

ANNUAL WOMEN IN BUSINESS EXPO A SUCCESS



Attending the Women in Business Expo & Luncheon are (left to right) Norwalk Chamber Events Committee Chair Sue Arthur, Angela Bolton, Helpline Youth Counseling and Chamber Ambassador Virginia Zuno, DoubleTree by Hilton, Norwalk.



Lucy Rodas of State Farm Insurance is sharing information with an attendee at the Women in Business Expo.

On October 15th at the Norwalk Arts & Sports Complex, Women Business owners and managers from both the Norwalk Chamber and the Greater Lakewood Chamber held their Annual Expo and Luncheon. The luncheon was kicked off by our keynote speaker, Norwalk City Council Member and local business owner Cheri Kelley. Cheri shared with the attendees an inspirational message about her experiences as a women business owner. The luncheon address came from Mark Mikelat, published author and owner of "Building Aspirations." Mark shared with the audience the key steps that you can take as a business owner to become a Social Media "Rock Star."



Featured Speaker, Norwalk City Council Member Cheri Kelley pictured with Mark Mikelat of "Building Aspirations."

He shared that having a "Rock Star" attitude is about your fans, and giving people a way to remember who you are. Whether it is through a catchy tag line or embedded videos on your website, you need to use every avenue to attract your fan base. Utilizing all Social Media outlets is extremely important, especially remembering that "online marketing speaks two languages; human

and Google." Additional workshops were presented during this event by Bruce Sparks of the SBDC and Kristy Deegan, a Business Success Mentor. These workshops provided information to those in attendance about building your business through goal setting and effective marketing.

The Vendor Expo brought many women owned businesses to Norwalk. Vendors from Lucy Rodas of State Farm Insurance to Toni Grijalva of Cerritos College and everything in between were at this event showcasing their products and networking with the attendees. This event could not have been successful

without our Women in Business Council. Thank you to Christina Jones of HUB International for leading this committee. If you would like more information about getting involved in the Women in Business Council, you can contact Christina at Christina.jones@HUBInternational.com.



Norwalk Chamber President, Toni Grijalva is pictured with guest speaker Mark Mikelat of "Building Aspirations."

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.

Our October Creating Connections Luncheon/Ambassador Meeting was held at So-Cal Pizza on October 28. 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 November 18 at Café n Stuff. I hope you can join us!

On October 9, Starbucks (Pioneer and Firestone) hosted an After Hours Mixer. Members enjoyed samples of various featured drinks and treats. We honored two Milestone

Members on October 16: Knights of Columbus celebrated 10 years of membership in Norwalk Chamber and TNT Fireworks, Richard LeGaspi celebrated 25 years as a Norwalk Chamber member.

Our Women in Business Council held their 4th Annual Luncheon and Expo on Conference on October 15. Attendees enjoyed a vendor expo, workshops and guest speakers including an inspirational presentation by Norwalk City Council Member Cheri Kelley. 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.

This month, please join us for a Business Connections Breakfast Mixer on November 12 at 7:30am at DoubleTree Norwalk. Also this month, please join us for an After Hours Mixer at Shakey's Pizza in Norwalk on November 20 from 5-7pm. And mark your calendar for our upcoming Holiday Mixer on December 11 at 5pm at Sproul Reception Center (The Barn) at Norwalk Park. I hope you are able to participate in all or some of our upcoming chamber events. For more information or to register for these events, please go to our website at: 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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CALENDAR OF EVENTS

Sunday November 16th - 22nd
"Dine-Out Norwalk" begins

Wednesday November 12th
Norwalk Networks for Breakfast
DoubleTree Hotel by Hilton
13111 Sycamore Dr.
Norwalk CA
7:30am to 9:00am
\$20.00 presale
\$25.00 at the door

Wednesday, November 12th
Women in Business Council
Networking Mixer & Vendor Fair
6pm to 9pm at
Purple Sage
4015 Bloomfield Ave
Cypress CA

Tuesday, November 18th
"Creating Connections"
Networking Lunch
Café n' Stuff
9306 E. Firestone Blvd
Downey Ca
11:45am to 1:00pm

Thursday, November 20th
After Hours Networking Mixer
Shakey's Pizza
11403 Firestone Blvd.
Norwalk CA
5pm to 7pm

Saturday, November 29th
SMALL BUSINESS SATURDAY
Support your local small
Businesses by shopping on
Small Business Saturday

Thursday, December 11th
Annual Holiday Mixer
5pm to 7pm
Sproul Reception Center
Norwalk CA 90650
Bring a non-perishable
Item to donate to the
Norwalk Food Pantry

NEW AND RENEWING MEMBERS

New Members

Paychex Inc.
Leo Spencer
500 N. Brand Blvd.
Glendale CA 91203
818-241-3800 ext.58037
www.paychex.com

American Legion Post #359
Luis Rivera, Commander
11986 Front St.
Norwalk CA 90650
562-864-9021

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.

37 Years
Norwalk Realty
Gordon Stefenhagen
562-868-3201

28 Years
Employment Development Department
Janie Ladeo
562-929-9107

21 Years
Atkinson, Andelson, Loya, Ruud & Romo
James Romo
562-653-3200
www.aalrr.com

11 Years
Kelco Sales
Tracy Polley
562-868-9861

From the Membership Desk...

The Norwalk Business Connections is published monthly and delivered out to almost every residence in Norwalk. Additionally, it is placed at many locations throughout the community, including our Senior Center, City Hall and here at the Norwalk Chamber. The paper is also mailed out to all of our members and many other business and community leaders. What does that mean to me, you may ask? That means that many people throughout Norwalk are finding out about all of our Chamber events, activities and what our members are doing. This paper is a great way for you to let the community know what is going on with your business or organization. Have you honored any of your employees with awards? Did you participate in any civic or community events? Anyone get promoted? What about monthly specials or any hiring your company may be

doing? The Norwalk Chamber would like to celebrate your successes with you! So, if you have a job opening, share that with the Chamber and we will share it with Norwalk. If you have any new staff, we would like to do a profile on them to let them community welcome them. Have volunteer needs or events you would like to get community involvement in? Tell us, and we will get the word out! Marketing is all about letting people know about your business, so take advantage of your membership by utilizing this great tool!

As always, we invite you to visit our website at www.norwalkchamber.com to find out about all of our upcoming events and opportunities to promote your business!

**MEMBERSHIP SERVICES DIRECTOR
CAREN SPILSBURY**



Norwalk Chamber President Toni Grijalva, Cerritos College presents a 26 year Membership Renewal Plaque, to Tanya Eisenman, General Manager DoubleTree by Hilton, Norwalk.

Norwalk Chamber Membership News

The Norwalk Chamber of Commerce is about supporting local businesses and helping to build a stronger economy. This month the Chamber was able to celebrate our many milestone memberships and welcome our new members at our Annual Membership Celebration Mixer held at the Chamber office. Joining us at the event were Mike Daniel from the SBDC and Bing Hyun from the City of Norwalk. Mike was able to share the upcoming events that the SBDC is sponsoring. Most especially they have started a series of business trainings directed to Veterans. It is called the "Small Business Brigade" and is free to all Veterans. To find out more about this great program, visit http://longbeachsbdc.org/small-business-brigade/. Bing provided information on upcoming City of Norwalk programs and how businesses could get involved in the City's plan to strengthen our local economy. Chamber President Toni Grijalva presented a special "thank you" to our milestone members and speakers.



Chamber Ambassadors Teri Bazen, Norwalk La Mirada Plumbing and Virginia Zuno, DoubleTree by Hilton, attend the Annual Membership Celebration



Robert Rivera and Richard LeGaspi Sr. are presented with a "thank you" gift from Norwalk Chamber President, Toni Grijalva.



Mike Daniel of the SBDC and Bing Hyun, City of Norwalk receive a thank you from Norwalk Chamber President, Toni Grijalva.

AMBASSADOR'S CORNER

The Norwalk Chamber was creating more connections at our monthly networking luncheon held on Tuesday, October 28th at So-Cal Pizza located at 12253 Imperial Hwy in Norwalk. Ric Ochoa is the owner of this new business here in Norwalk and he shared with the group all of the great things they are doing here in the community. So-Cal Pizza offers organizations the opportunity to fund raise by hosting events at the restaurant where the organization gets a percentage of the sales for that night when they present flyers to the restaurant. If your organization is looking for an easy way to raise money, visit So-Cal Pizza and speak to owner Ric and find out more about their program. The Norwalk Chamber holds our monthly networking luncheon at different Chamber member restaurants. This



Norwalk Chamber members and guests attend the "Creating Connections" luncheon, hosted by So-Cal Pizza.

is a great way to support our local economy while meeting new contacts over a great lunch. We encourage you to visit our web calendar at www.norwalkchamber.com to find out about other upcoming networking events.



Norwalk Chamber Ambassador Chair, Karla Butler, Thompson Bookkeeping pictured with new member Leo Spencer, Paychex Inc., Ric Ochoa, So-Cal Pizza and Chamber President Toni Grijalva, Cerritos College.

MEMBERS IN THE NEWS

Starbucks Coffee Hosts Networking Mixer



Enjoying the fall flavors at the Starbucks After Hours Mixer are Chamber Board Members and Starbucks Staff.

Thursday, October 15th, Starbucks Coffee District Joey Esguerra and Store Manager Amanda Correa hosted the Norwalk Chamber of Commerce After Hours Networking Mixer. Amanda introduced the fall lineup of flavors that Starbucks is offering and those who dropped by got to sample many of them. From Pumpkin Spice to Salted Carmel Mocha, the fall flavors

at Starbucks are amazing. Joey is the District Manager for four Starbucks here in Norwalk, and others in Downey and La Mirada. Many of his Store Managers were also at the event. President Toni Grijalva welcomed everyone and introduced both Joey and Amanda who then introduced all of the other Starbucks Managers who were there. Other Norwalk Chamber



Norwalk Chamber President presents a 25 Year Renewal Plaque to Rich LeGaspi of TNT Fireworks.

Members who attended included Board Members Gary Murphy, Norwalk Florist, Gordon Stefenhagen, Norwalk Realty, Lynda Fisher, Walmart, Richard LeGaspi, TNT Fireworks and Ambassador Sue Arthur. Thank you Starbucks Coffee for hosting a great networking event!



Pictured outside Starbucks are District Manager Joey Esguerra, Norwalk Chamber President, Toni Grijalva of Cerritos College and Store Manager Amanda Correa.

LABOR LAW CORNER

Different Policies for Different Departments Sometimes Acceptable

Question. Our company wants to create different policies for different departments within the company, such as requiring professional business attire for our office employees but allowing warehouse employees to wear jeans. Can we treat departments differently?

Creating different policies for different job titles or departments can be an acceptable practice in some circumstances. While there is always a concern about discrimination in the workplace, discrimination occurs only when employees are treated differently on the basis of one or more protected classes (e.g. race, gender, or national origin), or when a policy that may seem neutral actually has an adverse impact on a protected class.

Business Justification

Establishing a different dress code for office versus warehouse workers is based on a legitimate business justification—maintaining a professional appearance in an environment where customers interact with employees, versus a less professional dress code where workers will be packing and shipping boxes, driving forklifts, etc. Because

the different dress codes are based on a legitimate business justification, rather than any protected class, they would not be discriminatory.

Before creating different policies for different groups of employees, it is important to consider whether there will be any unintended adverse impact on a protected class. Once your policies are in place, be sure you are consistently enforcing them across the department or job title to which they apply.

Examples

Some other examples of situations where different treatment would not constitute discrimination are:

- **Seniority:** Most employers provide more vacation, sick leave or other time-off benefits to employees as they accrue more seniority with the company.

- **Location:** Employers may

establish different policies for employees based on the location in which they work.

For example, an employer may provide public transportation passes to employees in a busy city location where parking is scarce, while not providing the same benefit to employees who work in another location where free nearby street parking is ample.

Similarly, there is no discrimination when employers pay higher wages to employees in cities such as San Francisco or San Jose (where a higher minimum wage is legally mandated by local ordinance) than they pay to their employees in other cities.

- **Position within the company:** It is not uncommon for a company to treat managers differently than it treats rank-and-file employees. A manager may have more flexibility in setting his or her own hours, or perhaps have an assigned parking space or a longer lunch break.

Because these perks come with the management position, and are not denied to the rank-and-file employees based on any of the categories protected by law, there is no discrimination.

- **Disability or Religious Accommodation:** An employee who has a disability may be allowed to work from home as a reasonable accommodation.

Other employees may want to work from home as well, and argue that it's discrimination if you don't allow it. However, treating employees differently based on the legal obligation to accommodate a disability is not discrimination, and there would be no violation of the law by denying a request by an employee without a disability to work from home.

The same logic would apply where you allow an employee to take Sundays off to accommodate her/his religious beliefs, but require other employees to work on Sundays.

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.

SOCIAL SECURITY COLUMN

SERVING VETERANS ON VETERANS DAY AND ALWAYS

By Alma A. Echeverria

Social Security Public Relations Specialist in Montebello, CA

Every day—but particularly on Veterans Day—Social Security salutes those who have put their lives on the line for our freedom.

Members of the United States armed forces receive expedited processing of their Social Security disability applications. The expedited process is available for any military service member who alleges he or she became disabled during active duty on or after October 1, 2001, regardless of where the disability occurred—at home or in the line of duty. Expedited processing is also available to veterans who have a compensation rating of 100% Permanent and Total (P&T) disability, regardless of when the disability occurred. Some dependent children and spouses of military personnel may also be eligible to receive benefits.

Visit our website designed specifically for our wounded veterans, www.socialsecurity.gov/woundedwarriors, where

you will find answers to a number of commonly asked questions, as well as other useful information about disability benefits available under the Social Security and Supplemental Security Income (SSI)

programs. Our website includes a fact sheet on the subject: Disability Benefits For Wounded Warriors.

You'll also find a webinar, "Social Security for Wounded Warriors," that explains the expedited disability process available to wounded warriors. The one-hour video is an introduction to disability benefits for veterans and active duty military personnel. If you would like more detailed information about the disability process, you can watch our seven-part video series "Social Security Disability Claims Process" at www.socialsecurity.gov/socialmedia/webinars.

On the Wounded Warriors webpage, you'll find links to the Department of Veterans Affairs and Department of

Defense websites. Please keep in mind that the requirements for disability benefits available through Social Security are different from those of the Department of Veterans Affairs and require a separate application.

Military service members are covered for the same Social Security survivors, disability, and retirement benefits as everyone else. Although the expedited service is relatively new, military personnel have been covered under Social Security since 1957, and people who were in the service prior to that may be able to get special credit for some of their service.

Read our publication, Military Service And Social Security, to learn more. It's available at www.socialsecurity.gov/pubs. Also, navigate to www.socialsecurity.gov/woundedwarriors.

Thank you to our nation's brave veterans. We salute you on Veterans Day and every day.

LEGISLATIVE CORNER

CalChamber Capitol Report: Fact Sheet Explains New Law Creating Liability for Employers Who Contract for Labor

The California Chamber of Commerce today released a fact sheet on a sweeping new law that will impose liability on employers who contract for labor and services.

The recently signed bill, AB 1897 (Hernández; D-West Covina; Chapter 728, Statutes of 2014), "creates new liability for employers who contract out for labor and services for the wage and hour violations or workers' compensation violations of their subcontractor," Jennifer Barrera, CalChamber policy advocate explains, in the latest

CalChamber Capitol Report video.

Video Link: <http://youtu.be/VqcdDAoDNOo>

The purpose of the law is to hold companies accountable for wage-and-hour violations when using staffing agencies or other labor contractors to supply workers.

In brief, if a labor contractor fails to pay its workers properly or fails to provide workers' compensation coverage for those employees, the "client employer" can now be held legally responsible and liable.

Barrera encourages all

employers to review this fact sheet to determine whether their contracts fall within the scope of the bill.

The new law goes into effect January 1, 2015.

Employers who have specific questions regarding existing contracts or new contracts after reviewing the fact sheet, should seek out legal counsel for advice.

View the fact sheet at: <http://www.calchamber.com/GovernmentRelations/Documents/ab-1897-fact-sheet.pdf>

SMALL BUSINESS SATURDAY® NOVEMBER 29th SUPPORT NORWALK BUSINESSES

MAKE NOVEMBER 29th THE BIGGEST DAY OF THE YEAR FOR SMALL BUSINESS

Norwalk Commerce, SHOP SMALL, CITY OF NORWALK

NORWALK CHAMBER OF COMMERCE NETWORKING BREAKFAST

MAJOR SPONSOR: SUPERVISOR DON KNABE

Event Date: WEDNESDAY, November 12, 2014
7:30 a.m. — 9:00 a.m.
Networking 7:30 to 8:00
Breakfast at 8:00

Location: Norwalk DoubleTree by Hilton
Chateau Estate Room
13111 Sycamore Dr., Norwalk 90650

Cost: \$20 Presale \$25 at the door

RESERVATIONS ARE Requested BY MONDAY, November 10, 2014

To purchase tickets and register, visit our web store at <http://bit.ly/1eYHdPQ> or email info@norwalkchamber.com. Interested in becoming a Breakfast Sponsor? Contact the Norwalk Chamber at 562-864-7785 for sponsor information.

- Gather Client referrals, leads and give your morning a boost
 - Network With Local Business Leaders
 - Expand your professional connections
 - Build profitable relationships
- BRING PLENTY OF BUSINESS CARDS

Norwalk Chamber Invites You and Your Employees to be our GUESTS at our Annual Holiday Mixer

Thursday, December 11, 2014

Norwalk Park "The Barn" Sproul Reception Center
12239 Sproul Street, Norwalk
5:00 p.m. to 7:00 p.m.

Refreshments Will be Served

OPPORTUNITY DRAWING
SILENT AUCTION
UGLY SWEATER CONTEST
& OTHER SURPRISE HOLIDAY ACTIVITIES

To RSVP Please Call (562) 864-7785

Bring a non-perishable food item for the Norwalk Food Pantry and receive a raffle ticket for a special drawing!

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

How to Hold a Difficult Conversation Providing Responsible Feedback Is Difficult

If you manage people, work in Human Resources, or care about your friends at work, chances are good that one day you will need to hold a difficult conversation. People dress inappropriately and unprofessionally for work. Personal hygiene is sometimes unacceptable. Flirtatious behavior can lead to a sexual harassment problem. A messy desk is not the sign of an organized mind. Unreturned pop cans do draw ants.

Vulgar language is unprofessional. Revealing cleavage belongs in a club, a party, or on the beach. Leaving dirty dishes for others to wash is rude.

Have you encountered any of these examples? They're just samples of the types of behavior that cry out for responsible feedback. These steps will help you hold difficult conversations when people need professional feedback.

Steps to Provide Feedback in a Difficult Conversation

- Seek permission to provide the feedback. Even if you are the employee's boss, start by stating you have some feedback you'd like to share. Ask if it's a good time or if

the employee would prefer to select another time and place. (Within reason, of course.)

- Use a soft entry. Don't dive right into the feedback - give the person a chance to brace for potentially embarrassing feedback. Tell the employee that you need to provide feedback that is difficult to share. If you're uncomfortable with your role in the conversation, you might say that, too. Most people are as uncomfortable providing feedback about an individual's personal dress or habits, as the person receiving the feedback.

- Often, you are in the feedback role because other employees have complained to you about the habit, behavior, or dress. Do not give in to the temptation to amplify the feedback, or excuse your responsibility for the feedback, by stating that a number of coworkers have complained. This heightens the embarrassment and harms the recovery of the person receiving feedback.

- The best feedback is straightforward and simple. Don't beat around the bush. I am talking with you because this is an issue that you need to address for success in this

organization.

- Tell the person the impact that changing his or her behavior will have from a positive perspective. Tell the employee how choosing to do nothing will affect their career and job.

- Reach agreement about what the individual will do to change their behavior. Set a due date - tomorrow, in some cases. Set a time frame to review progress in others.

- Follow-up. The fact that the problem exists means that backsliding is possible; further clarification may also be necessary. Then, more feedback and possibly, disciplinary action are possible next steps.

You can become effective at holding difficult conversations. Practice and these steps will help build your comfort level to hold difficult conversations. After all, a difficult conversation can make the difference between success and failure for a valued employee. Care enough to hold the difficult conversation.

Non Profits: 6 Tips to Maximize Your Direct Appeal

The leaves are turning, the air is cooler, and you know what that means? It's Fundraising Season!

Lots of nonprofits are ramping up their fundraising efforts and asking for donations, and rightfully so - it's the best time of year for it. If you're not asking for a gift between now and the end of the year, you're conspicuously absent. And you'll get left out.

No one ever wakes up in the morning and says "I feel like giving some money away. Wonder if there's a nonprofit I could give to?" The responsibility is yours. It's YOUR job to build the relationship and stay in touch. It's YOUR job to ask for the gift.

By now, you should have your appeal all figured out. If you're planning to mail a letter, it should already be on its way. But just in case you don't, here are some tips you can follow to get the most from your fourth-quarter appeal.

1. **Clean up your mailing list.** Don't send your appeal to people who don't want to

hear from you anymore. A clean list, with the most current email and mailing addresses, will save you money and help you be more accurate in donor communications.

2. **Review past performance.** How well have your past appeals done? How much did you raise? What was the average gift size? How about the response rate? Knowing these numbers can help you choose the right segments and lists to approach now.

3. **Be donor-focused.** Don't write an appeal that's all about you. Don't talk about how great the year was or how challenging it's been - no one wants to hear that. Instead, tell a story about someone whose life has been changed by the work your nonprofit does. It's way more interesting and engaging.

4. **Write to one person.** As you write your appeal, don't think about the hundreds of people who will receive it. Instead, picture one donor in your mind, and write to that one person. Your letter will be

way more conversational and interesting.

5. **Outsource if needed.** Don't try to print and mail your appeal internally if you don't have the resources. You'll actually save money in the long run by having a reputable mail house prepare and send your appeal.

6. **Measure, measure, measure.** Tag either the response card or the envelope if you're sending a hard copy letter, or use a trackable link for an e-appeal so you'll know if your ask worked or not. You need to measure response rate (the % of people who gave compared to the total number you asked) and average gift size at a minimum. There's nothing worse than going to all the trouble to produce and send an appeal and not knowing if it was worth it.

Sandy Rees, CFRE
Fundraising Coach and Chief Encouragement Officer
865.657.9915
S a n d y R e e s @ GetFullyFunded.com

10 MARKETING TIPS FOR YOUR SMALL BUSINESS

Marketing is one of the most important parts of a small business owner's business strategy - it's the key to raising brand awareness, and it can make or break a start-up or small business. Here are ten marketing tips for small business owners:

(Source: Inc.)

1. **Give your stuff away.** If you have a new, exciting or unexpected product, giving customers a free taste can really pique their interest.

2. **Attend networking events...**

Networking is a skill that should not be underestimated! Make sure you're going out, shaking hands, and making connections.

3. **...Or create your own event.**

If you're not satisfied with what you're finding, try hosting your own event! That will drive even MORE traffic to your location!

4. **Volunteer to lead an**

organization.

In line with the above advice, leading an organization can do a lot more for your business than simply joining an organization.

5. **Start a podcast.**

Business owners are always looking for new ways to connect with their customer base and put out fresh and interesting content. Why not try a podcast? Interview other business owners, talk about current events related to your industry, and give potential customers a feel for the personality of your company!

6. **Be helpful.**

Reaching out to other small businesses or community members to provide a free or discounted public service can really do wonders for spreading the word about your business, as well as endear you to those you help.

7. **Send a weekly e-mail.**

Keeping in contact with your customers is important

for sustaining relationships! However, be careful not to overdo it - too much email will get you marked as a spammer, and will make your potential clients tire of you.

8. **Support a cause.**

Charitable work is a great PR move for virtually any business. If you can get the cause to link to your business, all the better.

9. **Sponsor an organization.**

If your product or service fits well with the aims or needs of a local organization, consider investing in a sponsorship deal. Small local organizations are often fairly inexpensive to sponsor, and you garner good will as well as reaching a wider customer base.

10. **Create a cool giveaway.**

Try to get creative on this one! Everyone has pens and business cards - you want to make something unique that people will want to hold onto.

Soroptimst International of Norwalk Announces Violet Richardson Award Contest It's What You Do That Counts!

Are you a young woman between the ages of 14 and 17 who volunteers in your community or school? Do you see challenges instead of obstacles? Hope instead of despair? If you are a young woman who believes in the power of

volunteer action, then you may be eligible to win a Violet Richardson Award.

This award recognizes young women who make the community and world a better place through volunteer efforts such as: fighting drugs, crime and violence; cleaning up the environment; and working to end discrimination and poverty. Volunteer actions that benefit women or girls are particularly encouraged.

Winners are eligible

to receive cash awards for themselves and the charitable organizations of their choice. Visit www.soroptimist.org for details for business and professional women who work to girls, in local communities and t

For additional information about applying to the Violet Richardson Award program, please contact:

Soroptimist International of Norwalk

Name: Vivian Hansen

Email: ceo@norwalkchamber.com

Phone: 562.864.7785

Club Application Deadline: December 1, 2014

Amount of Club Award: \$500



DINE OUT NORWALK

NOVEMBER 16—22, 2014

Visit any Norwalk Chamber Member Restaurant SUNDAY, NOVEMBER 16 THROUGH SATURDAY, NOVEMBER 22 - purchase any Meal or Beverage. Bring your receipt to the Norwalk Chamber Office to be entered into a drawing for a prize package worth over \$300.00! Receipts must be turned in no later than Monday, December 8th and the winning ticket will be drawn at our Chamber Holiday Mixer at on Thursday, December 11th, 2014. NO LIMIT TO THE NUMBER OF RECEIPTS YOU MAY BRING TO THE CHAMBER OFFICE TO ENTER. WINNER NEED NOT BE PRESENT.

Participating Restaurants:

Agave Junction Cantina	11957 Firestone Blvd.	Norwalk CA
American Legion Post (lunch only)	11986 Front Street	Norwalk, CA
Applebee's	12129 Imperial Hwy.	Norwalk CA
Bruce's Prime Ribs	12623 E. Imperial Hwy.	Santa Fe Springs CA
Burger Basket	12155 Firestone Blvd.	Norwalk CA
Café n' Stuff	9306 E. Firestone Blvd	Downey CA
China Bowl/LL Hawaiian BBQ	11031 Firestone Blvd.	Norwalk CA
Costco Food Court	12324 Hoxie Ave.	Norwalk CA
Denny's Restaurant #1300	12616 Pioneer Blvd	Norwalk, CA
Diana's	16330 Pioneer Blvd.	Norwalk CA
Doubletree Hotel	13111 Sycamore Dr.	Norwalk CA
El Taco Locco	12341 Imperial Hwy	Norwalk CA
Frantone's	10808 Alondra Blvd.	Cerritos CA
Golf n' Stuff Snack Shack	10555 Firestone Blvd.	Norwalk CA
Juan Great Fiesta	11116 Washington Blvd.	Whittier CA
Leche Café & Bookstore	11723 Firestone Blvd.	Norwalk, CA
McDonalds of Norwalk	12602 Alondra Blvd	Norwalk CA
Medieval Times	7662 Beach Blvd.	Buena Park CA
Outback	12850 Norwalk Blvd	Norwalk CA
Pirate's Dinner Theater	7600 Beach Blvd.	Buena Park CA
Sanchez Mexican Restaurant	12061 162nd	Norwalk CA
Shakey's Pizza	11403 Firestone Blvd.	Norwalk CA
So-Cal Pizza	12253 Imperial Hwy	Norwalk, CA
Starbucks Coffee	11790 Firestone Blvd.	Norwalk CA
Starbucks Coffee	10716 Firestone Blvd.	Norwalk CA
Starbucks Coffee	11031 Firestone Blvd.	Norwalk CA
Tam's Super Burgers	11700 Rosecrans Ave.	Norwalk CA
TNT Tortas & Tacos	11042 Rosecrans Ave.	Norwalk CA



The Norwalk Chamber of Commerce & Shakey's Pizza
Invite You to an AFTER HOURS MIXER

Norwalk Chamber Mixers are a great way to reconnect and build new relationships. Enjoy networking with other business owners and professionals!
THERE IS NO CHARGE TO ATTEND!

SHAKEY'S PIZZA
11403 Firestone Blvd. Norwalk, 90650

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

BRING PLENTY OF BUSINESS CARDS

Thursday November 20 - 2014
5:00 p.m. - 7:00 p.m.

YES! I will attend the After Hours Mixer on November 18, 2014.

Name _____
Company _____
Address _____
Phone _____ Email _____

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

