

### CONGRESSWOMAN LINDA SANCHEZ ADDRESS NORWALK CHAMBER OF COMMERCE



Members of the Norwalk Chamber of Commerce and Artesia Chamber of Commerce pictured with Congresswoman Linda Sanchez and City Officials from both Norwalk and Artesia.

The Norwalk Chamber of Commerce hosted our local Congresswoman, Linda Sanchez at our 2nd Annual State of the Nation Luncheon. Vice Mayor Leonard Shryock introduced the Congresswoman who then took the podium to share with the audience information from Washington D.C. After thanking the Chamber of Commerce and our sponsor Southern California Edison, Congresswoman Sanchez spoke about the current economic situation, tax code overhaul, rising income inequality and immigration reform.

On the economy, the Congresswoman shared that we are still in a recovery mode. Progress is happening but it continues to be slow. Our national unemployment number is 6.2% which is the lowest it has been since the most recent recession but many citizens are still feeling like they are in a hole they can't get out of. The situation for the long term unemployed is dire and Congress has not been able to vote on any kind of new extension for additional unemployment benefits. Congresswoman Sanchez reminded our audience that while working they all pay into the unemployment

system and should be able to receive needed benefits when out of work. She shared that she will keep working on this issue for her constituents.

Tax reform is another issue that the Congresswoman has as a priority. Other jurisdictions are trying to lure large businesses off our shores and into their countries. Comprehensive tax reform would allow the United States to be competitive in keeping those businesses here. Her ideas for tax reform are to be fair, simpler, and clearer and to provide certainty for businesses so that they can plan accordingly. An example she shared was current tax credits in research and development which are not permanent and that creates uncertainty for businesses who may not invest in additional research and development without a permanent tax credit. The Congresswoman also would like to see a level playing field, especially for small businesses. Right now there is talk about reducing the tax rate by 25%, but that would not apply to small and medium businesses. Many major corporations have the resources to find "loopholes" which can lower their tax rate to single digits, while smaller businesses don't have the

capabilities to do this, so a tax rate reduction should apply across the board to create that level playing field.

Speaking on the current "income gap" Congresswoman Sanchez believes the National minimum wage needs to be increased. While some states, such as California have raised their minimum wages, others have not and are using the Federal minimum wage rate. The Federal minimum wage has not been raised in 20 years and many taxpayers in those states have fallen behind. Taxpayers now subsidize the low wages paid in many of those states through social programs such as food stamps and welfare. Reports show that in states that have raised their minimum wage businesses are actually adding jobs faster so a Federal minimum wage increase would help everyone.

Congresswoman Sanchez shared her concerns about immigration reform, as she is always being asked by constituents about this topic. She believes that the right immigration reform will improve our economy by bringing undocumented workers out of the shadows and into our tax system. There are

many entities, including the US Chamber of Commerce, law enforcement groups and religious organizations that support the need for immigration reform. There is also bipartisan support in Congress for some aspects of immigration reform including the request by the President to provide money for the influx of unaccompanied minors that our United States borders have been dealing with. She stated that the Senate passed a bipartisan immigration bill but the Speaker will not bring the vote to the House where she believes it would also pass.

Beyond these topics the Congresswoman also shared updates on the Affordable Care Act (ACA), and answered a number of questions from the audience. In her 38th Congressional District the uninsured rate has dropped by over 50 percent which helps to control medical costs for everyone. More residents are visiting doctors rather than emergency rooms, which helps keep emergency room staff and doctors open to deal with life threatening and other emergencies quickly. She acknowledged that the current laws aren't perfect, but we should try to fix them and make them better rather than spending

time trying to get rid of the ACA, which is what the Republican controlled House of Representatives has spent too much time on. She also reminded the audience that next February will be open enrollment for the ACA, and notices will be coming to them sometime in October.

In closing the Congresswoman shared that she is here to help her local communities. She has been able to work with United States Air Force and the City of Norwalk to help bring approximately 15 acres from the "Tank Farm" to be conveyed to the City for park space at no cost and is hoping to have this completed sometime next year. She also answered audience questions about the homeless, the VA scandal, Student Visas and bringing manufacturing back to the United States that previously moved overseas.

The Norwalk Chamber of Commerce thanks Congresswoman Linda Sanchez for sharing valuable information about the District with our Chamber members and guests. We also thank the Artesia Chamber of Commerce for participating in the State of the Nation luncheon. Special thanks to David Ford and Southern



Congresswoman Sanchez is presented with a "Thank You" from Norwalk Chamber President Toni Grijalva and Artesia Chamber Member Lou Trerotola.

California Edison for their generous sponsorship of this event. Additional thanks go out to Congresswoman Sanchez staff members Angelina Mancillas and Michael Vuong for their support of this event.

To learn more about upcoming Norwalk Chamber events like this, please visit our website at [www.norwalkchamber.com](http://www.norwalkchamber.com) or find us on Facebook at [www.facebook.com/NorwalkChamberofCommerce](http://www.facebook.com/NorwalkChamberofCommerce).

### MESSAGE FROM THE PRESIDENT



As Norwalk Chamber celebrates 91 years of serving the business community in the City of Norwalk, I want to assure you that Norwalk Chamber is dedicated to creating community partnerships with our public and private sectors in an effort to cooperatively identify and resolve local and regional issues. We are 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.

We are happy to welcome new Norwalk Chamber members: KeyWest Auto & Truck Collision Centers, Goffredo Benites, Active Pest Control, Van Leang and Connect Staffing Inc., Cima Johnson.

Thank you, Ken Garcia for hosting an evening mixer at Golf n Stuff on August 14th. Thank you also to Café n Stuff for the delicious food at the evening mixer! Congresswoman Linda Sanchez hosted a Senior Fair at Cerritos College on August 15. Over 1000 senior citizens were in attendance! On August 21st, Norwalk Chamber and Artesia co-hosted a State of the Nation Luncheon featuring Congresswoman Linda Sanchez. Thank you to all of our event sponsors and all those who participated in these events. These events would

not have been successful without your sponsorships and participation!

On August 26th we held our Business Connections/Ambassador Meeting at Diana's Mexican Restaurant, Norwalk. We were also treated to a tour of Diana's Mexican Food Products, Inc. by Safety/Health Manager, Phil Robinson and Vice President, Samuel Magaña, Jr. Our monthly Business Connections events provide our chamber members with an excellent opportunity to network with other businesses while enjoying breakfast/lunch at one of our local restaurants. Our next Business Connections/Ambassador Meeting will be on September 30th at Bruce's Prime Ribs. I hope you can join us!

Coming up this month, our **Women in Business Council** will hold a workshop on **"Meeting your Workforce Needs"** at SELACO WIB on **September 10th**. For more information about the **Women in Business Council** or to find out more about this and other upcoming Women in Business events, contact Christina Jones at [Christina.Jones@hubinternational.com](mailto:Christina.Jones@hubinternational.com) or at 714.739.3177, Ext. 204.

Please join us for an **Evening Mixer and Ribbon Cutting at Leche Cafe on September 12 from 5:30-7:30pm**. Our **Annual State of the County Luncheon featuring LA County Supervisor Don Knabe** is on **September 26**. This event, co-hosted with Artesia Chamber is at the **Norwalk Arts and Sports Complex, Sproul Room from 11:30am-1pm**. I hope you are able to participate in all or some of our chamber events this month. For more information or to register for these events, please go to our website at: [www.NorwalkChamber.com](http://www.NorwalkChamber.com) or contact our chamber office at 562.864.7785.

I want to assure you that your Norwalk Chamber of Commerce Board of Directors, Ambassadors and Chamber Staff will continue to provide exemplary programs and services to help our local businesses succeed during these difficult economic times.

On behalf of my Norwalk Chamber Board of Directors and Ambassadors, and our Chamber Staff, I want to thank you for your chamber membership. We look forward to serving you, your business and our community in 2014-15!

Sincerely,

Toni Grijalva  
2014-15 President  
Norwalk Chamber of Commerce

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

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**Norwalk Chamber of Commerce**

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info@norwalkchamber.com

**Facebook:**

http://on.fb.me/oB5EUM

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EDITOR, NCBC**

**VIVIAN HANSEN**

**STAFF WRITER**

**CAREN SPILSBURY**

**CALENDAR OF EVENTS**

September 10  
**WOMEN IN BUSINESS COUNCIL**  
"Meeting your Workforce Needs"  
11:30am to 1:00pm

September 12th  
**REGIONAL CHAMBER ALLIANCE  
LEGISLATIVE FORUM**  
Guest Speakers:  
Neel Kashkari – Ca. Governor  
Candidate  
Mario Guerra – Ca. Senate Candidate  
8am – 9:30am  
Seating Is Limited  
Register Early for this Free event  
(562) 944-1616

September 12th  
**EVENING MIXER & RIBBON CUTTING  
LECHE CAFÉ**  
11723 Firestone Blvd. Norwalk CA  
5:30pm to 7:30pm  
Good Food, Great Talk & Awesome  
People  
Bring Plenty of Business Cards

September 14th  
**GOALS FOR LIFE  
WATERFRONT PARTY**  
5:00pm Harbor View Pavilion  
Long Beach CA  
Contact: Reggie Berry  
562-864-6040

September 22nd  
**PREVENTION COMMUNITY COUNCIL**  
Invitation to Informational Meeting  
Substance Abuse – Underage Drinking  
Norwalk Church of the Nazarene  
15000 Studebaker Road., Norwalk  
4pm – 5:30pm  
Contact: Maurina Cintron or Joel  
Reynoza  
(562) 926-5566 ext.24689

September 26th  
**"STATE OF THE COUNTY" LUNCHEON**  
Featuring Los Angeles County  
Supervisor Don Knabe  
11:30am to 1:00pm  
Norwalk Arts & Sports Complex  
Contact chamber for information:  
(562) 864-7785  
**NO TICKET SALES AT DOOR**

September 27th  
**FLAPJACK FUNDRAISER**  
Norwalk Soroptimist & Norwalk  
Coordinating Council  
8am – 10am  
Applebee's In Norwalk - 12129 Imperial  
\$10 Call: Gordon (562) 400-8188  
**NO TICKET SALES AT DOOR**

September 30th  
**"CREATING CONNECTIONS"  
MONTHLY LUNCHEON**  
11:45am to 1:00pm  
Bruce's Prime Ribs Restaurant  
12623 E. Imperial Hwy  
**Corner of Imperial Hwy & Bloomfield**  
Good Food, Great Talk & Awesome  
People  
Bring Plenty of Business Cards

**NEW AND RENEWING MEMBERS**

**New Members**

**KeyWest Auto & Truck Collision Center**  
Goffredo Benites  
12000 Firestone Blvd.  
Norwalk CA 90650  
562-868-0825  
keywestautocollision@gmail.com

**Active Pest Control**  
Van & Pary Leang  
562-572-7594  
activepest1@yahoo.com  
www.active-pestcontrol.net

**Connect Staffing Inc.**  
Cima Johnson  
14630 Carmenita Rd.  
Norwalk CA 90650  
562-404-6200  
www.connectstaffinc.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**  
**Golden State Water**  
Albert Rivera  
562-863-2607

**22 Years**  
**Su Casa, Ending Domestic Violence**  
Vickie Doolittle, M.A.  
562-519-8597  
www.sucasadv.org

**12 Years**  
**Churchill Composites**  
Mary Jane McIntosh  
562-864-2900

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

**21 Years**  
**Wheelabrator**  
Cathy Engebretson  
562-929-0887

**10 Years**  
**Knights of Columbus**  
562-864-9728  
Hall for Rent

**28 Years**  
**Park Water Company**  
Jeanne-Marie Bruno  
562-923-0711

**20 Years**  
**American Cancer Society**  
Rosie Rivas  
562-437-0793  
www.cancer.org

**AFLAC**  
Joe Derthick  
562-951-5670

**27 Years**  
**Norwalk La Mirada USD**  
Dr. Ruth Perez  
562-868-0431  
www.nlmusd.k12.ca.us

**19 Years**  
**First Class Copiers**  
Issac & Tammie Buckroff  
562-928-5091  
Offers Chamber Member Discounts

**5 Years**  
**Watt Companies**  
310-314-5037  
www.wattcompanies.com

**26 Years**  
**DoubleTree by Hilton, Los Angeles  
Norwalk**  
Tanya Eisenman  
General Manager  
562-863-5555  
www.losangelesnorwalk.doubletree.com

**14 Years**  
**Outback Steakhouse**  
Rob Cazares  
562-863-8908  
www.outback.com

**3 Years**  
**ServiceMASTER Home & Professional  
Disaster Cleaning Service**  
Vickie Yahn  
562-920-0303

**From the Membership Desk...**

Membership is what you make of it and our new members make the most of it. I would like to introduce you to Nikki Iglesias of KeyWest Auto Collision Center. Nikki is our contact for KeyWest which is located at 12000 E. Firestone Blvd, here in Norwalk CA. They are your go to location for any kind of collision repair! Both cars and trucks are serviced

by this business. Their certified technicians specialize in all makes and models as well as heavy duty equipment vehicles! They have a professional office staff that will assist you through the entire process of your insurance claim if needed. Owner Goffredo Benites is confident that you will get the best service possible at this repair center. They realize the importance of their

customers so customer satisfaction is not an option for them, it is a commitment! Questions, call them at 562-868-0825.

Membership is also about using networking opportunities to create new business contacts. We have some upcoming events where you will have the opportunity to meet other Chamber members face to face and start building your network! September events include an evening mixer, ribbon cuttings, and luncheons! Check out our Chamber calendar on our website at www.norwalkchamber.com to find out more about these events.

If you are interested in getting more involved with the Norwalk Chamber and want to find out how you can do that, contact our office at 562-864-7785 and we can set up a time to visit your business to share information about upcoming opportunities in the Chamber.

**MEMBERSHIP SERVICES DIRECTOR  
CAREN SPILSBURY**

**Advertise Your Business**

As Low As **\$31** Per Month Min. Print 12x



**Norwalk Chamber BUSINESS Connections**

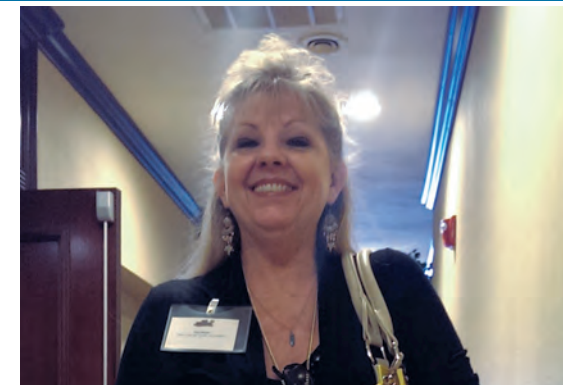
- ◆ Norwalk Chamber Members Only
- ◆ Direct Mail to All Members
- ◆ 22,000 Distribution

Call **Dorothy or Maryann (562) 904-3668**

**AMBASSADORS CORNER**

The Fullerton Chamber of Commerce hosted the 11th Annual Ambassador Rally on Friday, August 22nd at the Hotel Fullerton. This event was attended by over 120 Ambassadors and Chamber Staff members from Chambers as far away as Lake Havasu. Ambassadors were able to network and share ideas on how to support their Chambers and build value for the members. Table topics included "Using your Ambassador Status to Increase Sales" and "Retention Best Practices." Attending this event were Ambassador Chair Karla

Butler of Thompson Bookkeeping and Ambassador Teri Bazen of Norwalk La Mirada Plumbing. One of the most important discussion items was how to develop business growth as an Ambassador. Our Norwalk Chamber Ambassadors are able to meet and network with many of our new members and create new connections while supporting the mission of the Chamber. If you are interested in learning more about the Ambassador program, please contact the Norwalk Chamber at 562-864-7785 or by email at info@norwalkchamber.com.



**Teri Bazen of Norwalk La Mirada Plumbing at the 11th Annual Ambassador Rally**

**Norwalk "Creating Connections" Breakfast**

The Norwalk Chamber of Commerce hosted our monthly "Creating Connections" event at Diana's Restaurant on Tuesday, August 26th. Members and guests were able to enjoy a great breakfast while networking. The Ambassadors held their monthly meeting immediately following the networking event and then those that were interested were able to go on a tour of the tortilla factory. Diana's Vice President Sam Magana, Jr. met the group inside the plant and shared not only information about their factory but also gave the visitors packages of tortillas to take home! While visiting the store after the tour, Norwalk Chamber President Toni Grijalva presented Sam with their membership renewal plaque!



**Norwalk Chamber members get ready to visit Diana's Restaurant Tortilla Factory**

Thank you to Diana's Restaurant for your 19 years as a member of the Norwalk Chamber of Commerce!



**Norwalk Chamber President Toni Grijalva of Cerritos College presents Diana's Restaurant Vice President Sam Magana, Jr. with their 19 year Renewal Plaque.**



# MESSAGE FROM THE EXECUTIVE DIRECTOR



## Think Chamber Members First

Are you doing business with your fellow chamber members? Do you automatically call the Chamber for a member referral or look at the chamber website directory when looking for a referral for a friend? By supporting one another, we build value into being a chamber member.

"What was the best service you have received lately from a local business?" Do you have a story to share? Has there been a time when you called on another chamber member for their product or services and had a positive experience.

We are looking for your personal stories and recommendations from times that you use and support your fellow chamber members. Please share those stories with the Norwalk Chamber Staff. You may see your story featured in an upcoming chamber newsletter!

-Vivian Hansen

## WOMEN IN BUSINESS COUNCIL

The Norwalk Chamber of Commerce was the host of the monthly Women in Business Council meeting where attendees were able to learn about Cyber Liability. Just what is Cyber Liability you may ask? This is your businesses liability for online data about your customers. Whether it is their personal information, financial information or even their health information your business must protect them all. If there is any kind of a data breach of any kind through your business online you are liable both legally and financially to your customers. You may not be aware of the requirements you must meet as soon as you find out about this kind of data breach. Please see the following article for further tips.

### How Small Businesses Can Lose Data in 5 Easy Steps By James O'Brien

Sure, small-business data is compromised all the time, and all too often, via vulnerabilities in networks or employees' laptops, tablets, and smartphones — not to mention other, more insidious breach points — but what about the kind of data loss that comes from simple human error? In addition to the higher-profile threats of hackers and cyber-thieves, business owners also have to look out for a plethora of easy-to-make mistakes that can allow sensitive company and customer information to slip through the cracks, get lost, or land in the wrong hands. Let's consider some of the more "lo-fi" data-loss horror stories that have come up — and break out some tips to help avoid them at your shop.

backing up all relevant drives, not just the C drive on their computer.

**2. Exposing your company to the disgruntled.** "I had a client who terminated the IT manager in the morning and told him to gather up his stuff and be out by noon," Thordarson said. "They did not monitor his activity. He went into the server room, systematically deleted all of the tapes, and then he went on to systematically delete all the contents of the servers. He then grabbed his personal items and left." Needless to say, the impact was enormous. So, walk the recently let-go employee through their final steps, in person, and then walk them out the door.

**3. Tossing out documents without protocols.** Don't leave thrown-away sensitive papers to chance. Alex Muentz, an information-security attorney in Philadelphia, told a story, via e-mail, of a client trying to destroy documents containing personally-identifiable info by stuffing them into the furnace at his residential apartment building. Problem was, it was a mild winter and the box just sat there until a building technician later found it. Engage with a proper document-destruction service; don't leave your data to chance.

**4. Using a copier that saves everything it copies.** When it's time to move on to

another digital photocopying machine, be careful to check that yours hasn't kept a record of everything it's scanned. If it's configured to do so, you want to clear its memory or the next person down the line might just download a ton of critical details about your business and clients.

**5. Resetting as a nuclear option.** Here's a way to horrify yourself when it comes to easy data loss. Perhaps the idea of resetting your computer doesn't prompt the idea of complete personal-file deletion, but when it does, it's probably because you're using Windows 8. The reset option in the operating system's latest iteration wipes the slate clean. **Really, really clean**. If you want to restore your system to a fresh state, but protect your business data on that computer in the process, use Windows 8's refresh option — and do not reset.

It's hard to account for simple human error, and chances are it'll be a factor in your company's data lifecycle at some point.

In the preceding cases, however, you can tip the odds back in your favor. Take the time to institute policies and protections against these kinds of mishaps. It's bad enough out there, when it comes to data-loss threats, but you can work to control the simple stuff around the office.

**WHOSE BUSINESS IS THIS?** The first Norwalk Chamber Member to correctly identify this Chamber Members' business will receive a free Member Profile in a future monthly newsletter.\*

E-mail your guess to [info@norwalkchamber.com](mailto:info@norwalkchamber.com)



\*Business owner not eligible to win

## LABOR LAW CORNER

### Job-Related Travel: Things to Consider in Setting Daily Reimbursement

**Question:** Our employees will travel on behalf of the company. What is the California per diem we have to pay when an employee travels?

for lodging and meals will be higher in larger cities such as San Francisco and Los Angeles.

according to your established schedule.

The term "per diem" is used in so many ways, but from the context of your question, I am assuming you mean a daily expense rate owed to an employee for traveling on your behalf, not including mileage reimbursements. California Labor Code Section 2802 addresses expense reimbursement. However, the section does not stipulate what amount must be paid. The code simply states that each employee has to be indemnified, or reimbursed, for anything he/she necessarily expends on the employer's behalf.

**Establish System** To ensure that employees are reimbursed for all expenses, employers should design the reimbursement system they wish to institute. Decide whether you want to pay a daily per diem rate that covers meals and lodging or whether you want employees to submit expense receipts for each expense and set acceptable limits. Of course, the latter method requires more paperwork and recordkeeping. Develop an expense reimbursement policy stipulating how to claim expenses, forms to use, submission and payment schedules, and any prior authorization requirements.

**Useful Guidelines** For help determining reasonable per diem rates, review both the state of California and the federal government allowances for their employees at the websites for the California Department of Human Resources, [www.calhr.ca.gov/employees/Pages/travel-meals.aspx](http://www.calhr.ca.gov/employees/Pages/travel-meals.aspx), and the U.S. General Services Administration, [www.gsa.gov](http://www.gsa.gov). The Internal Revenue Service also provides information on per diem rates.

Private California employers are not required to use these rates, but they are useful guidelines and may be more readily accepted as reasonable by a court or the state Division of Labor Standards Enforcement.

**Reasonable Amounts** This does not mean that an employer is obligated to pay for the highest priced hotels and meals. Although the section is silent about the actual amounts and any limits the employer is able to set, a clear policy should be in place that delineates reasonable amounts based on the area of travel.

Although submission deadlines are important, if an employee misses the deadline, withholding the owed expense payment is not an option. Current and former employees may claim payment according to the applicable statute of limitations for up to four years.

Expense reimbursements are not subject to final pay time limits and may be paid

For example, daily limits

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

**THE CITY OF NORWALK & CHAMBERS OF COMMERCE OF NORWALK & ARTESIA**

**INVITE YOU TO ATTEND THE "STATE OF THE COUNTY" LUNCHEON ADDRESS PRESENTED BY... LOS ANGELES COUNTY SUPERVISOR DON KNABE**

**Date:** Friday, September 26, 2014 **Time:** 11:30 am—1:00 pm



**Norwalk Arts & Sports Complex—Sproul Room**  
13200 Clarkdale Avenue, Norwalk 90650

**MAJOR SPONSORS**  
**So. California Gas Company & Café n Stuff**

**Luncheon Per Person: \$25 Members/\$30 Non Members**  
**Table Sponsorships Available: Reserved Tables of (8) \$225.00**

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Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_

**RESERVATIONS ONLY:**  
**DEADLINE: Wed. September 24th**  
**No Tickets Sold At the Door**

Please reserve \_\_\_\_\_ seat(s) for this event.  
 Please reserve \_\_\_\_\_ table for this event.  
Included is my payment of \$ \_\_\_\_\_

**Important: Cancellations not received by Wednesday, September 24th will be invoiced**

**Please mail, fax, or email reservations to:**  
Norwalk Chamber of Commerce  
12040 Foster Road | Norwalk, CA 90650  
phone 562.864.7785 or fax 562.864.8539  
email: [info@norwalkchamber.com](mailto:info@norwalkchamber.com)  
Or On-line at: [norwalkchamberofcommerce.org](http://norwalkchamberofcommerce.org)

**Don Knabe** Supervisor  
4th District County of Los Angeles

*The Norwalk Chamber of Commerce*

## Invites You to an AFTER HOURS MIXER & RIBBON CUTTING EVENT

Norwalk Chamber Mixers are a great way to reconnect and build new relationships. Enjoy networking with other business owners and professionals!



### LECHE CAFÉ

**11723 Firestone Blvd. Norwalk, 90650**

Take advantage of this social opportunity to promote your business and learn about others.

*\*BRING PLENTY OF BUSINESS CARDS\**

**Light Appetizers      Special drink prices**

**Friday September 12, 2014**  
**5:30 p.m. - 7:30 p.m.**

**Questions?**  
**Call us at (562) 864-7785**  
**or visit us online at**  
**[www.NorwalkChamber.com](http://www.NorwalkChamber.com)**



## MIXING IT UP!

Golf n' Stuff was the host of our evening networking event for August. Ken Garcia welcomed the Norwalk Chamber members and guests while Café n' Stuff provided refreshments. We enjoyed a warm summer evening while mixing and mingling with chamber members and friends. Attending this event were Norwalk Chamber members Golf n' Stuff, Café n' Stuff, Norwalk La Mirada Plumbing, Heating and Cerritos College. President Toni Grijalva of Norwalk Chamber, Ken Garcia of Golf n' Stuff, President Toni Grijalva of Norwalk Chamber, Rolando Castro, Herb Wiggins and Dave Kharns.



Ken Garcia of Golf n' Stuff receives his 39 Year Renewal Plaque from Norwalk Chamber President, Toni Grijalva of Norwalk Chamber.



President Toni Grijalva presents a 51 Year Renewal Plaque to Teri Bazen of Norwalk La Mirada Plumbing, Heating and Cerritos College.



Enjoying the evening at Golf n' Stuff



Norwalk Chamber Member Mike Pettit, of Pettit Insurance Services with guests Rolando Castro, Herb Wiggins and Dave Kharns.



Norwalk Chamber Ambassador Joe Derthick meets new member Joey Espinoza of KeyWest Auto & Truck Collision Services.



Enjoying the evening mixer at Golf n' Stuff are members of the Norwalk Chamber of Commerce and guests.

## Want To Build Long-Lasting Business Relationships?

Follow these ten easy networking tips for small business owners.

- 1. Build relationships in your community.** 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.
- 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. Attend community events.** Sports games, community potlucks, and the like are great ways to connect with potential clients.

- 7. 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.

- 8. 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.

- 9. Build partnerships with related businesses or industries and your Chamber of Commerce.**

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.

- 10. Always follow up.** 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.

## 10 STRATEGIES TO HELP YOUR SMALL BUSINESS LEVERAGE TECHNOLOGY TO THINK LIKE THE GIANTS

Content provided by: Mark Kornegay,

General Manager, Southern California District, Microsoft Corp.

Small- and mid-sized businesses (SMBs) using modern technology outperform those that do not. Research from The Boston Consulting Group (BCG) discovered that small- and mid-sized businesses that leverage new technology had 10 points higher job growth and 11 points higher revenue growth than "low-tech" SMBs. Embracing the right technology solutions and collaborating with other entrepreneurs in your area can lead to relationships and results previously not considered. As a partner and solution provider for SMBs, here are 10 strategies brought to you by Microsoft Corp. to help your business increase revenue and job growth through technology.

- 1. Plan once, plan again and repeat.** Many small

businesses start off strong with a concrete business plan and specific goals, yet get so caught up in daily tasks like inventory and payroll that they lose sight of the larger plan. Plan a long-term strategy and develop a yearly plan that aligns to your overarching goals.

- 2. Rise to the cloud.** Cloud provides cost savings, enhanced productivity, and the ease of scaling your operations. Cloud-based services for tasks like document storage, video conferencing, email and calendars are typically a fraction of the cost of buying and maintaining servers and software. Cloud also provides greater flexibility and mobility since the data is stored online and is therefore accessible from any device with an

Internet connection. *Microsoft 0365* product is available also *Dropbox, Zoolz*, and many more

- 3. Get mobile.** Connectivity through mobile devices benefits employers and employees alike – for employers, reduced office expenses, access to a larger talent pool and better business continuity are all big advantages. For employees, remote working provides your employees with an elusive work-life balance, cuts down on commute time and office distractions and can improve customer relations by providing a means to respond more quickly to customer needs. Start by asking employees what they'd like to see in a remote working policy and what tools they have or need to make mobility a reality. Microsoft offers a suite of

tools to help make the transition seamless.

- 4. Invest in your online presence.** An up-to-date, easy-to-navigate website is crucial for any business. It is often a customer's first impression of your business and you want it to be a good one. Take the time to check out your competitors' sites with your "consumer hat" on. Ask questions like, "Is it easy to find what I'm looking for?" "Is contact information readily available?" The answers to these simple questions can guide the redevelopment of your site.

- 5. Socialize.** Take advantage of the opportunity to grow with a social presence; listen to what is being said about your brand online. Share dynamic content, photos, videos and encourage others to do the same, you can build a community of brand evangelists who will spread the word about your business and perhaps offer up some fresh ideas. Free and low-cost sites like Crowdfunder and Sprout Social can help you build your audience.

- 6. Attract top talent.** Big businesses often have a big advantage when it comes to attracting top talent, but with a little effort, small businesses can gain the upper hand. Play to your company's strengths by implementing a flexible work policy that will attract Millennials and people outside of the typical 20-to-30 mile commute. Advertise openings on sites like LinkedIn and pay special attention to comments from past employees shared online on sites like Glassdoor. Share your business' success stories on your website and social media as often as you can to attract talent who want to personally invest in your business.

- 7. Don't be afraid of customer relationship management software (CRM).** The smartest small businesses

think about technology in the same way that larger companies do asking: "What technologies can help me streamline business processes, stay close to my customers and improve my offerings?" A study of the adoption of cloud-based applications by small businesses, conducted by Dell and Techaisle research, found that CRM was by far the most adopted, up from 34 percent in 2010 to 55 percent in 2012. Your business might be ready for CRM to find out, visit <http://bit.ly/1q5TZzJ> to learn how to choose the right CRM tool.

- 8. Upgrade your hardware.** Using outdated technology can not only cost you in productivity, repeat customers and revenue, but it also can cause reputational damage. A recent survey found more than 90% of consumers said they would consider taking their business elsewhere rather than work with a company that uses outdated technology. Upgrading to newer, more flexible technology such as tablets or ultrabooks can enhance customer perception and experience.

- 9. Use "small data."** You have probably heard the buzz around "big data," but for a small business, small data can be just as important. Leverage the opportunity to impart personal touches; take the time to get to know your customers by engaging in discussions during every visit. Keep a record of

these interactions and set up reminders in your CRM system for birthdays or anniversaries and provide discounts in recognition of these special occasions. Send personalized emails and thank you notes to remind them of the great experience in your store.

- 10. Collaborate to win.** Work closely with other businesses in your community to plan sales, events and more. You can even collaborate to save money on things you're ordering in bulk such as office supplies. Your local SBDC is a great resource and can help connect you to the right people.

### About the Author

Mark Kornegay is the General Manager of Microsoft's Southern California District where he leads the ingenuity behind software and solutions that enable customers to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what's important to them.

*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](mailto:sbdcinfo@lbcc.edu)*

### Norwalk and Santa Fe Springs Chambers of Commerce Regional Chamber Alliance Legislative Forum

Guest Speakers

Neel Kashkari

California gubernatorial Candidate

&

Mario Guerra

32nd Senate District Candidate

They will discuss a variety of issues including the state's faltering business climate, the water crisis, Governor Brown's "Crazy Train" and making Republicans once again competitive in a predominately blue state.

#### Date

Friday, September 12, 2014  
8:00-9:30 am

#### Location

Southern California Edison Company  
9901 Geary Dr. SFS, CA 90670

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