

BUSINESS RESOURCE BREAKFAST

The Norwalk Chamber of Commerce held their quarterly Leadership Breakfast on November 14th, where they brought together many organizations that provide free and low cost resources to the business community. Sharing their organizations information with the attendees were:

Jennifer Perez, Mayor City of Norwalk
Kevin Gano, Norwalk Deputy City Manager
Grissel Chavez, Director Norwalk Public Safety
Israel Nery, Assistant District Director Small Business Administration (SBA)
Brad Pollack, Executive Director Small Business Development Center (SBDC)
Richard Toral, Regional Vice President Business Group Resources
Frank Zepeda, Senior Marketing Manager, El Clasificado

Mayor Perez opened our workshop by noting that Norwalk has a very diverse business population and that the City values the partnerships that have been created between the City of Norwalk, Chamber of Commerce and business community. She shared that the City is in discussions to create a formal partnership with organizations that provide mentoring and support to the local businesses. Kevin Gano and Grissel Chavez then shared information on their Business Watch Program, which is designed to give local businesses a place where they can report problems they are facing such as transient and homeless issues. The City is working to create a collaboration with business owners so that they can begin to issue stay away orders and work with the Norwalk Sheriff's Department to enforce these orders. The problem is a priority for the City Council, but wanted all to understand there are no quick answers. All were encouraged to get to know your business neighbors so that they can work together with the City to create solutions to these problems. Ms. Chavez also noted that the holidays are fast approaching, so there will be an increase of Public Safety Officers and Sheriff's at local shopping centers.

Israel Nery of the SBA shared that they are going through a rebranding phase so that they can be responsive and attendant to the business needs of the communities they serve. They are working to help small businesses to get government contracts and government funding. They are here to be a resource partner, provide access to capital, and help businesses get started. Mr. Nery shared that there is 1.7 billion dollars available for small business lending in the area he serves and he can be contacted to find out more about these resources. He can be reached by email at Israel.nery@sba.gov.

Brad Pollack of the SBDC spoke next and shared that the SBDC is a part of the SBA, so they work together to support businesses. Through the SBDC they help businesses get started by providing one on one business counseling at no cost to the potential business owner. Mr. Pollack shared that most businesses haven't heard of the SBDC and the resources they provide, so asked the attendees to share this information with their other business connections. On staff are experienced business owners who serve as advisors and counselors to both potential and current businesses. If you are in need of these services you can call 562-938-5100 to set up an appointment for business mentoring.

Richard Toral of Business Group Resources shared information on how his business can help your business with obtaining Business Tax Credits and Incentives from our government. There are many small businesses that do not have the time and resources to explore R&D Tax Credits and other incentives that the government provides and his company does the work for the business. This service is provided at no cost to the business for a review and they will sit down with your company to see if you are able to qualify for these types of incentives. Only 5% of small businesses file for these tax incentives and credits which means 95% of those businesses may be able to obtain these credits. If you are interested in exploring this resource, Richard can be contacted at richardtoral@businessgroupresources.com.

Our last speaker was Frank Zepeda of El Clasificado. El Clasificado provides many resources to the local business community, including free ads on their online paper. They also have media packages which include a new video marketing program at a low cost where they visit your facility and film the video. 80 percent of buyers are using the internet to purchase products and investigate a potential business connection so El Clasificado is helping local business who may be too busy to explore video marketing by doing the work for you! If you are interested in these resources you can reach Frank at fzepeda@elclasificado.com or by phone to 323-627-4876.

We would like to thank all of our speakers for attending and providing valuable information to our businesses! We especially thank our breakfast sponsor, El Clasificado/EC Hispanic Media. If you would like additional information on any of these resources, please reach out to the Norwalk Chamber at info@norwalkchamber.com.



Getting ready for the Business Resource Breakfast are (l to r) Israel Nery, SBA, Norwalk Chamber President Trisha Gutierrez, QM Fundraising and Brad Pollack, SBDC.



Attending the Resource Breakfast to share about City of Norwalk Business Watch are Deputy City Manager Kevin Gano and Director of Public Safety, Grissel Chavez.



Neil Sauer of the Don Knabe Golf Center receives their membership renewal plaque from Norwalk Chamber President Trisha Gutierrez.



President Trisha Gutierrez, QM Fundraising presents Edie Gonzales with the membership renewal for Norwalk Records.



Gordon Stefenhagen of Norwalk Realty accepts a 40 year membership renewal plaque from Chamber President Trisha Gutierrez.



New Member US5 Faith Fighters Academy Executive Director Kenya Lawson receives a new member plaque from President Trisha.

Norwalk Chamber of Commerce
14783 Carmenita Road, Norwalk, CA 90650

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DECEMBER 2018



Curt Skotnicki, President & CEO of the YMCA of Greater Whittier is presented with his new member plaque by Norwalk Chamber President Trisha Gutierrez of QM Fundraising.

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Norwalk Chamber of Commerce

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PRESIDENT

TRISHA GUTIERREZ

EXECUTIVE DIRECTOR

EDITOR, NCBC

CAREN SPILSBURY

CALENDAR OF EVENTS

Wednesday, December 5th
Norwalk Chamber Annual Holiday Mixer
5:30pm to 7:30pm
The Sproul Reception Center

Saturday, December 8th
City of Norwalk Angel Tree Project
Dolores Huerta School

Wednesday, December 12th
Norwalk Community Coordinating Council
Holiday Luncheon
Norwalk Arts & Sports Complex

Tuesday, December 18th
Norwalk Chamber Creating Connections Luncheon
11:45am @ Outback Restaurant
Annual "White Elephant" Gift Exchange

Wednesday, December 19th
Norwalk Chamber Board of Directors Meeting
7:45am, DoubleTree Hotel

Thursday, January 10th
Grand Opening & Ribbon Cutting
Chick Fil A

SAVE THE DATE

Thursday, February 7th
NEA Mock Interviews

Friday, March 1st
State of the City Address

Wednesday April 10th
Norwalk Chamber Annual 9-Hole Golf Tournament



NEW AND 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.

42 Years

Dr. Paul Crismon
562-864-6535
Drpaul.crismon@verizon.net

33 Years

Costco Wholesale
562-929-0826
w410mk01@costco.com

28 Years

Norwalk Dialysis
Carlos Jacobs
562-929-7430
carlos.jacobs@davita.com

26 Years

Helpline Youth Counseling
Jeff Farber
562-864-3722
www.hycinc.org

18 Years

Community Legal Services
Anthony Filer
562-864-9935
afil@legal-aid.com

13 Years

El Clasificado/EC Hispanic Media
Martha DeLaTorre
323-278-5310
www.elclasificado.com

10 Years

St. Linus Catholic School
Greg Climaco
562-921-0336
www.linuslions.org

9 Years

St. Linus Church
Ana Engquist
562-921-6649
a.engquist@stlinus.org

5 Years

U.S. Bank
Yovani Flores
562-868-3271
www.usbank.com

4 Years

Innocosma
Matthew Shin
866-970-9898
innocosma@gmail.com

2 Years

Davita Firestone Blvd. Dialysis
Carlos Jacobs
562-863-2127

New Members

Xcellent Nutrition
Eric Escobar
12200 Civic Center Dr #D
Norwalk CA 90650
562-340-5371

YMCA of Greater Whittier
Curt Skotnicki
12510 Hadley St.
Whittier CA 90601
562-309-4849
www.ymcawhittier.org

US5 Faith Fighters Academy
Kenya Lawson
12000 Firestone Blvd.
Norwalk CA 90650
584-420-39841
www.us5center.com

Paul Apodaca
LinkedIn Consultant
424-237-4159
papodaca22@gmail.com

U-Haul of Los Angeles
Robert Kenney
1285 E. Route 66
Glendora CA 91740
626-859-4500
www.uhaul.com

Loftus Land Company
John Loftus
260 S. Los Robles Avenue, Ste. 21
Pasadena CA 91101
626-229-9482
loftuslandco@msn.com

Membership News

Norwalk Chamber Board Members & Ambassadors spent a few days in November visiting local businesses to invite them to a Resource Breakfast and get more connected in the business community. By spending time walking into different businesses, our Board and Ambassadors got to hear about concerns and questions that local owners have and also hear about positive happenings here in Norwalk. About 100 visits were made during those few days and the Chamber plans on continuing this program in 2019. Our goal is to connect with every storefront business here in Norwalk with a personal visit during the next year. Don't be surprised if someone drops in to your business to say hello and invite you to attend a breakfast workshop at a future date!

We also were able to meet some of our new Norwalk Chamber members at their ribbon cutting events in October and November. Planet Fitness officially cut their Ribbon on October 25th. One of the great things about Planet Fitness is how they give back and support the community. Joe Bernatowicz, our Norwalk Planet Fitness owner, was able to provide the Boys & Girls Club of America with a \$2,000 donation at their Ribbon Cutting event! These funds will go a long way in supporting local programs for children. Our new Planet Fitness, located at 12832 Rosecrans Ave., Norwalk CA is now open and signing up new members. This location features not only the standard exercise machinery but if you become a Black Card Member, you have access not only to the Norwalk Planet Fitness, but unlimited guest privileges at all Planet Fitness locations along with the use of Hydromassage, Tanning, Massage chairs and total body enhancement! Visit them online to sign up at <https://bit.ly/2Q0HZ7G> or call them at 562-278-1400 to find out more about their programs.



Planet Fitness owner Joe Bernatowicz presents a \$2,000 check to the Boys and Girls Club. Also in this photo are Norwalk Mayor Jennifer Perez and Vice Mayor Margarita Rios.



Receiving a Business Spotlight Awards from the City of Norwalk.



Attending the Ribbon Cutting at Planet Fitness are (l to r) President Elect, Adam Stanchina, DoubleTree by Hilton, Norwalk Los Angeles, Ed Loftus, Loftus Land Company, Ambassador Teri Bazen, Norwalk La Mirada Plumbing, Heating & Air Conditioning, John Loftus, Loftus Land Company, Paige Parrish, Attorney at Law, and Board Member Jose Rios, Berkshire Hathaway.

Next we were able to cut the Ribbon on a new business here in Norwalk, Xcellent Nutrition, located at 12200 Civic Center Dr, #D here in Norwalk. This family run business provides fresh and healthy homemade meals geared towards your fitness goals. When you visit Xcellent Nutrition you will meet with staff to discuss what your health goals are, whether to lose 10 pounds or lower your blood pressure, they will work with you to provide healthy delicious meals that you pick up and have at home ready to eat. These meals don't come to you frozen, but fresh from their kitchens. Eric and Vanessa Escobar are bother and sister, who are the key members of this family team. The Norwalk Chamber was able to hold the Ribbon Cutting on November 21st. Norwalk Mayor Jennifer Perez and Council Member Leonard Shryock were in attendance, along with Chamber Board members and Ambassadors. We were able to sample their healthy brownies and highly recommend their chicken and kale salad!



Cutting the Ribbon at Xcellent Nutrition



Family and Staff of Xcellent Nutrition received a Business Spotlight Award from Mayor Jennifer Perez and Council Member Leonard Shryock.



Norwalk Public Safety are already good customers of Xcellent Nutrition.



Getting ready to officially cut the Ribbon on Xcellent Nutrition.



Pictured here after the Ribbon Cutting are (l to r) Norwalk Chamber President Trisha Gutierrez, business owner Vanessa Escobar, Norwalk Mayor, Jennifer Perez, business owner Eric Escobar, Norwalk Council Member Leonard Shryock, and JC Guerrero, Field Representative for State Assembly Majority Leader, Ian Calderon.

MESSAGE FROM THE PRESIDENT



Heading into the busy holiday season, we find there are many ways to get involved and contribute to those that are less fortunate here in Norwalk. Donations for the Norwalk Food Pantry can be made at our Holiday Mixer on December 5th to help provide food for the needy during this season, or you can participate in the City of Norwalk Angel Tree program by providing a gift of clothing or toys for children. You can also purchase \$1.00 Angel Tree Tags at the Norwalk Chamber, where the funds will be used year round by the Social Services department to support residents in need! There are so many ways to give back and help others which in turn helps the entire community.

While we spend time with our families this season, I encourage you all to think about supporting our local business community as we did on Small Business Saturday. Local dollars spent here in the community bring resources to the residents and businesses of Norwalk while helping to keep a thriving economy strong now and in the future.

We look forward to seeing you over the many events coming in December and in 2019. By continuing to create those strong connections through business networking, you will be able to enlarge your customer circle and have positive business growth now and in the future!

Happy Holidays,
Trisha Gutierrez
 2018-19 President
 Norwalk Chamber of Commerce
 QM Fundraising

Members in the News

El Clasificado/EC Hispanic Media holds an annual Dia de los Muertos event at their facility here in Norwalk. Traditions connected with this holiday include building private altars called ofrendas, honoring the deceased using calaveras, aztec marigolds, and the favorite foods and beverages of the departed, and visiting graves with these as gifts. El Clasificado welcomed their valued clients and guests to an evening of networking and traditional treats.



Welcoming our Chamber members to their Dia de los Muertos is Martha DeLaTorre of El Clasificado/EC Hispanic Media. With her are Norwalk Chamber Board Members Yovani Flores, US Bank and Rich LeGaspi, TNT Fireworks.



Enjoying the refreshments at the Dia de los Muertos are (l to r) Yovani Flores, US Bank, Rich LeGaspi, TNT Fireworks, Eduardo Mejia, El Clasificado and Natalie LeGaspi, Norwalk Soroptimist Club.

Norwalk Community Coordinating Council Veterans Scholarship Dinner

Norwalk Community Coordinating Council (NCCC) each year provides scholarships to students who are Veterans and attend Cerritos College. This year was no exception, as they partnered with Soroptimist International of Norwalk/Santa Fe Springs to present scholarship to eight outstanding students. NCCC also began a new recognition award for the Veteran of the Year. Scholarship winners were: Deborah Ixchel Perez, Richard Burrell, Gerardo Castro Gonzalez, Tony Davis, Francisco Hernandez, Ashley Hyatt, Sean Leslie and Paulina Robles. These Veteran students served in the United States Air Force, Army, Marines and Navy. The first Veteran of the Year recipient was Frankie De Guzman, who continuously gives back to the Norwalk community through her many volunteer activities. Cerritos College President Dr. Jose Fierro was present at the event to help recognize the scholarship winners and Norwalk Mayor Jennifer Perez made the presentation for Veteran of the Year. The NCCC holds many fundraisers throughout the year to be able to provide financial support to our Veterans, and we salute them for their continued good works here in Norwalk.



Ready to see the awards presentation are Norwalk Mayor Jennifer Perez, Andrew Perez, Ambassador Sue Arthur, Board member Jose Rios, Norwalk Vice Mayor Margarita Rios, Cerritos College President Dr. Jose Fierro and Phil Herrea, Student Trustee.



At the Veteran's Scholarship Dinner are Bob Arthur (ret, Cerritos College Board of Trustees), NCCC Board Members Rich LeGaspi, Lupe Flores, Gloria Rodriguez, Marlene Hardy and Espie Free.



Recipients of Veteran scholarships and the Veteran of the year Frankie De Guzman. Included in this photo are Norwalk Mayor Jennifer Perez and President Cerritos College, Dr. Jose Fierro.



Attending the Veteran's Scholarship Dinner are (l to r) Ivan Sulic, representing Supervisor Janice Hahn, Griselda Ortiz, representing Congresswoman Linda Sánchez, JC Guerrero, representing California Assembly Majority Leader Ian Calderon, Norwalk Ambassador Teri Bazen and Little Lake City School Board Vice President Dora Sandova.

Youth Club Supports Victims of Domestic Violence

The Care for Survivors Club from St Joseph's High School in Lakewood presented a special holiday donation for the clients of Su Casa – Ending Domestic Violence.

The Care for Survivors Club, led by club president Selene Velez, held fundraising events throughout the first part of the school year to earn enough money to buy 55 care baskets. "This semester, the club was able to raise over \$550.00," stated Velez. Each basket contained personal care items, beauty items, and a handwritten note from the club members. These items are very important to the self-esteem of a victim of domestic violence.

This is the third year that the club led by Velez has made care basket contributions to Su Casa. During that time, the Care for Survivors Club has raised over \$4,000.00 to create these important donations.

Su Casa – Ending Domestic Violence has been providing programs and services to victims of domestic violence in the community for 39 years. For more information, please call 562-421-6537 or go to sucasadv.org.



St Joseph High School Care Club for Survivors presents care baskets to Su Casa – Ending Domestic Violence. (L-R) Selene Velez, 16, President, Brianna Valles, 16, Alexis Valles, 15. Not pictured, Lauryn Gutierrez, Vice President

City of Norwalk Celebrates our Veterans

The City of Norwalk held a Veteran's Day Ceremony on Monday, November 12th to celebrate and thank the many Veterans who are residents of Norwalk. Starting with a presentation of the colors and ending with the John Glenn High School Band playing God Bless America, the ceremony was moving and inspirational. The American Legion was present to share with the audience the POW/MIA ceremony and the symbolic meaning behind each item while keynote speaker, US Navy Reserve Senior Chief Frank Medrano, who also serves as a Los Angeles County Sheriff's Department deputy here at the Norwalk Station, provided his personal message. This moving ceremony ended with a group photo of the Veterans in attendance that day.



Norwalk Mayor Jennifer Perez after the Veteran's Day Ceremony with Norwalk Chamber Ambassador Susan Arthur.



Norwalk Veterans in attendance at the annual Veteran's Day Ceremony here in Norwalk.



Attending the Veteran's Day Ceremony are (l to r) Juan Carlos Guerrero of Assembly Majority Leader Ian Calderon's office, Norwalk City Council Member Leonard Shryock, Norwalk La Mirada USD Board Vice President, Ana Valencia, Evelyn Nuno, representing Assembly Member Cristina Garcia and Little Lake City School Board Vice President Dora Sandoval.

Norwalk Chamber and the City of Norwalk Celebrate Small Business Saturday

Small Business Saturday was created in 2010 to recognize the important economic contributions small businesses make in their local communities and to celebrate by spending the day shopping small and local! The City of Norwalk proclaimed Saturday, November 24th, 2018 as this year's Small Business Saturday. Our Norwalk Chamber was once again a Neighborhood Champion for Small Business Saturday, and held a Coffee & Croissants event at the Chamber on Saturday morning. Visitors were able to enjoy networking with their coffee and croissants before they ventured out into the community that day to shop! Balloons, banners, door mats and shopping bags were all provided to those that visited the Chamber that morning. 65% of businesses in the United States are considered small businesses and contribute an overwhelming amount of support to their communities. Our small businesses here in Norwalk give back to the community in so many ways that shopping small and local for one Saturday is a small contribution that residents can give back to them!



City of Norwalk proclaims Saturday, November 24th as 2018 Small Business Saturday. Norwalk Chamber Board Members and Ambassadors were on hand to accept the proclamation on behalf of the business community. Pictured here are (l to r): Richard Sneed, Norwalk Records, Jose Rios, Berkshire Hathaway, Gordon Stefenhagen, Norwalk Realty, Council Member Luigi Vernola, Council Member Tony Ayala, Ambassador Susan Arthur, Norwalk Mayor Jennifer Perez, Ambassador Jessica Baeza, J & N Nut Products, Chamber Executive Director Caren Spilsbury, Vice Mayor Margarita Rios, Council Member Leonard Shryock, Board Members Yovani Flores, US Bank, Tracy Polley, Kelco Sales, John Alba, Alba Professional Services/H & R Block, Julia Emerson, Southern California Gas Company and Gary Murphy, Norwalk Florist.



Board Member Jose Rios is visiting the Norwalk Chamber to start off his Small Business Saturday.



Board Member Gary Murphy of Norwalk Florist and former Norwalk Mayor Cheri Kelley are attending Coffee and Croissants at the Norwalk Chamber on Small Business Saturday.



Norwalk La Mirada USD School Board Vice President Ana Valencia getting ready to "shop small."



Starting off their Small Business Saturday at the Norwalk Chamber are Patricia Pescina and Ivett Gonzales of Rose Hills Memorial Park.



Bibi Martinez of Century 21 Realty Masters is starting her Small Business Saturday at the Norwalk Chamber.

Local Elections here in Norwalk

One of the events that the Norwalk Chamber held for the community during the past election cycle was a School Board Candidates Meet & Greet for both Norwalk La Mirada USD and Little Lake City School District. Knowing that there was a contested race for both districts, the Chamber wanted to provide an opportunity to the community to come and meet candidates in a social setting while enjoying light refreshments and networking. Candidates for both School Boards were in attendance and had an opportunity to speak briefly about their vision and goals if elected. We would like to thank those that attended this important civic event to meet these candidates and find out a little more about each of them. We also thank the candidates who participated in our Meet & Greet and wish the best to those who were elected to serve!



At the School Board Candidates Meet & Greet are (l to r) Norwalk Chamber President Trisha Gutierrez, candidates Jorge Tirado, Miguel Rivera, Moderator Julia Emerson, Candidates Jude Cazares, George Buchanan, Peggy Radoumis and timer Amanda Blanton.



Networking at the Chamber Meet & Greet are Little Lake City School Board President Richard Martinez, Vice President Dora Sandoval, Norwalk Mayor Jennifer Perez and Vice Mayor Margarita Rios.



Norwalk Records is a great place to visit, especially on Small Business Saturday! Pictured here are Richard Sneed and Edie Gonzalez.

City of Norwalk holds Community Auction to benefit Relay for Life

City of Norwalk held a Community Auction fundraiser on Friday, November 9th to raise funds to help support the American Cancer Society Relay for Life. This event took place at the Norwalk Arts & Sports Complex and was coordinated by the Department of Recreation and Park Services. Many items were up for auction that evening including sports memorabilia, televisions and original artwork. Dinner with the Mayor was a popular big ticket item along with a 65" television and Laker tickets. At the event were many cancer survivors and those that are supporting them. This event was able to raise much needed money to help support finding a cure for all types of cancer.



At the Community Auction Fundraiser were a number of cancer survivors who are pictured here! In this photo are Bob Arthur, Margarita Rios, Sal Ortiz and Pati Garcia who are all survivors!

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