Bernardino counties. They look forward to working with you. Their service technicians are highly trained and skilled and they are up to date on all the new technologies in all fields of plumbing and home

appliance installation. Owner Vic Olegario Jr says that they are prepared to meet and exceed your expectations. They have built a great reputation for outstanding workmanship, and reliable, thorough service. They specialize in the following:

- **Home Appliance Installation**
We install most kitchen appliances from all major brands.
- **Plumbing**
We install your kitchen and bathroom fixtures as well

as provide most plumbing services.

• **Remodeling**
We remodel your kitchen and bathroom to your needs and specifications.

Interested in finding out more about this new member, visit their website at www.primeinstallers.com or call Vic at (714) 277-3910.

NEW MEMBER FAST 5XPRESS



Your car is an investment. At **FAST5XPRESS**, you'll be pleased to discover that our innovative service is the first of its kind and the ideal solution to protecting your investment and for a variety of reasons:

• **It's better for your car.** With prices starting as low as just \$6 dollars, it's more than economical. We

also offer free vacuums and discount membership, as well as customer loyalty programs.

• **It's eco-friendly.** We're eco-friendly because we save enormous amounts of water, plus we use biodegradable and non-toxic detergents. We care about the planet just as much as you do!

• **It's fun.** Want to take the kids on a quick and fun excursion? Bring them with you to drive through our high-tech tunnel.

• **It's fast.** Our latest cleaning and polishing technology will give your car an incredible sheen and luster.

You'll be on your way in a matter of minutes.

• **It's amazing value.** We've taken the hassle out of getting your car washed and made it a turnkey, fun and practical experience.

Look for information about their Grand Opening on our Norwalk Chamber website, www.norwalkchamber.com. **Fast 5Xpress is located at 11335 Firestone Blvd., Norwalk CA.**



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WEDNESDAY, FEBRUARY 26TH 2014

Visit any **Norwalk Chamber Member Restaurant** on **WEDNESDAY, FEBRUARY 26TH**, purchase any Meal or Beverage. Bring your receipt to the Norwalk Chamber Office to be entered into a drawing for a prize package worth over \$500.00! **Receipts must be turned in no later than Monday, March 24th, and the winning ticket will be drawn at our Chamber Mixer at Agave Junction Cantina on Tuesday, March 25th, 2014. NO LIMIT TO THE NUMBER OF RECEIPTS YOU MAY BRING TO THE CHAMBER OFFICE TO ENTER.**

Participating Restaurants:

Agave Junction Cantina	11957 Firestone Blvd.	Norwalk CA
Applebee's	12129 Imperial Hwy.	Norwalk CA
Bruce's Prime Ribs	12623 E. Imperial Hwy.	Santa Fe Springs CA
Burger Basket	12155 Firestone Blvd.	Norwalk CA
Café n' Stuff	9306 E. Firestone Blvd	Downey CA
China Bowl/LL Hawaiian BBQ	11031 Firestone Blvd.	Norwalk CA
Costco Food Court	12324 Hoxie Ave.	Norwalk CA
Diana's	16330 Pioneer Blvd.	Norwalk CA
Doubletree Hotel	13111 Sycamore Dr.	Norwalk CA
El Taco Locco	12341 Imperial Hwy	Norwalk CA
Frantone's	10808 Alondra Blvd.	Cerritos CA
Golf n' Stuff Snack Shack	10555 Firestone Blvd.	Norwalk CA
Juan Great Fiesta	11116 Washington Blvd.	Whittier CA
Keystone Lanes Restaurant	11459 E. Imperial Hwy.	Norwalk CA
McDonalds of Norwalk	12602 Alondra Blvd	Norwalk CA
Medieval Times	7662 Beach Blvd.	Buena Park CA
Outback	12850 Norwalk Blvd	Norwalk CA
Pirate's Dinner Theater	7600 Beach Blvd.	Buena Park CA
Sanchez Mexican Restaurant	12061 162nd	Norwalk CA
Shakey's Pizza	11403 Firestone Blvd.	Norwalk CA
Starbucks Coffee	11790 Firestone Blvd.	Norwalk CA
Starbucks Coffee	10716 Firestone Blvd.	Norwalk CA
Starbucks Coffee	11031 Firestone Blvd.	Norwalk CA
Tam's Super Burgers	11700 Rosecrans Ave.	Norwalk CA
TNT Tortas & Tacos	11042 Rosecrans Ave.	Norwalk CA



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U.S. Census Bureau Releases Census Explorer

Census Explorer is a new interactive map from the U.S. Census Bureau that provides easier access to neighborhood-level statistics. The mapping tool uses timely annual statistics from the American Community Survey.

The mapping tool allows users to zoom in or enter the address for the data they want to view. This tool not only incorporates the most recent American Community Survey five-year statistics (2008–2012), but also data from the 1990 and 2000 censuses. This allows users to ascertain how regions have changed over the past two decades.

The up-to-date topics

available in Census Explorer include:

- Total population
- Percent of 65 years and older
- Foreign-born population percentage
- Percent of the population with a high school degree or higher
- Percent with a bachelor's degree or higher
- Labor force participation rate
- Home ownership rate
- Median household income

For additional information on the Census Explorer website, visit <http://www.census.gov/censusexplorer/>.