

NORWALK CHAMBER HOSTS A DRIVE IN MOVIE NIGHT

You see them popping up all over California as residents, businesses and community leaders are looking for a safe way to get out and do something fun. Norwalk Chamber recognized that our movie theaters may be closed for much longer than we all had hoped for, so our Event Committee set out to provide a safe opportunity to get out of the house and have some fun. On August 29th, we held our first Drive In Movie night at the the Norwalk Fitness Village parking lot by Chick-fil-A and Panera Bread. The movie that was shown was "The Nightmare Before Christmas" and all who attended enjoyed the outdoor opportunity! The Norwalk Chamber thanks our Sponsor, Alba Professional Services/H & R Block and John Alba for supporting this great event for the community. We also thank the City of Norwalk, Recreation & Park Services Department, for their partnership in helping the Chamber with a successful event. We hope to hold future drive in movie nights in the coming weeks, so keep your eyes open for that information by visiting our website at www.norwalkchamber.com or by finding our event page on Facebook. Special thanks to the Chamber Event Committee, Board and Ambassadors for putting this event together: President Amanda Blanton, Farmers & Merchants Bank, Ambassadors Sue Arthur and Joe Derthick, AFLAC, Ambassadors Lynda Fisher and Irma Macias, Community Family Guidance Center, Board Member Ric Ochoa, So-Cal Pizza, Teri Bazen, Community Volunteer, and Past President Trisha Gutierrez, QM Fundraising. Thank you to the Knights of Columbus, Rich LeGaspi and John Ramirez for providing the Chamber with popcorn for the event. We especially thank all of our Chamber members who volunteered or attended this event!



Norwalk Chamber and City of Norwalk getting ready for our Drive in Movie Night Fundraiser. In this photo are Norwalk City Council Member Margarita Rios, Little Lake City School Board Members Dora Sandoval, Norwalk Chamber Board Member and Ambassadors: Trisha Gutierrez, Jose Rios, Gordon Stefenhagen, Tracy Polley, John Alba, Gary Murphy, Rich LeGaspi, Karla Butler, Irma Macias and Recreation and Park Services Staff.



City of Norwalk Recreation & Park Services getting the movie screen set up. Pictured here are (l to r) Eddie Rivas, Pati Escano, Erin Burke, Santino Lopez, Teneale McCullough and Juanita Porras.



John Alba of Alba Professional Services/H & R Block helping set up for the movie night.



Supporting the Norwalk Chamber Drive in Movie Night are: (l to r) Dora Sandoval, Little Lake City School Board, Richard Rojas, Deputy City Manager, City of Norwalk, Norwalk City Council Member Margarita Rios, John Ramirez, Community Development Director, City of Norwalk and Norwalk Chamber President Elect, Jose Rios, TNG Realty.



Norwalk Chamber Intern Aubrey Spilsbury getting ready for the Drive in Movie Night with Lori Williams.



PAINT THE TOWN PINK NORWALK



Attacking from every angle.™

Each year October is celebrated as National Breast Cancer Awareness Month and even though we are in the middle of a pandemic, cancer does not stop! The Norwalk Chamber will once again partner with the American Cancer Society and the City of Norwalk to bring awareness to the community about the importance of getting your screenings, the resources available to you as either a patient or supporter of someone dealing with cancer and helping to raise funds to combat this killer disease! There are some fun and exciting plans in place for our "Paint the Town Pink" campaign. From our "Real Men Wear Pink" competition to challenging other cities to compete with Norwalk, to restaurant fundraising nights and more, we are ready to get out our virtual paintbrushes and color Norwalk pink in every way that we can.

Starting October 1st, our Norwalk City Manager Jesus Gomez and our Norwalk Sheriff's Captain James Tatreau will be participating in the "Real Men Wear Pink" competition! Each will be leading their team in fundraising efforts to attack cancer from every angle. Our Chamber restaurants will be holding fundraising days, where a portion of their proceeds from your purchase will benefit the campaign. We have scheduled two fundraising days at So-Cal Pizza, located at 12253 Imperial Hwy in Norwalk. Visit them on October 15th and October 29th and make sure you tell them your purchase is in support of the Real Men Wear Pink campaign. Mr. Rosewood Family Restaurant will be hosting a fundraising campaign on October 8th. Mr. Rosewood is located at 10640 Rosecrans Ave, in Norwalk. Another restaurant fundraiser will be at Chick-fil-A Norwalk on Wednesday, October 21st. They are at 12555 Imperial Hwy in the Norwalk Fitness Village. Be sure and tell them you are there for the Paint the Town Pink Spirit Night. Look for additional restaurant fundraising nights to come with other local restaurants!



Norwalk City Manager Jesus Gomez with his "Real Men Wear Pink" tie, getting ready to kick off the "Paint the Town Pink" campaign.

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

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NEW AND RENEWING MEMBERS

New Members

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La Mirada CA 90638
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www.ancsite.com

Jacobsma Law APC
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12749 Norwalk Blvd.
Norwalk CA 90650
562-219-2747
www.jacobsmalaw.net

Grayline Medical Inc
Chandar Miglani
Carmenita Rd.
Norwalk CA 90650

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.

41 Years
Norwalk Auto Auction
Louis Rudich
562-864-7464
lou@norwalkautoauction.com

39 Years
Okimoto's Automotive Center
Roy Okimoto
562-926-7317

34 Years
Liberty Utilities
Frank Heldman
562-926-7317
www.libertyutilities.com

33 Years
Norwalk La Mirada USD
John Lopez, Superintendent
562-868-0431
naltamirano@nlmusd.k12.ca.us

32 Years
Doubletree by Hilton Norwalk, Los Angeles
Lori Herrera
lori.herrera@hilton.com
www.losangelesnorwalk.doubletree.com

13 Years
Norwalk Community Coordinating Council
President
www.nccconline.us

CALENDAR OF EVENTS

CALENDAR OF EVENTS

PLEASE NOTE:

THESE DATES AND LOCATIONS COULD BE SUBJECT TO CHANGE DUE TO THE COVID-19 PANDEMIC

September 10th

ZOOM Seminar

"How to Effectively Use Social Media"

10am to 11:15am

September 16th

Board of Directors Meeting
Via ZOOM

September 16th

Norwalk Chamber

Chick-fil-A

Spirit Night

4pm to 8pm

(Tentative)

September 17th

Annual 9 Hole

Golf Tournament

September 19th

Tri Cities Relay for Life

September 25th

Relay for Life

Paint Night Fundraiser

Via ZOOM

October 23rd

Wine & Design Fundraiser

7pm to 9pm

Via ZOOM

October 30th

State of the Nation

ZOOM Event

12noon

MEMBERS IN THE NEWS

Norwalk Chamber continues to support our Chamber members through our business visits program on Friday mornings. Our Ambassador and Board members go out as a group and drop by the businesses to offer support, take photos and promote their business through our Social Media pages. We are able to not only visit our current members but more recently have been able to meet with new business owners here in Norwalk and share with them the benefits of getting involved in the Norwalk Chamber!



Norwalk Chamber visits Cristina's Precious Flores & Enchanted Gifts, now open for you to visit and purchase a gift of flowers or other items. Visit this great business and see all that owner Cristina has available for you to see. In this photo are (l to r) President Elect, Jose Rios, TNG Realty, Ambassador Irma Macias, Community Family Guidance Center, Owner Cristina Rodriguez Villalobos, Ambassador Lori Herrera, Norwalk Doubletree Hotel and Board Member Karla Butler, Thompson & Associates.



Norwalk Chamber visits our new member Kung Pao Bowl, to present his membership plaque! Pictured here are Ambassador Sue Arthur, President Elect Jose Rios, TNG Realty, owner Steve Hyun, Ambassador Chair Karla Butler, Thompson & Associates and Ambassador Irma Macias, Community Family Guidance Center.



Keywest Auto & Truck Collision Center is open for business. Pictured here are Ambassador Sue Arthur, President Elect Jose Rios, TNG Realty, owner Goffredo Benites, Ambassador Irma Macias, Community Family Guidance Center and Finance VP Karla Butler, Thompson & Associates.



Keywest is the place for all of your vehicle collision needs



Fit Nation Gym has relocated from San Antonio to 12000 Firestone Blvd, in Norwalk. They have outdoor workout space available for you to use! In this photo getting ready to workout are Karla Butler, Irma Macias, Jose Rios, owner JR Villalobos and Sue Arthur.



Another essential business that is open for your pet needs is Anna's Pet Grooming. Stopping by to visit and share Chamber information with owner Anna is our President Elect, Jose Rios of TNG Realty.

MESSAGE FROM THE PRESIDENT



Thank you to everyone who contributed to our first Drive In Movie Night fundraiser! This was something new for the Norwalk Chamber and we are looking forward to future movie nights. I especially thank our sponsor, John Alba of Alba Professions Services/H & R Block! Our Chamber has some other fundraisers coming in September and October. Join us on Wednesday, September 16th for our fundraising evening at Chick-fil-A Norwalk. It runs from 4pm to 8pm that evening! Bring your flyer and be sure to mention that you are there for the Norwalk Chamber fundraiser. We are also holding a virtual Paint Night Fundraiser, on Friday October 23rd. Tickets for this event are \$35.00 and include all of your painting supplies! We will be networking from 6:30 to 7pm and then at 7 the fun begins! Sign up early so that you can be sure and have your paint supplies delivered to you on time. Even better, host a family paint night and you can all have fun together!

We want to say a special thank you to all Educators, Administrators and parents as they make their way through virtual classes for their students. We know how difficult this can be and encourage you to reach out for help if you need it in our new reality of online classes. Becoming your child's home teacher can be complicated but also rewarding and we salute all parents who are now filling this role.

While it seems so far away, the holidays are right around the corner and it is likely that we will all be celebrating in a different way this year. Traditional events will be held but in a different way. And even as this happens there is still great need in our community. City of Norwalk will have the Angel Tree program, but managed differently this year. But they will still need community support for donations of clothing and funds to help our needy families. Reach out to the Chamber in November if you are interested in helping a child.

Our next fundraiser is our Chamber Masks. You can purchase your Chamber Mask to show your support and let the community know that you are a Chamber member when you do essential shopping, outdoor dining or any other outdoor activities. Masks are \$10.00 and feature our Chamber logo on a red, white and blue background.

You can visit the Norwalk Chamber website store for purchasing our masks, tickets to events or fundraisers at <https://norwalkchamber.com/shop/>. We also encourage you to keep shopping local and support our Norwalk businesses, as this in turn will help the entire community!

Stay safe and healthy,

Amanda Blanton
2019-2020 President, Norwalk Chamber of Commerce
Farmers & Merchants Bank

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2020

NORWALK CHAMBER WORKSHOPS

Norwalk Chamber kicks off our Fall Workshop Series with our "How to Effectively Utilize Social Media" workshop on Thursday, September 10th starting at 10am. As we walk through COVID-19, business models are constantly changing. Your business should be utilizing all options for marketing, especially Social Media.

This workshop features expert Deborah Deras. Deborah is a consultant with over 10 years experience as a Digital Marketer, seven years with SBDC and Social Media Consultant for Beverly Hills Chamber, Lax Chamber, Cerritos Chamber, and South La Chamber. She has been a business owner for over 20 years and is a sought after International Speaker with clients such as Proctor & Gamble, General Electric, Verizon, Kaiser, and hundreds of association and college groups. We invite you to join us on ZOOM, Thursday September 10th from 10am to 11:15am. You can register for this event at <https://bit.ly/2FFaOCm>. If you have additional questions about this event, please email the Chamber at info@norwalkchamber.com. Visit our website at www.norwalkchamber.com for information on future workshops.

NORWALK CHAMBER OF COMMERCE
FACE MASKS
GET YOURS TODAY!



Norwalk Chamber face masks are for sale now. \$10.00 and the proceeds will benefit Norwalk Chamber programs and events.

There is still time to complete your 2020 Census Form online. The deadline for completion has been moved to September 30th, 2020. Enumerators are now visiting households and knocking on doors to try to reach every person living in Norwalk and surrounding communities to get a complete census count. While Norwalk is doing well with the percentage of people who have filled out their census form, we still have about 30% of our residents who have not completed their Census. To understand just how important this is, funding to the community is allocated by the Census count. Legislative representation is determined by the Census count. Federal dollars are used by many local agencies, including Public Safety, Fire Departments and Law Enforcement. These dollars support our local schools. When the community is undercounted, less money comes back into the community and that creates a loss in resources needed to help so many local families. So please do your part by filling out the Census form online at <https://my2020census.gov>.

Labor Law Corner

COVID-19 and a New Hire's Expired Identity Document

Our company shut down in March due to the coronavirus, and then reopened the first of June. Now one of my employees is asking to take Family Medical Leave Act (FMLA) leave. Does the employee have to start the year requirement all over again?

Not necessarily. To qualify for FMLA, an employee must have worked 1,250 hours in the year immediately preceding the start of the leave, and have worked for a year for the employer. If there was a break in service during seven years of employment, however, as long as the total time is a year or more (and the employee has worked the requisite number of hours), this qualifies for FMLA.

Calculating Hours Worked

In the example noted above, the employee had been hired in April 2019, so he had almost met the year mark when the company shut down. By working in June and July 2020, he has now met the year mark. Additionally, any break in service caused by a military service obligation would be excused. As to "hours worked," hours of service means hours actually worked by the employee. It does not mean hours paid. Paid nonworking time—such as vacations, holidays, furloughs, sick leave, or other time off (paid or otherwise)—does not count for purposes of calculating one's FMLA eligibility. Therefore, if an employee was furloughed for a lengthy period or taking the emergency family leave under the Families First Coronavirus Response Act (FFCRA) to care for a child, that time is not considered hours worked, even though the latter is paid.

Impact on Leave Available

Indeed, the time taken for the emergency family leave will be counted against an employee's total 12 weeks available under FMLA. Therefore, if an employee takes eight (8) weeks to care for his/her children under the emergency family leave, there will be only four (4) weeks remaining for the traditional FMLA. These are definitely challenging times, and if an employer has doubts or questions about the qualifications of FMLA, an attorney should be consulted.

SPirit NIGHT Fundraiser



Help support Norwalk Chamber
Wednesday, September 16, 2020 • 4:00-8:00 pm

Donating 20% of all
Chick-fil-A® menu item sales *

*20% of the purchase price before tax from every Chick-fil-A® menu item sold.

See a participating restaurant for more details.



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SMALL BUSINESS DEVELOPMENT CENTER (SBDC) HELPFUL FINDINGS - SO FAR - FOR SMALL BUSINESSES DURING COVID19

By Brad Pollak, Director Long Beach Small Business Development Center (SBDC)
E: bpollak@lbcc.edu; T: (562) 938-5100;
Web: www.longbeachsbdc.org/callme

Over the past five months, business advisors at Small Business Development Centers across the country have been working closely with small businesses from all industries and walks of life to help combat the hideous impact of COVID-19. This has been, and continues to be, a journey of tremendous hardship for business owners, requiring honest conversations and focused teamwork to navigate the COVID-19 waters. As a result of our conversations at the Long Beach SBDC, I would like to share some helpful findings. You are not alone

First and foremost, it is important to recognize that you are not alone in your battle against COVID-19. There are all kinds of resources available to you – including those of the SBDC -- to work with you as you tackle the complexities of loan and grant applications, understanding your financials, landlord/tenant negotiations, unemployment insurance, pivoting options, and more. Those business owners who proactively ask for help are the ones who benefit from consulting with advisors, attending webinars, talking with fellow business owners, talking

with their business improvement districts, consulting with city hall, and connecting with their chambers of commerce. This sharing of information has made it easier for business owners to have a faster understanding of how to apply for EIDL and/or PPP, how to engage in marketing strategies that are new to them, and how to potentially pivot their business to provide new products and services.

Your bank balance is not your cash flow

A second finding is the confusion about cash flow. My SBDC colleague, Lori Williams, writes about this as follows: "When businesses were trying to determine the amount of cash available to bridge the gap during the shut-down, many of them were under the impression that their bank balance was their cash flow. The bank account balance includes checks that have not been cashed, direct payments that have not yet been withdrawn and deposits received from clients for work not yet completed.

To determine the long-term financial stability of the company, business owners must review the entire cash position of the company. This includes calculating the monthly overhead expense, both short and long-term, and the cost of production in relation to the reduced sales. Companies must also review accounts receivable to determine expected

pay dates and accounts payable to identify any delayed or deferred payment possibilities. These numbers can then be inserted into an excel document.

The excel cash flow analysis can become a tool to help clients determine their cash position given different scenarios, such as "What if I open in one month?" or "What if sales are only 20% in two months?"

Marketing is your friend
A third finding is that many businesses have few, if any, marketing strategies in place. They are overwhelmed by all they face as business owners and have trouble finding the time to make marketing a priority. This has proven to be problematic, especially when you are pivoting your business during COVID-19 and need to get the word out about your new products and/or services. My strong advice is to consider marketing as your friend. Think of it as storytelling, and think of yourself as a storyteller. If you're a

manufacturer of clothes and you've pivoted to make PPE masks, "Now making PPE masks" is your story. Or if you're a perfumist and have pivoted to make hand sanitizer, then "Now making hand sanitizer" is your story. If you're a restaurant owner with dining available outside, "Cozy, socially distant outside dining now available" is your story. From there, all you have to do is implement a few tactics to deliver your story and then make sure your delivery is continual and your messaging is consistent. Tactics might include posting on social media, making phone calls to existing customers, or updating your Yelp page with at least 12 new photos, etc. Just keep your stories simple and direct. Choose a few platforms/outlets on which to communicate those stories and, as mentioned earlier, be consistent with your messaging. Members of your community may need to hear/read/see your stories at least 5-10 times before any action is taken, so be patient and know that your consistent efforts will be worthwhile.

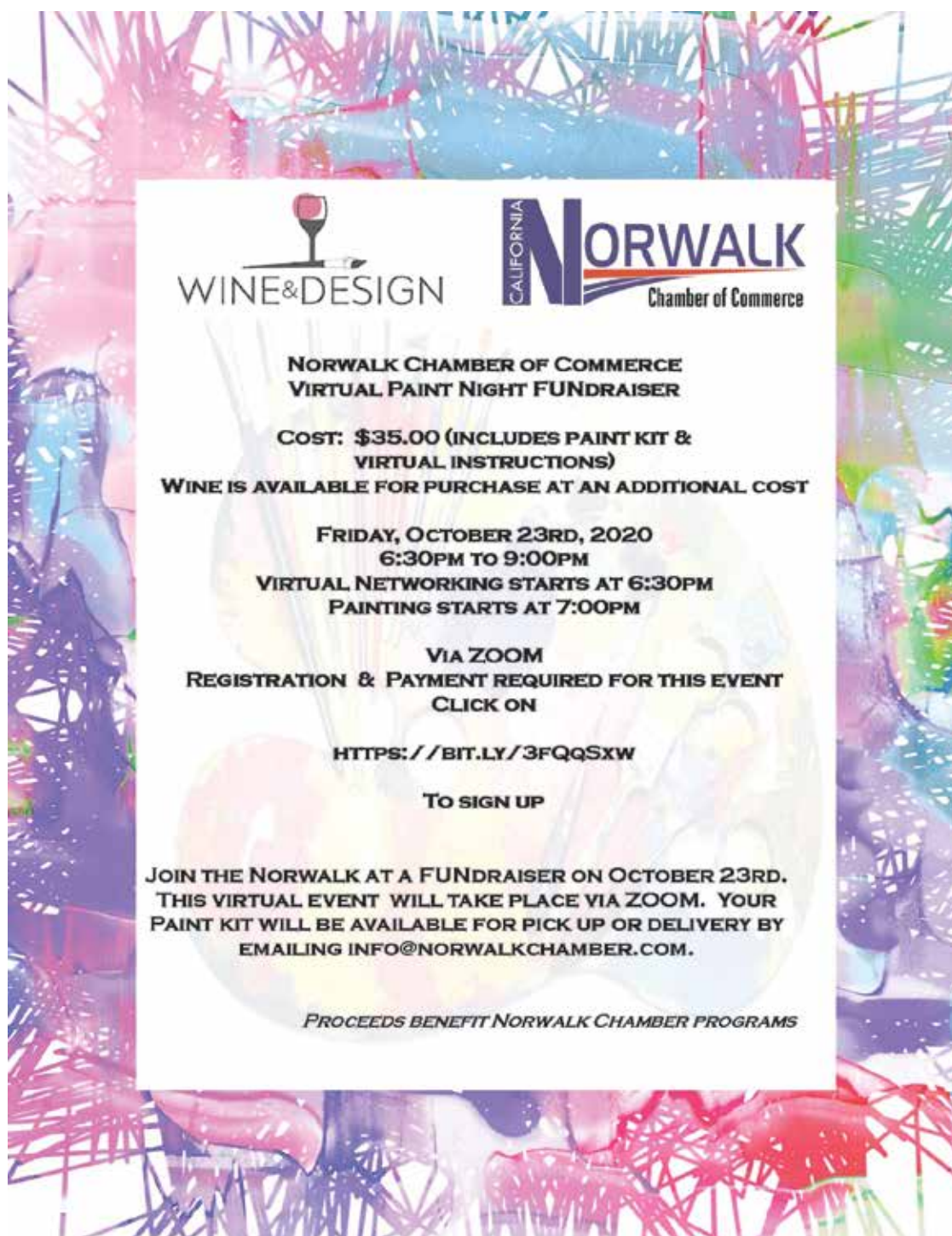
Pivoting (adapting) does not mean you have to re-invent the wheel

Another finding is that collaborative brainstorming has helped business owners pivot or adapt to develop temporary or long-term changes to their business. The key words here are "collaborative brainstorming." Don't try and figure it out on your own, and don't try and re-invent the wheel. Collaborate by proactively asking questions of your trusted colleagues, vendors and, of course, your customers. If you're a manufacturer, what does that really mean? What kind of equipment do you have? What skills does your team possess that could be transferred to making other products? Or what if you have a trucking business and the loads you normally haul are no longer in demand? You still have trucks and drivers, so what else can they be hauling? Or maybe you're long overdue with adding e-Commerce to your brick-and-mortar business. What products or services can you add online? And does it have to be domestic only, or can you explore international territories? None of this requires you to re-invent the wheel. Rather, it requires that you be aggressive in your focus on brainstorming with your network to explore potential options as quickly as humanly possible.

There are many other findings, such as the need for businesses to develop strong relationships with their banks during good times, so that the strengths of those relationships can assist you when you are seeking loans or other types of financing during hard times. When was the last time you invited your banker out for coffee or lunch? When was the last time you invited her to come visit your business and meet your team? Such is the nature of critically important networking and relationship building for any business of any size.

The key point

But the key point I want to make is that you are not alone. Be open to objective feedback from your peers, and recognize that no single individual has the answer to everything. This is a battle none of us has faced before and, as cliché as it sounds, we are all in this together. It is the power of sharing information and ideas with one other that allows us to move forward as the strong communities that we are.



Creating a Strong Local Economy

- and -

Promoting the Community

The Norwalk Chamber of Commerce urges you to spend your money locally to support the business community and protect jobs.

*Local sales tax dollars support basic city services
When you shop in Norwalk, you are paying for...*

Public Safety Services

Recreation Programs

Street Repairs & Much More