

### LOS ANGELES COUNTY SUPERVISOR DON KNABE HEADLINES CHAMBER LUNCHEON



Supervisor Don Knabe with elected officials from Norwalk and Artesia and members of both chambers Board of Directors

The Norwalk Chamber of Commerce had the opportunity to host Los Angeles County Supervisor Chairman Don Knabe at our "Annual State of the County" event this September 26th. Supervisor Knabe was able to share with the attendees many positive updates about Los Angeles County, including a new campaign focused on bringing hope to the thousands of people who are victims of human sex trafficking. This awareness campaign is aimed at letting the public know that they can help put an end to this heinous crime of child sex trafficking. A generous donation was made by Clear Channel to provide billboards and digital displays with the message "If you see something, say something." "This campaign is a critical step in raising awareness of child sex trafficking and changing the public's mentality that prostitution is a life choice," Supervisor Knabe said. "No child grows up wanting to be bought and sold for sex in the streets of their community—they are victims—often forced into this life by brutal violence and threats. The true criminals are the scumbags that buy and sell young boys and girls for money and get off with a

slap on the wrist."

Another positive piece of information that Knabe shared was that there have now been 122 Safe Surrender babies since the program was originally founded 13 years ago, and that this year there have been nine babies that have been safely surrendered. He also shared with the audience that they have started a scholarship program to provide educational support to those babies that have been surrendered through this program.

Los Angeles County has always made good financial decisions that have proved again and again that they have done the right thing during the lean years. In fact, Los Angeles County once again received the highest short-term rating from the nation's leading credit rating agencies. This has allowed the County to obtain the lowest interest cost in the history of the LAC-CAL Equipment Program bond sales. Additionally Supervisor Knabe has put into place budget policy revisions that will position the county to financially meet future economic challenges while protecting public services

and programs.

Mr. Knabe spoke on the changes that will occur in the next 2 years on the makeup of the Board of Supervisors as members are termed out and new Supervisors are elected. Mr. Knabe's term ends in 2016.

The County of Los Angeles will be taking over the management of the Norwalk Golf course in the spring of next year. The course will be closed for 6 months with a complete remodel of the greens and facilities. The addition of the LA County Jr. Golf Association will add a new element and attraction for young golfers.

When addressing business leaders, Mr. Knabe spoke of his admiration of small businesses that are the backbone of the economy and the Board of Supervisors recognizes the need to be complete to attract and retain business in the county. Their plan is to add a Small Business Concierge to assist small business owners navigate the County's permitting and contracting processes, thanks to a motion put forth by Chairman Supervisor Don Knabe.

"Small businesses are a vital sector of the Los Angeles County economy, and we need to continue to look at innovative ways to offer support and guidance towards their development and success," said Supervisor Knabe. "Starting a small business, as well as keeping one in business, can be an incredibly challenging endeavor and with the help of this Small Business Concierge, we can help them thrive right here in our community."

Under the proposal, the Office of Small Business will be consolidated within the Department of Consumer Affairs, which will expand the Office's ability to help owners get their business up-and-running. A report back by the Chief Executive Officer is expected in 90 days to determine the feasibility and fiscal impact of this migration.

"Small businesses have created over 60% of the new jobs in this country," said Supervisor Knabe. "We need to be sure we are doing whatever we can do to make it easy for them to get started."



Supervisor Knabe is presented with a thank you gift from Artesia and Norwalk Chambers including a donation courtesy of Kelso Sales for the Safe Surrender Scholarship Fund. Picked with Mr. Knabe are Chamber President, Toni Grijalva, Norwalk and Parimal Shah, Artesia.



Supervisor Don Knabe pictured here with City of Norwalk Mayor, Marcel Rodarte

## 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 two new Norwalk Chamber members: **KeyWest Auto Collision Center** and **Active Pest Control**.

We held two ribbon cutting events last month. On September 12th we held an Evening Mixer and Ribbon Cutting at **Leche Café**. Thank you Jesse and Patty Pelayo for hosting the Mixer and allowing us to be part of your Ribbon Cutting festivities! On September 23rd, we joined Goffredo Benites and his staff at **KeyWest Auto Collision Center** for a Ribbon Cutting. Goffredo is looking forward to serving our Norwalk community with your auto collision repair needs!

On September 26th Norwalk Chamber along with Artesia Chamber hosted a State of the County Luncheon featuring LA County Supervisor Don Knabe. This popular event was once again well attended.

Our September Creating Connections Luncheon/Ambassador Meeting was held at Bruce's Prime Rib on September 30. Our monthly Creating Connections Luncheons provide our chamber members with an excellent opportunity to network with other businesses while enjoying lunch at one of our local restaurants. Our next Creating Connections Luncheon/Ambassador Meeting will be on October 28 at SoCal Pizza. I hope you can join us!

Coming up this month, our **Women in Business Council** will hold their **4th Annual Luncheon and Expo on Conference on October 15 from 10am to 1:30pm at the Norwalk Arts and Sports Complex**. 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 or at 714.739.3177, Ext. 204.

Please join us for an **After Hours Mixer at Starbucks** (Pioneer and Firestone) on **October 9 from 5-7pm** and our **New Member Orientation and Milestone Member Recognition on October 16 from 5:30-7pm** at the **Norwalk Chamber Office**. And mark your calendar for our upcoming **Holiday Mixer on December 11 at 5pm** at **Sproul Reception Center (The Barn) at Norwalk Park**. More information on our Holiday Mixer will follow. 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 as we look forward to a brighter economic future.

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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Chamber of Commerce**

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CAREN SPILSBURY**

**CALENDAR  
OF EVENTS**

**Saturday, October 4th**  
**JAZZ & TACO'S**  
St. Francis Church  
4pm to 8pm  
Cost \$10.00  
12700 Paddison Avenue  
Norwalk CA

**Thursday, October 9th**  
**AFTER HOURS MIXER**  
Starbucks Coffee  
5pm 7pm  
11031 Firestone Blvd.  
Norwalk CA

**Wednesday, October 15th**  
**WOMEN IN BUSINESS  
ANNUAL LUNCHEON & EXPO**  
10am to 1:30pm  
Norwalk Arts & Sports Complex  
13200 Clarkdale Ave.  
Norwalk CA  
\$25.00 for lunch  
Vendor tables available  
\$50.00 for members (includes lunch)  
\$60.00 for guests (includes lunch)

**Tuesday, October 28th**  
**"CREATING CONNECTIONS" LUNCHEON  
AMBASSADOR MEETING**  
So-Cal Pizza 11:45am to 1:00pm  
12253 Imperial Hwy  
Norwalk CA  
Lunch on your own

# RENEWING MEMBERS

## 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.

**25 Years**  
**Dr. John Larcabal**  
562-868-8233

**Community Family Guidance Center**  
Richard Murase  
562-924-5526

**23 Years**  
**Budget Car Sales**  
Phil Avery  
562-407-2800

**19 Years**  
**Golden Trowel Norwalk Masonic Lodge  
#273**  
William Sizemore  
562-863-9101

**17 Years**  
**Norwalk Dental**  
Christine Nguyen  
562-863-7253

**CAPC, Inc.**  
Caroline Reggio  
562-693-8826

**9 Years**  
**El Clasificado**  
Eva Melgarejo  
310-478-8757

**6 Years**  
**Capistrano Garden Home Apartments**  
Nejyredth Velasquez  
562-921-4704

**5 Years**  
**St. Linus Church**  
Ana Enquist  
562-921-6649

**4 Years**  
**Swift Freight**  
Abhilasha Sapre  
562-926-0509

**3 Years**  
**The Cutting Edge Hair Salon**  
Mariloly Martinez  
562-929-7696\

**2 Years**  
**New York Life Insurance**  
Connie J. Wetzstein  
562-862-4363

## From the Membership Desk...

This summer, Coca Cola developed a campaign to get people talking to each other, by producing coke bottles that were personalized with names. The idea was that you would find a bottle with a friend's name on it, purchase it and then give to them using the product to start a conversation. This was an innovative way to market a product that has been around for decades. It shows us all that no matter how long your business has been around, you can always find some new and exciting way to market your products! As a member of the Norwalk Chamber of Commerce, we encourage you to utilize your member benefits to increase your marketing reach. There are many ways in which you can do this without a lot of cost and time! Start by attending Chamber networking events. Most are low or no cost to our members and give you the opportunity to connect or reconnect with other Chamber members in a social setting. Next, try attending our monthly "Creating Connections" luncheons. You buy your own lunch and are able to network one on one with others that attend. Each month we move to a different member's location, so we provide support to that member restaurant and help expand your network at the same time. After that are featured luncheons which bring elected officials and speakers to our members. These have a set ticket price and also provide a networking opportunity along with getting first hand information about specific topics. Other opportunities to market your business are placing ads in our Chamber newsletter and on our website. There is a cost for both of these, but they are only available to our Chamber members and are priced well within



Chamber President Toni Grijalva presents a membership renewal plaque to Jennifer DeKay, Publisher of the Norwalk Patriot Newspaper.



Norwalk Chamber President Toni Grijalva of Cerritos College with Cerritos College Trustee, Bob Arthur attending the Chamber's monthly "Creating Connections" Luncheon at Bruce's Prime Ribs.



Chamber President Toni Grijalva presents a 25 year renewal plaque to Dr. John Larcabal's office.



Norwalk Chamber President Toni Grijalva presents a new member plaque to Ric Ochoa of So-Cal Pizza.

most budgets. Last are other special events that the Norwalk Chamber sponsors or promotes. Some of these events are hosted by our members and others are events for the Chamber. For details about any of these upcoming events, visit our website at www.norwalkchamber.com or find us on Facebook. Finding the best way to market your business

can be all about trial and error, but if you never try you will never find the right way to build your business connections! So start today, by creating that conversation.

**MEMBERSHIP SERVICES DIRECTOR  
CAREN SPILSBURY**

## AMBASSADORS CORNER

### Leche Café Mixer & Ribbon Cutting



Official Ribbon Cutting for Leche Café, included in this photo are Chamber Members and Norwalk City Council Vice Mayor Leonard Shryock and City Council Member Cheri Kelley. Also included are representatives from Congresswoman Linda Sanchez and State Assembly Member Cristina Garcia's office.

Friday, September 12th the Norwalk Chamber of Commerce celebrated with new member Leche Café as they held a Ribbon Cutting and Evening Mixer. Many were in attendance to welcome Leche Café to the Norwalk Chamber and the City of Norwalk. Owners Jesse and Patty Pelayo shared with the attendees their goals to build a venue where local talent can perform and share with the public their gifts. They invited all who wanted to come, whether it was musicians or poets, comedians or painters, to share with the public. They are building a reputation as a gathering place in the community for students, organizations and community members. Vice Mayor Leonard Shryock was on hand to present a City Award for the Norwalk Chamber of Commerce who recognized Leche Café as an "Emerging Business" at the Annual Installation Luncheon this year. City Council Member Cheri Kelley presented an award on behalf of Supervisor Don Knabe and Leche Café was also recognized by Congresswoman Linda Sanchez and State Assembly Member Cristina Garcia. On hand from the Norwalk Chamber to welcome our new member were President, Toni Grijalva, Ambassador Chair, Karla Butler, Past President Lynda Fisher,



Joining the Pelayo Family to celebrate their ribbon cutting are: (left to right) Teri Bazen, Norwalk La Mirada Plumbing, Karla Butler, Thompson Bookkeeping, Sue Arthur, Member, Toni Grijalva, Cerritos College, Richard Sneed, Norwalk Records, Gary Murphy, Norwalk Florist, Zach Palaszewski, LA CADA, Norwalk City Council Member Cheri Kelley, Mariloly Martinez, The Cutting Edge Hair Studio and Larry Lee of SELACO WIB.

Board Members Gary Murphy and Gordon Stefenhagen, Ambassadors Sue Arthur, Teri Bazen and Richard Sneed. Other Chamber Members who attended were SELACO WIB, The Cutting Edge Hair Studio, LA CADA and Helpline Youth Counseling.

### KeyWest Auto & Truck Collision Ribbon Cutting



Pictured with KeyWest Auto & Truck Collision owner Goffredo Benites, are Norwalk City Council Member Luigi Vernola, Chamber Ambassador Chair, Karla Butler, Thompson Bookkeeping, Chamber President Toni, Grijalva, Cerritos College and Norwalk City Council Member Mike Mendez.

KeyWest Auto & Truck Collision was welcomed to Norwalk by our Chamber of Commerce and City of Norwalk officials at a Ribbon Cutting ceremony on Tuesday, September 23rd. On hand to present certificates from our elected officials were City Council Members Luigi Vernola and Mike Mendez. Goffredo Benites, owner of KeyWest was presented with certificates from Congresswoman Linda Sanchez, State Assembly Member Ian Calderon and State Assembly Member Cristina Garcia. He also received his membership plaque from the Norwalk Chamber of Commerce. Goffredo has been in the collision repair business for over 28 years and is a new business here in Norwalk. We welcome them to our Chamber of Commerce and congratulate them on their Ribbon Cutting! If you need any kind of auto or truck collision repair, be sure and contact KeyWest!



Norwalk Chamber President Toni Grijalva, Cerritos College presents KeyWest Auto & Truck Collision owner Goffredo Benites with a ribbon cutting plaque.

# MESSAGE FROM THE EXECUTIVE DIRECTOR



## CHAMBER MEMBERSHIP ... WHAT IS IT ALL ABOUT?

I'm sure this question has gone through every member's mind at one time or another. It is a very important question and deserves an answer.

What's it all about? It is concern for one's community, it's about networking and it's about enlightened self-interest. If you live, work, or do business in a community, then the economic viability and the livability of that community must be of concern to you, because if these decline, then business declines.

Therefore, it is essential for the business community to be part of the decision-making processes that will impact the community. To gain this input, the business person could:

1. Take Individual Action – This would be very time consuming.
2. Add Employees to Handle This Important Task – This would be very expensive.
3. Let Government Do It - This may lead to increased taxes, more regulatory controls, and increased business development constraints.
4. Do Nothing – If we do nothing, then Government will do it.
5. Take Collective Action – this is voluntarism ... this is the Chamber of Commerce! By banding together to undertake action programs that are in the best interests of the total community, both business and the community prosper. This is the purpose of the Chamber of Commerce

BUT – it takes two – the Chamber and you!

Networking is another important part of Chamber membership. It gives those who participate in this aspect of the Chamber a way to meet their fellow Chamber members. There are several ways to participate.

Many members belong to the Chamber even though they know they will be unable to take an active part in the organization. They realize that the work of the Chamber is important to them personally and to their business. Their financial participation is important because it helps to fund those program and activities of importance to the business community. They realize, like those members who can personally participate, that it is in their best interest to have a strong, viable Chamber working for them.

Remember ...it take two – the Chamber and your!

-Vivian Hansen

## LEGISLATIVE CORNER

### CalChamber AND Gateway Chamber Alliance Support Propositions 1 and 2

*Yes to Water Supply/ Storage, Rainy Day Reserve*

The California Chamber of Commerce is supporting Proposition 1 and Proposition 2 on the November general election ballot.

**Proposition 1**, a \$7.5 billion water bond with significant funding for needed water storage projects, is the result of a historic bipartisan agreement.

**Proposition 2** is a plan to stabilize the state budget by requiring lawmakers to pay down debt and put money in a rainy day reserve fund during good economic times to avert drastic budget cuts in bad times.

"Water storage projects in Proposition 1 help the state store water in wet years to draw upon during drier ones," said CalChamber President and CEO Allan Zaremborg. "Similarly, Proposition 2 forces the state to save money in good economic times to prevent severe cutbacks to schools, public safety and other essential services when revenues drop."

**Prop. 1: Water Bond**  
Although scaled down

from a previous bond package that critics said was too large, Proposition 1 includes \$2.7 billion, including continuous appropriation, in funding for water storage projects (compared to \$3 billion in the previous proposal).

Funding is allocated for water reservoirs, water use efficiency and recycling, groundwater management, safe drinking water (particularly in disadvantaged communities), watershed restoration and increasing water flows in key rivers and streams.

"A reliable water supply is critical to numerous sectors of the state's economy," said Zaremborg. "Passing Proposition 1 is an important step toward making sure more areas of California have improved access to the water they need."

**Prop. 2: Rainy Day Fund**

CalChamber's Zaremborg has joined Governor Edmund G. Brown Jr. and Assembly Speaker Emeritus John A. Pérez in signing the ballot arguments in support of Proposition 2.

Placed on the ballot with bipartisan support, Proposition 2 places in the State Constitution the requirement



to create a rainy day fund, saving money and paying down state debts when times are good.

The constitutionally protected reserve can be used to protect schools, public safety and other vital services in bad times.

Preventing politicians from spending temporary revenue spikes for ongoing spending will keep the state from spending more than it can afford.

The ballot argument points out that just three years ago, California faced a \$26 billion budget deficit "that required the Legislature to make painful cuts and voters to approve temporary tax increases.

"Proposition 2 will make sure that we don't repeat this cycle of boom and bust budgeting."

**Campaign Website**

Ongoing information about the campaign in support of Propositions 1 and 2 is available on the campaign website, [www.yesonprops1and2.com](http://www.yesonprops1and2.com).

## MEMBERS IN THE NEWS

### ONE-YEAR ANNIVERSARY OF PIH HEALTH HOSPITAL - DOWNEY

Community celebration featuring free flu shots will take place on Saturday, October 18

**Whittier, Calif. (September 5, 2014)** – PIH Health Hospital - Downey will celebrate its one-year anniversary with a special event on Saturday, October 18 from 10 am to 1 pm. The event will be held at PIH Health Hospital - Downey located at 11500 Brookshire Avenue in Downey. Please look for the tents in the parking lot off of Patton Road.

Free flu shots and childhood vaccines will be offered to community members on a first-come, first-served basis and are available to those with Medi-Cal (must present insurance card) and non-insured children. Parents must bring their child's immunization record (yellow card) to the event. Exhibits of recent hospital upgrades and updates on construction projects will be on display. The event will also feature

health screenings, games and activities for all ages. Free healthy food and beverages will be served.

The Downey hospital campus has been a cornerstone in the community for more than 90 years and PIH Health is honored to preserve that legacy by providing quality hospital care at that same location.

The event is free and open to all community members. Please feel free to invite your friends and family. For more information on this event, please contact Amy Naumovski, public and community relations coordinator at 562.698.0811 Ext. 81128.

**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 by Truven Health Analytics for the past two consecutive years 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. For more information, visit [PIHHealth.org](http://PIHHealth.org).

## SOCIAL SECURITY COLUMN

### YOU DON'T NEED TO BE A TECHIE TO USE SOCIAL SECURITY ONLINE

By Alma A. Echeverria

Social Security Public Relations Specialist in Montebello, CA

October 3 is Techies Day—a time for propellers to embrace their hardware-obsessed, online-addicted selves. But for the less technical, it also happens to be the 14th annual Computer Learning Month. So you have an entire month to figure out what the techies are celebrating.

You don't have to be a techie or take a computer course to use Social Security's online services. They're so easy to use, anyone can do it! Just visit [www.socialsecurity.gov/onlineservices](http://www.socialsecurity.gov/onlineservices) and you'll see what we mean.

What exactly can you do online? A lot. Open a my Social Security account at [www.socialsecurity.gov/myaccount](http://www.socialsecurity.gov/myaccount). You can use a my Social Security account to access your Social Security Statement to ensure that the earnings posted are accurate, since earnings are the basis of retirement benefits. You also can get estimates of future retirement, disability, and survivor benefits you or your family may receive. If you already receive Social Security benefits, you can get benefit verification letters, change your address and phone number, and start or update direct deposit information. Besides being safe, convenient, and secure, it's easy to set up an account, so join the millions who already have one.

Whether you're a techie or a technophobe, we hope to serve you online soon at [www.socialsecurity.gov](http://www.socialsecurity.gov). You can apply for benefits, get answers to some of the most frequently asked questions about our programs, and find out all you want to know about Social Security from our webpages and online publications.

Social Security has been online for 20 years, and there is so much you can do from the comfort of your own home that wasn't even a consideration 20 years ago. Perhaps we owe a debt of gratitude to the techies. But, our online services are so easy to use, you don't have to be a techie to take advantage of the best online services in government.

Whether you're a techie or a technophobe, we hope to serve you online soon at [www.socialsecurity.gov](http://www.socialsecurity.gov). You can apply for benefits, get answers to some of the most frequently asked questions about our programs, and find out all you want to know about Social Security from our webpages and online publications.



### Need a Job? Join us... Career and Resource Fair

**Save the Date!**

**DATE:** Wednesday, October 15, 2014

**TIME:** 9:00 a.m. – 12:00 p.m.

**PLACE:** Goodwill SOLAC  
800 W. Pacific Coast Hwy.  
Long Beach, CA 90806

**Contact:** 562-435-3411 x: 247

**"The Heels Have It"**

Women in Business Council EXPO Luncheon

Wednesday, October 15, 2014

10:00am – 1:30pm

Norwalk Arts & Sports Complex  
13200 Clarkdale Ave., Norwalk, CA 90650

**Event Price**

\$25.00 Lunch & Workshops  
\$50.00 Member Lunch/Workshops and Vendor Table  
\$60.00 Non-member Lunch/Workshops & Vendor Table

**2 payment options:**

- Make check payable to: Norwalk Chamber of Commerce and mail to 12040 Foster Rd, Norwalk CA 90650
- Pay online at <http://bit.ly/1CTIACZ>

**Keynote Presentation: How to be a Social Media Marketing Rock Star**  
...by Mark Mikelat from Constant Contact... a business growth expert, speaker, consultant and author with extensive success in marketing and sales strategy.

10:00am Greetings & Coffee  
10:15am Two "Kick it into Overdrive" Workshops  
10:45am Vendor & Networking Lounge  
11:45am Lunch Served  
12:00pm Welcome Ceremony  
12:15pm Keynote Presentation  
1:00pm Revisit the Networking & Vendor Lounge  
Raffle & Door prizes at 1:00pm

Questions? Contact the Norwalk Chamber At 562-864-7785 or [info@norwalkchamber.com](mailto:info@norwalkchamber.com)

**Calling all Norwalk Veterans to Serve as the Grand Marshals of Norwalk's Halloween Parade on October 18**



**Calling All Norwalk Veterans!!!**  
**Saturday, October 18, 2014**

**Come Serve as Grand Marshals for the City of Norwalk's 31st Annual Halloween Parade**

**No one is more GRAND than those who have served our country.**

**Ride through the parade; be recognized and thanked by our community.**

For more information and to confirm your participation, please call (562) 929-5702.

Transportation will be provided by the City. RSVP Today!

www.norwalkca.gov

In determining who should be the Grand Marshal for the City's 31st Annual Arturo Sanchez Sr., Halloween Parade, it was decided that there is no one more GRAND than the men and women who serve our Country and fight for our freedom. Therefore, we are calling all veterans who reside within the City of Norwalk to participate in our parade. We would be honored to have you serve as the Grand Marshals of the parade and riding through the parade where the rest of the community will be able to show their appreciation for your service to our Country! Transportation through the parade route will be provided by the City but space is limited. So, if you are a Norwalk resident and a Veteran of any war, please call (562) 929-5702 for more information and to confirm your participation.

**STATER BROS. CHARITIES 7TH ANNUAL BELIEVE WALK WILL BE HELD ON SUNDAY, OCTOBER 5, 2014**  
**More than 10,000 will walk to... Fight Against All Cancers In Your Community**



"Stater Bros. Markets and the Stater Bros. 'Family' of employees actively supported the fight against ALL cancers at the 2013 Believe Walk presented by Stater Bros. Charities and Inland Women Fighting Cancer."

SAN BERNARDINO, CALIFORNIA – The 7th annual Believe Walk presented by Stater Bros. Charities and Inland Women Fighting Cancer will take place on Sunday, October 5, 2014 in downtown Redlands, California. Walkers have the opportunity to do either a 5K or 10K route, and pets are also encouraged to attend.

"This small town event has evolved into a community celebration," said Jack H. Brown, Chairman and CEO of Stater Bros. Supermarkets. "Everyone is affected by cancer at some point in their lives, and it's amazing to see how our community, the Inland Empire, has stepped up to the plate to do something about it."

The Believe Walk has funded over \$2.1 million to local cancer fighting organizations. Past recipients include the Loma Linda University Cancer Center, St. Bernardine Medical Center in San Bernardino, Redlands Community Hospital, Michelle's Place in Temecula Valley, OASIS of Southern California, The Beloved Foundation, and Mountains Community Hospital. "The level of community support for the Believe Walk has been amazing," said Nancy Varner, Co-Founder of the Inland Women Fighting Cancer

Committee. "It's so exciting to see how all aspects of the community have come together for one cause, to fight cancer."

New to the Believe Walk this year is a Survivor Celebration Area which will be set up at Ed Hales Park at the corner of State and 5th Streets during the Pre-Walk Festivities. Registered Survivors will be treated to a light breakfast (sponsored by Redlands Sunrise Rotary), a tea bar and goodie bag (sponsored by Loma Linda University Cancer Center), and a survivor gift (sponsored by Inland Women Fighting Cancer). Survivors can also receive information regarding treatment and support services. In addition, snacks will be provided for all registered walkers at the post event Believe Bash, which is sponsored by Stater Bros. Markets, at the Redlands Bowl.

There are multiple ways to participate in and fundraise for the Believe Walk. Participants and volunteers are encouraged to register online at www.BelieveE.com. Individual registration is \$35, 4-12 years old is \$10, and 3 and under is free, with an additional \$15 late registration fee after September 30th.

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 well-being, 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.

About Inland Women Fighting Cancer (IWFC) and the creation of the Believe Walk

Local community leaders and cancer survivors Annie Sellas, Cathy Stockton, and Nancy Varner envisioned doing something in the community to raise awareness about cancer. During treatments, they had been each other's support group and decided to do something for local Inland women facing the same prognosis. Inland Women Fighting Cancer, a coalition of friends, fellow survivors and supporters was formed.

About Stater Bros. Charities:

**Please call Caren Spilsbury for more information on how to become a Norwalk Chamber Member! (562) 864-7785**

**SMALL BUSINESSES GET NEW HEALTH INSURANCE OPTIONS IN COVERED CALIFORNIA**

Covered California is asking small businesses to check out its new offerings for group coverage over the next few months.

The state's health insurance marketplace says small businesses will have new choices for coverage purchased through Covered California starting in October.

Through the Small Business Health Options Program, or SHOP, employers will be able to select two tiers of coverage. Dana Howard of Covered California says adult dental care and new benefit packages will also be available in next year's plans.

That's according to Micah Weinberg, Senior Policy Advisor of the Bay Area Council says. His group represents businesses. "Because of the start-up difficulties the word on the street became that the SHOP doesn't work. As we get the SHOP up and really working, hopefully we can change that reputation and have people take a second look at this marketplace," says Weinberg.

Covered California says it is working to improve the SHOP internally, but the marketplace has been working this year. SHOP has enrolled about 12,000 employees, representing

almost 2,000 businesses in California. Howard of Covered California says the program can provide employers with choices they wouldn't be able to provide otherwise.

"It's a really competitive package that the small businesses can offer, that will put them on the same playing field as their larger competitors in attracting the best employees," says Howard.

Workplaces with fewer than 25 employees can get tax credits through the Covered California program. Small businesses can sign up for SHOP at any time through an insurance agent.

"Hopefully we'll attract more employers and entice more small group, small businesses and offer their employees health care coverage," says Howard. The SHOP exchange had a rough start in California this year. Enrollment was taken offline so problems could be resolved. There were delays, and insurance brokers were unhappy.

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