

CAL CHAMBER RELEASES 2014 JOB KILLER LIST

The California Chamber of Commerce yesterday released its annual list of "job killer" bills calling attention to the negative impact that 27 proposed measures would have on California's job climate and economic recovery if they were to become law.

"The economic recovery is still the number one issue for Californians," said Allan Zaremberg, President and CEO of the California Chamber of Commerce. "These bills pose a serious threat to our economy and, if enacted, would dampen job growth in the state. While it is encouraging that the list of new job killer bills is smaller than in past years, the unfortunate consequence of any one of these bills becoming law would be harmful to our economy. Protection of the job climate remains CalChamber's top priority."

Legislation included on the "job killer" list released today will change throughout the year as bills are amended or new language is introduced.

The 2014 "job killer" list follows:

Costly Workplace Mandates

AB 1522 (Gonzalez; D-San Diego) Paid Sick Leave — Increases employer mandates by requiring all employers, large and small, to provide all employees in California with paid sick leave, and threatens employers with statutory penalties as well as litigation for alleged violations.

AB 2604 (Brown; D-San Bernardino) Exposes Employers to Disproportionate Workers Compensation Penalties — Dramatically increases penalties and costs for delayed payments and will result in disproportionate penalty awards that are significantly greater than the amount of the delayed payment.

SB 935 (Leno; D-San Francisco) Minimum Wage — Unfairly increases employer costs by increasing the minimum wage to \$13 by 2017 and then increased thereafter according to the Consumer Price Index.

Economic Development Barriers

AB 1897 (Hernández; D-West Covina) Contractor Liability — Unfairly imposes liability on any contracting entity for the contractor's wage and hour violations, lack of worker's compensation coverage, and/or failure to remit employee contributions, despite the

lack of any evidence that the contracting entity controlled the working conditions or wages of the contractor's employees.

AB 2140 (Bloom; D-Santa Monica) Harms Economy — Eliminates jobs and chills tourism in the San Diego region by eliminating performances of Orca at SeaWorld San Diego.

AB 2372 (Ammiano; D-San Francisco) Split Roll Change of Ownership — Unfairly targets commercial property by redefining "change of ownership" so that such property is more frequently reassessed, which will ultimately lead to higher property taxes that will be passed onto tenants, consumers, and potentially employees.

AB 2416 (Stone; D-Scotts Valley) Unproven Wage Liens — Creates a dangerous and unfair precedent in the wage and hour arena by allowing employees to file liens on an employer's real or personal property, or property where work was performed, based upon alleged yet unproven wage claims.

AB 2420 (Nazarian; D-Studio City) Significantly Limits In-State Energy Development — Places California businesses at a disadvantage, increasing fuel costs, impeding job growth and suppressing property, income and excise tax revenues, by allowing local governments to impose local moratoriums on well stimulation treatments.

AB 2617 (Weber; D-San Diego) Interference with Arbitration Agreements and Settlement Agreements — Unfairly prohibits the enforcement of arbitration agreements or pre-litigation settlement agreements that require the individual to waive their right to pursue a civil action for the alleged violation of civil rights.

SB 1017 (Evans; D-Santa Rosa) Oil and Gas Severance Tax — Unfairly targets the oil and gas industry with the burden of a severance tax on the extraction of oil and gas in order to fund higher education, health and human services, as well as the state parks and recreation.

SB 1021 (Wolk; D-Davis) Split Roll — Discriminates against commercial property through split roll by allowing a school district to impose a higher parcel tax against commercial property as opposed to residential property.

SB 1132 (Mitchell; D-Los Angeles) Significantly

Limits In-State Energy Development — Imposes a statewide moratorium on well stimulation treatments until the completion of a scientific study, thereby placing California businesses at a disadvantage, increasing fuel costs, impeding job growth and suppressing property, income and excise tax revenues.

SB 1188 (Jackson; D-Santa Barbara) Unwarranted Expansion of Product Defect Litigation — Significantly increases product defect litigation and associated claims by allowing consumers to pursue claims after the warranty has expired for "material" omissions regarding the product that are unrelated to any health and safety concerns.

SB 1372 (DeSaulnier; D-Concord) Increased Tax Rate — Threatens to significantly increase the corporate tax rate on publicly held corporations and financial institutions up to 15% according to the wages paid to employees in the United States, and threatens to increase that rate by 50% thereafter, if the corporation or institution reduces its workforce in the United States and simultaneously increases its contractors.

SB 1381 (Evans; D-Santa Rosa) California-Only New Labeling Requirements and Increased Litigation — Increases cost of food productions and increases frivolous litigation by forcing farmers and food companies to implement costly new labeling, packaging, distribution and recordkeeping for products sold in California and by including a private right of action, increases litigation on all entities in the supply chain if a product was not properly labeled.

2013 JOB KILLER CARRY-OVER BILLS

Costly Workplace Mandates

SB 404 (Jackson; D-Santa Barbara) Expansion of Discrimination Litigation — Makes it virtually impossible for employers to manage their employees and exposes them to a higher risk of litigation by expanding the Fair Employment and Housing Act to include a protected classification for any person who is, perceived to be, or associated with an individual who provides medical or supervisory care to a listed family member.

Economic Development Barriers

AB 52 (Gatto; D-Los

Angeles) CEQA Consultation with Tribes — Creates new opportunities for CEQA litigation by requiring lead agencies to engage in "meaningful consultation" with Native American tribes regarding land use projects that could have an adverse impact on a tribal cultural resource.

AB 1330 (J. Pérez; D-Los Angeles) New Double Penalties — Discourages investment and expansion in some disadvantaged regions of the state by doubling most fines and penalties issued by the Air Resources Board (ARB), Department of Toxic Substances Control (DTSC) and Air Quality Management Districts (AQMD's) on facilities located there.

ACA 3 (Campos; D-San Jose) Lowers Vote Requirement for Tax Increases — Adds complexity and uncertainty to the current tax structure and pressure to increase taxes on commercial, industrial and residential property owners by giving local governments new authority to enact special taxes, including parcel taxes, by lowering the vote threshold from two-thirds to fifty-five percent.

ACA 8 (Blumenfeld; D-San Fernando Valley) Lowers Vote Requirement for Tax Increases — Adds complexity and uncertainty to the current tax structure and pressure to increase taxes on commercial, industrial and residential property owners to finance local public safety, transportation, water and recreation infrastructure by lowering the vote threshold

for bonded debt supported by property taxes from two-thirds to 55%.

SB 686 (Jackson; D-Santa Barbara) Safety Recalls — Exposes car dealers to significant liability and precludes them from renting, leasing, loaning, or selling a car despite the lack of actual knowledge that the car was subject to a recall, that may or may not pose any imminent harm to the consumer or renter.

SB 691 (Hancock; D-Berkeley) Dramatically Increases Pollution Penalties — Dramatically increases existing strict-liability penalties for nuisance-based, non-vehicular air-quality violations without adequately defining what types and levels of pollution would trigger those penalties.

SCA 4 (Liu; D- La Cañada Flintridge) Lowers Vote Requirement for Tax Increases — Adds complexity and uncertainty to the current tax structure and pressure to increase taxes on commercial, industrial and residential property owners by giving local governments new authority to enact special taxes, including parcel taxes, by lowering the vote threshold from two-thirds to fifty-five percent.

SCA 7 (Wolk; D-Davis) Lowers Vote Requirement for Tax Increases — Adds complexity and uncertainty to the current tax structure and pressure to increase taxes on commercial, industrial and residential property owners by giving local governments new authority to enact

special taxes, including parcel taxes, by lowering the vote threshold from two-thirds to fifty-five percent.

SCA 8 (Corbett; D-San Leandro) Lowers Vote Requirement for Tax Increases — Adds complexity and uncertainty to the current tax structure and pressure to increase taxes on commercial, industrial and residential property owners by giving local governments new authority to enact special taxes, including parcel taxes, by lowering the vote threshold from two-thirds to fifty-five percent.

SCA 9 (Corbett; D-San Leandro) Lowers Vote Requirement for Tax Increases — Adds complexity and uncertainty to the current tax structure and pressure to increase taxes on commercial, industrial and residential property owners by giving local governments new authority to enact special taxes, including parcel taxes, by lowering the vote threshold from two-thirds to fifty-five percent.

SCA 11 (Hancock; D-Oakland) Lowers Vote Requirement for Tax Increases — Adds complexity and uncertainty to the current tax structure and pressure to increase taxes on commercial, industrial and residential property owners by giving local governments new authority to enact special taxes, including parcel taxes, by lowering the vote threshold from two-thirds to fifty-five percent.

MESSAGE FROM THE PRESIDENT



As your Norwalk Chamber of Commerce celebrates 90 years of serving the business community in the City of Norwalk, I want to assure you that the 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 the Norwalk Chamber has to offer.

April was a busy month in Norwalk, as your Chamber assisted in workshops, attended events and ribbon cuttings and welcomed new members to the Chamber. Partnering with Long Beach City College and the City of Norwalk the Norwalk Chamber provided an opportunity for an Educational and Networking MeetUP. The MeetUP was facilitated by graduates of the Goldman Sachs 10,000 Small Business Program and provided needed information on such topics as "Cyber Liability" and "Employment Laws." On April 22, the Norwalk Chamber of Commerce along with 9 other local chambers participated in the **18th Annual Cerritos College Chamber Mega Mixer – Earth Day!** This event provided chambers and local business an opportunity to network and experience the cuisine of the Culinary Arts program at Cerritos College. On April 25 we celebrated Denny's Restaurant Grand Re-Opening with a ribbon cutting and breakfast. Then on April 26th we joined one of our newest Chamber members, Fast 5Xpress Car Wash for their Ribbon Cutting and Grand Opening. In addition to the ribbon cutting, Fast 5Xpress offered free car washes from 11am to 4pm on the 26th! Later that day I had the honor of presenting Alba Rapid Tax Service with their renewal certificate and a plaque commemorating their 50th anniversary as a business here in Norwalk! Finally, on April 30, we joined Cerritos College at the Groundbreaking Ceremony for their new Child Development Center.

Your Norwalk Chamber of Commerce is keeping busy welcoming new businesses and offering our support to long time members. Congratulations to the following new members who joined the Norwalk Chamber in March: Dragon Computer Services, Norwalk Preservation Limited Partnership and St. Pius – St. Matthias Academy.

On May 16th Congresswoman Linda Sanchez and Assemblywoman Cristina Garcia join the Norwalk Chamber of Commerce for a "Women in Business" Conference from 9-1pm at Pico Pico Park. Additional Chambers that will be participating in this workshop are Pico Rivera, Whittier, Santa Fe Springs, Lakewood and Montebello. For more information or to register for this event, contact Norwalk Chamber at 562.864.7785 or purchase tickets online at www.norwalkchamberofcommerce.org and click on our Chamber Store.

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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• • •

CITY COUNCIL LIASION

MAYOR MARCEL RODARTE

NEW AND RENEWING MEMBERS

New Members

**St. Francis Episcopal Church
Fr Russell Touchstone**
12700 Paddison Ave.
Norwalk CA 90650
562-863-9212

**North Walk Villa
Sigrid Scheibly**
12350 Rosecrans Avenue
Norwalk CA 90650
562-921-6624
www.lcca.com

**Kingston University
Stephen Atchley**
12100 Imperial Hwy #101
Norwalk CA 90650
562-868-6488
www.kingston-edu.org

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.

**51 Years
Norwalk La Mirada Plumbing**
Don Skala
562-868-7777
www.laplumber.com

**31 Years
Norwalk Town Square Management**
Heather Danko
818-710-6100
<http://www.norwalk-townsquare.com>

**28 Years
Frantone's**
Frank Doubleday
562-924-9494
www.frantones.com

**22 Years
General Alarm Services**
Bill McDonald
562-602-2000
<http://www.generalalarmservices.com/>

**19 Years
ABC Unified School District**
Dr. Mary Sieu
562-926-5566
www.abcusd.k12.ca.us

**15 Years
Villa Elena Healthcare Center**
John Javier
562-868-0591
www.villaelenahealthcare.com

Goodwill Industries
Janet McCarthy
562-435-3411
www.goodwill.org

**7 Years
Shakey's Pizza**
Alicia Cortes
562-864-2512
www.shakeys.com

**5 Years
Pay Advance Payroll**
Dean Harako
562-697-7920
www.payadvancepayroll.com

**2 Years
All American Trophies & Engraving**
Mike Baumler
323-725-1962
www.aatrophyco.com

National University
Tiffany Bitting
562-484-4868
www.nu.edu

New Member Spotlights



Kingston University is located in Norwalk, California, which is in the midst of some of Southern California's most accessible highways in the greater Los Angeles area, and only 17 miles southeast of Los Angeles. The University is established to motivate and metamorphose interested students to assume effective leadership roles in organizations or related professional activities, to be quality practitioners and disciples in alternative medical healing arts. Kingston University houses two divisions of degree programs studies, the School of Business and the School of Oriental Medicine. The School of Business offers both undergraduate and graduate programs, the Bachelor of Science in Business Administration and the Master of Business Administration program. The School of Oriental Medicine confers graduates a Master of Science in Oriental Medicine degree. In addition, the University provides certificate trainings in English as Second Language to help non-English speakers improve their English skill, and Massage Therapy Programs that prepare students become competent massage therapists. All programs at the University are taught by highly educated and experienced faculty members, many of whom are recognized in their professional fields. The classrooms and labs are equipped with resources designed to support the various learning and training needs of programs offered. Kingston University embraces global cultural dynamics and valued each student, faculty and staff as a life-long member of the Kingston University family. To learn more about Kingston University, contact them at 562-868-6488.



Life Care Centers of America North Walk Villa Convalescent Hospital is a premier provider of elderly services. The facility offers superior quality nursing care in a comfortable environment. Dedicated staff actively pursue excellence and desire to enhance each resident's quality of life. Located at 12350 Rosecrans Ave, here in Norwalk CA, this facility offers 59 skilled care beds, Physical Therapy, Occupational Therapy, and Speech Therapy. They also have a beauty/barber salon, private dining room and courtyard. As a part of Life Care Centers of America, they have helped families for decades to work through the difficult decisions about how best to care for their loved ones. Life Care has more than 38,000 associates nationwide who help fulfill their mission of providing their residents with the individualized care they need and deserve. These associates recognize the important things that a resident always deserves a kind smile and favorite cup of tea, that the need for conversation and friendship does not lessen with age and that a small act of unexpected kindness can make a resident's day. For additional information about North Walk Villa, contact Sigrid at 562-921-6624.



Leche Café & Bookstore is now open here in Norwalk! Combining two great ideas, food and reading, this is a great place to have lunch and get a new book. In addition to these amenities, the Café hosts comedy nights, provides a venue for local musicians and artists to perform and provides after school tutoring to promote literacy within the community and help struggling students. The bookstore side of this new business sells any kind of book you can imagine. Most are used, but in great shape and you can pick up a great read for only a dollar or two. Jesse Pelayo is the owner of this great venue which is located at 11723 Firestone Blvd, Norwalk CA. Their website says "Leche Cafe and Bookstore is a unique and intimate coffee lounge and dollar bookstore with a Latin flair. They promote literacy and education by providing affordable books and a free tutoring program for the community. We encourage artists and fellow innovators to flourish and present their art by providing them with a venue to showcase their work. It is a gathering place of knowledge, wisdom, culture, art, and open communication."



New member, St. Pius- St. Matthias Academy is located at 7851 E. Gardendale Ave, in Downey CA. They are a Catholic college-preparatory school whose mission is "to provide a challenging Catholic college-preparatory education in a supportive learning community that will positively affect the lives of teenagers, and provide opportunities for all students to grow in faith, learn without limits, and live with a purpose." St. Pius X-St. Matthias Academy has a unique family atmosphere which permeates all aspects of school and community life. Within the St. Pius X-St. Matthias Academy family, a fundamental focus is placed on the development of a positive sense of self-worth and on the importance of each individual. Students who value themselves and others have the potential to grow into mature Christian men & women, ready to take their place as leaders in service to the world community in their chosen fields. Concern for peace and justice is encouraged as part of the Christian life. Emphasis on responsible decision-making and on accountability for choices made is key to the moral and personal development of each student. Expectations regarding conduct, both in and out of class, are clearly delineated and promote growth in self-discipline. St. Pius X-St. Matthias Academy is committed to providing a Catholic education for students with diverse academic abilities. The development of basic skills is given priority within the college preparatory curriculum. For additional information about the Academy, please contact Manny Poveda at 562-861-2271.



The mission of Shree Pashupatinath Foundation, USA is to promote the unique identity of Nepal in the United States as the land of Pashupatinath, the birthplace of the Buddha and Mount Everest. Shree Pashupatinath Foundation, USA aims to unite Nepalese of all religious persuasions in the United States, especially in the greater Los Angeles area, by fostering cultural and social harmonies. Toward this goal, Shree Pashupatinath Foundation, USA will build a cultural center to bring Nepalese and non-Nepalese under one roof to engage them in art, culture, education and religion which will culminate a deeper understanding of diversities in communities and nations. It is also the goal of Shree Pashupatinath Foundation, USA to build a Buddha temple along side of the Pashupatinath temple, to preserve the artistic and cultural heritage, which is reflected in Nepal's respect and tolerance for each other. For additional information about the Shree Pashupatinath Foundation, please visit their website at <http://www.pashupatinathfoundation.org>.

Keep Your Business Running Through a Health Scare, Funeral or Family Crisis

What would such an event mean for your business?

Business owners know to plan for catastrophic events, like storms, fires, and prolonged power outages, that can temporarily put them out of operation. There are numerous resources to help with disaster and recovery planning for a business. But what about a personal emergency, such as a serious illness or accident, a divorce, or a death in the family? What would this mean for your business and how should you handle it?

A recent death in my family prompted me to consider this matter. I had business events scheduled that involved many other people. Sadness about the death and related responsibilities aside, what would or should you do about business activities—pending and prospective? Now, when you're not dealing with any personal emergency, is a great time to think about what such an event would mean to your business and how you'd

deal with things.

Here's my take on planning for personal emergencies.

- Reschedule business appointments, meetings, and other activities that are conducive to alternate dates. People understand that things happen and usually are willing to accommodate your needs. Explain as much or as little about your personal emergency as you choose.
- Meet business obligations that are difficult to reschedule (e.g., involve many different parties; have been publicized for a set date; have had considerable financial commitment) if you can. Sometimes this is impossible and you'll have to make alternate plans despite the inconvenience and cost involved.
- Do long-term planning for the possibility of any personal emergency because at some time or another, just about every business owner experiences a personal

emergency. Have a backup person who can attend to routine business matters in your absence. Have an emergency fund that can provide money needed during a period in which you won't be bringing in revenue.

- Review your insurance coverage. For example, make sure you have disability coverage to protect you financially in case an occurrence prevents you from working in your business for some time.

- Seek expert advice. Whether this is medical, legal, spiritual, or otherwise, don't delay in getting the best guidance to see you through your personal issues.

And it helps to keep a positive attitude. Most personal emergencies are temporary interruptions in your business life. Deal with the personal issues as quickly and efficiently as you can so you can get back to the business you love.

By Barbara Weltman for Harford Insurance

MESSAGE FROM THE EXECUTIVE DIRECTOR



MARK YOUR CALENDARS!

The Chamber of Commerce has many events planned over the next few months and we want to make sure you are included.

- Thursday, May 8 – 4-7 pm at the DoubleTree Hotel Norwalk. You don't want to miss the CAPC KALEIDOSCOPE 6 Chamber Mixer and Silent Auction. This is an annual fundraiser for CAPC an organization empowering individuals with disabilities to maximize the quality of their lives in their homes & communities. Networking, Raffle Drawings, Music, Entertainment and hundreds of silent auction items. Admission is FREE.
- Friday, May 16, 2014 – 9am-1pm Women in Business Conference held at Pico Park. This event is being held in collaboration with Congresswoman Linda Sanchez and Assemblymember Cristina Garcia. Registration information can be found on the flyer and please share the flyer with other women who may be interested.
- Tuesday, May 27 – 11:45am. "Lunch Mob" at Denny's Restaurant 12616 Pioneer Blvd., Norwalk. Join the Board, Ambassadors, staff and members for lunch and support our Norwalk Chamber Member.
- Wednesday, June 25, 2014 – 11:30 am. Annual Installation of Officers and Business Awards Luncheon.
- Friday, July 11, 2014 – 11:30 am "State of the State" Luncheon with California Assemblymember Cristina Garcia
- Thursday, July 17, 2014 – 6-9pm Nine-Hole Golf Tournament

-Vivian Hansen

MEMBERS IN THE NEWS

PIH Health Named One of the Nation's 100 Top Hospitals by Truven Health Analytics

PIH Health was recently named one of the nation's 100 Top Hospitals® for the second consecutive year by Truven Health Analytics™, a leading provider of information and solutions to improve the cost and quality of healthcare.

"At PIH Health, we take great pride in providing high-quality healthcare to our patients – their safety, well-being and medical conditions are always our primary concern," said Judy Pugach, vice president of Enterprise Quality, Patient Safety, Accreditation and Licensing for PIH Health. "We are honored to have been named as a 100 Top Hospitals recipient two years in a row."

The Truven Health 100 Top Hospitals program is an annual study that evaluates hospital performance across a range of objective variables, such as mortality rates, complications, patient length of stay, and adherence to core measures.

The study shows that if all

hospitals in the United States performed at the level of this year's winners:

- Nearly 165,000 additional lives could be saved
- Nearly 90,000 additional patients could be complication-free
- More than \$5.4 billion could be saved

The average patient stay would decrease by half a day

"We are pleased to once again be among a select group of healthcare leaders," said PIH Health Hospital - Whittier Chief Operating Officer and Chief Nursing Officer Reanna Thompson. "At PIH Health, we are dedicated to providing a superior healthcare experience for our patients."

Hospital executives will gather at the annual 100 Top Hospitals Summit in Arizona June 11-13, 2014. For more information on the 100 Top Hospitals program, please visit www.tophospitals.com. For information on PIH Health, please visit PIHHealth.org.

org.

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About PIH Health

PIH Health is a regional nonprofit healthcare delivery network that serves more than 2.1 million residents in the Los Angeles, Orange County and San Gabriel Valley region. The fully integrated network is comprised of PIH Health Hospital - Whittier and PIH Health Hospital - Downey and features a host of outpatient medical offices, a multispecialty medical group, home health and hospice care, as well as heart, cancer and emergency services. Recognized in 2013 by Truven Health Analytics and Hospitals and Health Networks as one of the nation's top hospital systems for best practices and cutting-edge advancements in both quality and healthcare technology, PIH Health also invests millions each year in community education and free and low-cost services to support those with the greatest need.

Stater Bros. Charities Breaks Fundraising Records for the American Red Cross and the American Stroke Foundation

Stater Bros. Charities' Heart Month Campaign raises a record breaking amount of \$543,488 for the American Heart Association and American Stroke Association fight against heart disease and stroke. Stater Bros. Charities partnered with the American Heart Association and American Stroke Association during the month of February, which is National Heart Month, to help fight heart disease and stroke. Stater Bros. Charities presented a check to the AHA/ASA in the amount of \$543,488.

About Stater Bros. Charities: Stater Bros. Charities is a 501(c)(3) non-profit organization that supports critical needs in the communities where Stater Bros. employees live and work. Since 2008, Stater Bros. Charities has provided funding to countless local organizations and causes that benefit hunger

relief, children's wellbeing, education, health, and help for our nation's veterans. Funds are raised throughout the year from generous customers, supplier friends, and caring members of the Stater Bros. Supermarket Family. For more information log onto www.staterbros.com.

Stater Bros. was founded in 1936 in Yucaipa, California, and has grown steadily through the years to become 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 2012 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. was recently rated the "Best Full Service Supermarket Chain in Southern California."

The American Heart Association and American Stroke Association was founded in 1924, the American Heart Association and American Stroke Association is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases — two of America's leading killers — the AHA/ASA funds cutting-edge research, conducts lifesaving public and professional educational programs, and advocates protecting public health. To learn more or join the AHA/ASA in helping all Americans live longer, healthier lives call 1-800-AHA-USA1 or visit www.heart.org

STATER BROS. CHARITIES ... CARING FOR THE COMMUNITIES WE SERVE!

LABOR LAW CORNER

Written Agreement Required for Employees Who Get Paid Commission

Question: Question: I have employees who get paid commission. Am I required to have a written agreement or employment contract with those employees?

California Labor Code Section 2751 requires employers to provide commission agreements in writing specifying the method by which commissions are both computed and paid.

Agreement Details

The agreement must be signed by both the employer and the employee, and employees must receive a copy of the signed agreement. If the agreement expires and the employee continues working for the employer, the terms of the expired contract are presumed to remain in effect until a new agreement is in place. Be sure to

specify that the new agreement supersedes prior agreements.

It is important to be very specific in the agreement as to how the commission is earned, whether it is earned at one time or as specific events occur, and what happens when the employee leaves before conditions precedent to earning the complete commission.

It also is important to address, in consult with legal counsel, how commissions may (or may not) be affected when an employee is on a protected leave of absence, such as pregnancy disability leave or family medical leave.

Business Requirements

Each business will be different, so it is important to prepare the agreement with your particular business requirements

in mind.

While the law requires you to have a written commission agreement, there is no legal requirement to have a written employment contract or agreement. The definition of "commissions" and the use of employment contracts or agreements can cause confusion. Consult with legal counsel to determine the appropriate written agreements for your employees.

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.

10 STEPS FOR DEFINING YOUR TARGET MARKET

Have you heard of the 80/20 rule, better known as the Pareto Principle? Then, as you may know when applied to your business, 20% of your customers more than likely buy 80% of your products or services. So, how do you target that 20% of your business' best customers? Follow the 10 steps below to observe your best customer's behavior and develop a target market for your business.

1. The Average Sale: Do you know how much the average person spends when purchasing a product or service at your business? Begin with tracking your average sale in day, a week, and month for starters. Then, once you have a figure for the average sale, begin to track how many of your customers purchase over that amount, by how much (dollar amount), and how often. For example, if the average person spends \$35 in your boutique, your top customers may spend \$75, come back weekly, and may be more likely to refer a customer. Start tracking!

2. Common Characteristics of the 20%: Once you have your average figure and track every time someone spends over the average \$35 from our previous example, begin assessing similarities in the customer's characteristics. For example, the age, location, gender, marital or family status, income level, ethnic background, and needs (particularly for services.)

3. Why and What: Why do your customers buy from you, what do they care about, and what are they willing to pay? Why are your customers choosing you over your competitors - engage your customers with a simple survey after purchasing or at the counter through friendly conversation. Is it because you are local, is it for a social cause, quality, convenience? If your competitors charge more or less, check out their business and assess what makes your business different.

4. Where: Where do your customers buy your product or service? If you have a store front and online shop, where are most of your sales coming from online or in-store? Why? Maybe your customer service sets you apart. In our previous example, your customers may enjoy a personal shopper to

help with their purchases or enjoy in-store only discounts or promotions. For service based businesses, where is the sale coming from? Are your customers answering cold calls, online ads, referred by friends, looking at our website? Assess and track.

5. When: When do your customers buy? Is it seasonally, in the morning, evening, once a week, twice a month? In our example, maybe you find that many of your best customers come in after work from 5pm to 7pm, but your store is only open until 7pm, maybe you can stay open another hour or have an invite only promotion for your best customers where from 7pm-8pm the store exclusively stays open to your best customers once a month and perhaps offer a special promotion during that time.

6. Returning: Why will your customers come back? Did your customers receive great service, do they celebrate a special occasion with a purchase at your business, is it need based, did the experience give your customer something to talk about to their friends or family? What reason are you giving your customers to come back? If all else fails, ask your returning customers why they come back. If Saturday is your best sales day, ask your customers to come back on Tuesdays for special promotions or exclusive deals. Get your customers in the habit of coming back.

7. Your Portfolio: Do your customers know all of the products and services you offer? Assuring your team members inform your customers of all your products and services is crucial. It doesn't hurt to train your staff to say for example, "Don't forget we cater" or your insurance agent who primarily sells commercial insurance to say "We also sell home and auto insurance" or simply display signage or reminders on your website. The simple fact that your customers are familiar with conducting business with you, purchasing from you may just be convenient, but they can't buy from you if they don't know!

8. Reaching the 20%: Now that you've studied the 20%, how do you reach them? What marketing channels work best to communicate with that group? Let's say

your best customers at your convenience store are mostly retired individuals or senior citizens. The best channels to communicate with this audience may be through local newspapers, direct mail, and radio. Pay attention to the group's behaviors and interests and use corresponding channels.

9. Ask for Referrals: Now that you may know the faces or names of your best customers, track them in a CRM system, and market directly to them. Ask them in person or through the appropriate channels to refer you to their friends or family. Your best customers already like your product or service and they may already be referring you. So, institute a referral program to reward your customers or give them an incentive to refer business.

10. Cross Promote: Cross-promote through partnerships with other businesses that do not offer similar products. Sometimes aligning your business with a larger company may give your business added credibility or alternatively selling complimentary products may offer your customers convenience. When you search for partners, assure you both have the same target customers, but complimentary products. For instance, if you own a marketing or creative consulting company prized on customer service, partner with a local, quality print shop and offer next day delivery of creative designs to your customer's doorstep.

Stay tuned for the next 10 steps for attracting new customers to your business coming in March. For now, start with the ten steps above to get closer to your target customer and remember, the LA Regional SBDC is always ready to assist you with extra expertise at 1-866-588-SBDC.

The SBDC is 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

18th Annual Mega Mixer hosted by Cerritos College



Mike Baumler of All American Trophies & Engraving at the Cerritos College Mega Mixer.



Attending the 18th Annual Cerritos College Mega Mixer, Golf n' Stuff of Norwalk offers free gifts to attendees.



Teri Bazen of Norwalk La Mirada Plumbing, provides visitors to her booth with a complimentary roll of toilet paper!



Norwalk Chamber President Toni Grijalva is the coordinator of the Cerritos College Mega Mixer. She is pictured here with Norwalk Chamber Executive Director Vivian Hansen, and President Elect, Michael Batory of Walgreens.



Celebrating Earth Day in a special "hippie" way are Marjean Clements and Larry Lee of the SELACO Workforce Investment Board.

SELACO WIB, Walgreen's, Norwalk La Mirada Plumbing, Golf n' Stuff, Service Master Home & Professional Disaster Cleaning and Cerritos College.

Special thanks to our Norwalk Chamber President, Toni Grijalva, for coordinating this wonderful event!

For more information, please call
(562) 864-7785
visit us online at
www.NorwalkChamber.com

RIBBON CUTTINGS, GRAND OPENINGS AND CELEBRATIONS!

Denny's Restaurant Celebrates Re-Grand Opening

The Norwalk Chamber of Commerce attended the re-Grand Opening of our local Denny's Restaurant, located at the corner of Pioneer Blvd. and Imperial Hwy here in Norwalk. Denny's has been in this location in Norwalk for over 35 years, and this year they received a "facelift." Both the inside and the outside of the restaurant have been remodeled and upgraded. Restaurant manager, Ali Reza, welcomed our Norwalk Chamber Board Members and Ambassadors with a red carpet entry into the restaurant! Not only were our Chamber members in attendance at this event, but city officials and other local Denny's Restaurant managers also attended. Visitors were treated to a tour of the facilities and were able to see all of the work that had been done to create an attractive location to have a meal. The official ceremony started with a City Spotlight Award presented by Norwalk Vice Mayor, Leonard



Getting ready to cut the official red ribbon with Norwalk Chamber Board Members, Ambassadors, City Officials and Denny's Management Team.

Shryock. Then our Norwalk Chamber President, Toni Grijalva, presented the official Grand Opening certificate and Membership Plaque. With all of the dignitaries participating, the red ribbon was cut and then it was into the restaurant for a meal! Thank you to manager Ali Reza and all of the Denny's staff

for making our experience a great one! When looking for the location for your next breakfast or lunch meeting, or if you just want a good meal, visit Denny's Restaurant!

Alba Rapid Tax Services celebrates 50 years in Norwalk

Alba Rapid Tax Services was established in 1964 right here in Norwalk as a family business and they are still providing the community with excellent services and support just like they did back in 1964. The business has been family owned and operated by the Alba family for the entire 50 years and has continued to grow and thrive in Norwalk by treating their customers like they are family and providing excellent service to all. Alba Rapid Tax has received numerous awards and accolades over the years from an A+ Rating by the Better Business Bureau to receiving the first "Impact Award" from the Norwalk Chamber of Commerce in 2013. They recently held a 50th Anniversary Celebration where our Norwalk Chamber President, Toni Grijalva was invited to make a presentation.

President Toni spoke about the importance of strong businesses in our community and congratulated J. Alexander Alba on their years of continuous service right here in Norwalk. Also on hand were Norwalk Mayor, Marcel Rodarte who presented a City Business Spotlight Award from the City of Norwalk and Norwalk La Mirada USD Board Member Jesse Urquidi who presented a certificate of congratulations from Congresswoman Linda Sanchez to J. Alexander Alba, congratulating him on their 50th Anniversary.



Norwalk La Mirada USD School Board member, Jesse Urquidi presents a certificate from Congresswoman Linda Sanchez to J. Alexander Alba, congratulating him on their 50th Anniversary.

who started the business back in 1964 and gave it the foundation it needed to still be in operation 50 years later! Our heartiest congratulations go out to the entire Alba Rapid Tax Services family, not only on their anniversary celebration, but also on their new affiliation with H & R Block Tax Services!

FAST 5XPRESS Grand Opening

Mother Nature cooperated on Saturday, April 26th for the grand opening/ribbon cutting event for FAST 5XPRESS Car Wash located at 11335 Firestone Blvd. near the corner of Orr & Day Road. The event had been planned for 6 weeks and the night before the wind and rain threatened the opening celebration for the new Norwalk Chamber member. As the day dawned clear, sunny and rainless, Mayor Marcel Rodarte, vice Mayor Leonard Shryock, chamber Board Members and Ambassadors gathered to welcome the new business to Norwalk. Mayor Rodarte presented a Business Spotlight Award, Board Members Gordon Stefenhagen, Richard LeGaspi and Joseph Derthick presented them with Congratulatory Certificates from the Norwalk Chamber and Congresswoman Linda Sanchez along with their new member plaque. Also in attendance were Norwalk Chamber Ambassadors Richard Sneed and Susan Arthur and Chamber Executive Director Vivian Hansen.



Fast 5Xpress is presented with a Norwalk City Business Spotlight Award and a Plaque from the Norwalk Chamber of Commerce. Pictured here are: (left to right) Norwalk Chamber Ambassadors Susan Arthur & Richard Sneed, Lisa Miles, Fast5Xpress, Tom Utman, Fast5Xpress, Norwalk Mayor Marcel Rodarte, Norwalk Fast5Xpress Manager Jose Preciado, Curt Ensign, Fast5Xpress, Kelly Li, Fast5Xpress, Chamber Executive Director Vivian Hansen, Don Vogel, Fast5Xpress, Norwalk Vice Mayor Leonard Shryock, and Norwalk Chamber Board Members, Joe Derthick, Rich LeGaspi and Gordon Stephenhagen.

FAST5XPRESS is today's solution for busy people on the go who want to take good care of their cars. The FAST5XPRESS car wash process is designed to be environmentally friendly so it is easy on the world, and easy on your wallet! What's better than a pristine \$6 dollar

car wash that takes 5 minutes or less? The only way to know for sure is to see for yourself. Check them out - you will find the facility clean, efficient and the staff friendly and helpful. Manager Jose Preciado will be on hand to assist you.

Want to Build Long-Lasting Business Relationships?

Follow These Ten Easy Networking Tips For Small Business Owners

1. Build relationships in your community. Attend Community Events

Your neighbors might be a real asset to the success of your business: if people can put a friendly face to a name, they might be more likely to support you. Sports games, community potlucks, and the like are great ways to connect with potential clients.

2. Be able to describe your business in one sentence.

Most people don't like long-winded, jargon-heavy explanations. Think of a quick, catchy way to present who you are and what you do, that will stick in people's heads.

3. When you're starting out, reach out to friends and family.

When you're getting set up, remember that your existing social network will be invaluable in spreading the word. Don't be afraid to ask those closest to you to pass your info on to those closest to them.

4. Listen to your customers or potential clients.

Customer feedback is the most valuable data you can gather for the success of your business. Not to mention that people like feeling like they've been heard.

5. Focus on quality over quantity.

Making a few really good connections will help you a lot more down the line than collecting the business cards of everyone you meet. If you come across someone who could help your business grow, give them the face time that they deserve.

6. Create an online presence.

Social media isn't just for kids anymore. Developing a strong online presence will allow customers from all over the world to find you, interact with you and learn about your business.

7. Give a little to get a little.

Don't only focus on your own business needs: by helping out potential clients or partners with their needs, you can build stronger relationships that will lead to lasting benefits down the road.

8. Build partnerships with related businesses or industries.

Teaming up with another business owner who offers a complementary service to your own is a great way to offer

customers a lot of value, and potentially double your client base, all in one easy step.

9. Always follow up with potential customers or clients.

This is your business: YOU have to take the initiative. Don't assume that a good conversation with a potential client is automatically going to lead to an acquisition. Make sure you're doing the legwork to make the most out of your networking efforts.



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TO RSVP OR FOR MORE INFORMATION PLEASE CONTACT
The Norwalk Chamber of Commerce (562) 864-7785 or go online at www.norwalkchamberofcommerce.org



Central Basin Municipal Water District



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Business to Business

Contracting Opportunities in the Water Industry




Are you interested in increasing your business's profit?

The Central Basin Municipal Water District and Metropolitan Water District of Southern California are partnering to provide local businesses with information on how to take advantage of contracting opportunities with each of their agencies.

Thursday, June 26, 2014 from 9:00 a.m. to 1:00 p.m.

*Continental breakfast and lunch will be provided
*Seating is limited

Central Basin Municipal Water District
6252 Telegraph Road
Commerce, CA 90040

To RSVP, visit:
<https://www.surveymonkey.com/s/NCZPSNV>

For more information, please contact Priscilla Segura at priscillas@centralbasin.org