



**The Hawthorne**  
**HOTLINE**  
THE OFFICIAL NEWSLETTER OF THE HAWTHORNE CHAMBER OF COMMERCE

**October 2005**

**Happy Halloween!**

# Win A Mustang Or \$20,000 Cash!

**Mission of the Hawthorne Chamber of Commerce**

Act as a spokesperson for the business and professional community and translate into action the group thinking of its members

Render specific services to its members and to the community as a whole

All businesses within and around the City of Hawthorne are invited to join the Chamber and participate in its various community events

**Location and Hours of Operation**

4444 W. El Segundo Blvd.  
Hawthorne  
310.676.1163 [www.hawthorne-chamber.com](http://www.hawthorne-chamber.com) or [info@hawthorne-chamber.com](mailto:info@hawthorne-chamber.com)

Monday and Wednesday  
9:30 am—2:30 pm  
Friday  
10 am—3 pm

All Chamber members are welcome to attend the General Board meetings held the first Wednesday of every month, 8 am at the Chamber office.

The Hawthorne Chamber of Commerce is sponsoring a charity raffle for Hope is Helping, a local organization known for its help of children and families in need. The Grand Prize is a 2005 V-6 Ford Mustang Premium Convertible from South Bay Ford or \$20,000 dollars in cash, as well as over \$12,000 dollars in additional cash prizes.

Because only a limited number of tickets will be sold, the odds of winning the Ford Mustang or a cash prize are 1 in 95. Tickets are still available, and are being sold for \$20.

For more information on the raffle and to purchase tickets contact any Board member or the Chamber office at (310) 676-1163.



**Special Halloween Mixer Costume Party!**  
**Saturday, October 29th at Gold's Gym!**  
**4917 W. 147th Street, Hawthorne, 5:30 pm**  
**Cash Prizes for Costumes Including \$100 for the Most Original Costume!**

## President's Message

The Hawthorne Chamber of Commerce is happy to announce that on Sunday, September 18, 2005, our President Don Hardesty Harris married Cherise Ann Vallas! *Way to go Don!*

The happy couple are currently honeymooning in Ireland.

The President's Message will resume in our November issue.



## New Member News

Hello, I am Dr. Rhonda Sandoval. I am a Chiropractor. I graduated Magna Cum Laude from the Southern California University of Health Sciences. I have volunteered my time at the Physical Therapy Department at the Little Company of Mary Hospital and at the Center for Brain Injured Children.

As of now I am a Mobile Chiropractor. At a future date I will have an office. I have a family practice. I also spend my time treating pregnant women. I promote a Healthy lifestyle in all ages. I look forward to meeting with you.

For more information please contact:

Dr. Rhonda Sandoval  
(310) 351-9892  
drsandoval1@hotmail.com



## Hawthorne Chamber Board Members

### Board of Directors

**President** Don Harris, Farmers Insurance Group

**Treasurer** Larry Franklin, Commercial Capital Bank

**President Elect** Pat Feldman-Donaldson, Abacus Security Services

### Committees

**Communications** Candy Cargill-Fuller, Behavioral Health Services

**Economic Development** Don Harris, Farmers Insurance Group

**Government Affairs** Terri Owens, South Bay Workforce Investment Board

**Member Services/Women in Business** Pat Feldman-Donaldson, Abacus Security Services

**Special Events** Nelson Rios, Advanced Party Rentals

### Elected Board Members

Rev. Al Wise, Del Aire Assembly of God Church

Betty Patterson, LV Travel & Tours

Bill Salfity, G & S Printing

Joseph Simone, Menace Studios

Meg Roi, California Crusader News

Mike Bell, Bell Event Services

Nelson Rios, Advanced Party Rentals

Pat Feldman-Donaldson, Abacus Security Services

Steve Eades, Gold's Gym

Tom Boren, Marriott International

### At Large Directors

Candy Cargill-Fuller, Behavioral Health Services

Jeff Lyman, South Bay Ford

Ken Carson, Vought Aircraft Industries Inc.

Lily Craig, Chevron Products Company

Shelley Rose, Hawthorne School District

Steve Bradford, Southern California Edison

Terri Owens, South Bay Workforce Investment Board

### Staff

**Administrative Assistant** Sherice Fernandez

**Contact Any Board Member And  
Get Involved Today!**

The **South Bay Business Resource Network (Network)** is a brand new business services program of the **South Bay Workforce Investment Board**. The Network is an association of organizations, which are dedicated to providing resources of value and benefit to South Bay businesses. Our *mission* is to promote and support a vibrant economy by helping businesses reduce their costs, increase productivity, and increase the potential for profitability. Our *goal* is to create an enhanced economic environment in which businesses are more likely to remain healthy, competitive and successful. The **Network** provides a range of resources and services, which can help firms meet many of today's business challenges. Our resources can help businesses reduce and avoid unnecessary costs, and plan and improve their operations. According to the needs of the customer, we offer the following services at no-cost, at cost, and on a discounted fee-basis:



- Staffing Assistance**
- Business and Entrepreneurial Development Services**
- Labor Exchange Services**
- Disability Services for Employers**
- Workplace Performance Improvement Services**
- Human Resource Solutions**
- Corporate (Large Employer) Services**

*"Let the Network help you meet today's business challenges." Call our automated number at (310) 970-7799 or our Resource Desk at (310) 970-7700. You can also visit us at [www.southbayresource.net](http://www.southbayresource.net)*



## Upcoming Events

### October Events

- |       |   |       |   |
|-------|---|-------|---|
| 10/5  | Monthly Board of Directors Mtg, 8 am, Chamber Office                            | 11/15 | Women in Business Mtg, 12 noon, Cherise Vallas, abovedove2003@yahoo.com |
| 10/18 | *New time- Women in Business Mtg, 7 am, Cherise Vallas, abovedove2003@yahoo.com | 11/17 | November Mixer, 5:30 pm, Hawthorne Math and Science Academy             |
| 10/29 | *Special Saturday Halloween Mixer, 5:30 pm, Gold's Gym                          |       |   |

### November Events

- 11/2 Monthly Board of Directors Mtg, 8 am, Chamber Office
- 11/9 BHS Yearly Gala, *An Evening With Paul Williams*, Candy Cargill-Fuller, [candy@bhs-inc.org](mailto:candy@bhs-inc.org)

### December Events

- 12/7 Monthly Board of Directors Mtg, 8 am, Chamber Office
- 12/20 Women in Business Mtg, 12 noon, Cherise Vallas, abovedove2003@yahoo.com
- 12/15 December Mixer, Abacus Security

*Happy Holidays!*

*Happy New Year!*

List your community or business events. Contact Candy Cargill-Fuller at [candy@bhs-inc.org](mailto:candy@bhs-inc.org)

## Community News

### El Camino College Welcomes Three Top Administrators

El Camino College began the fall 2005 semester with three new vice presidents. The three new administrators are filling the college's three vice president posts, left vacant by retirements.

The new vice presidential team includes: Dr. Jeff Marsee, Dr. Francisco Arce, and Dr. John Baker, all veteran educators known for their strong leadership skills. The team will continue El Camino College's mission toward academic excellence, while guiding the many facilities upgrades made possible through the college's school safety bond.

"We are excited about this new team to help lead El Camino College

through the growth and changes associated with implementing our Measure E facilities projects which will enhance our ability to better serve students," said Dr. Thomas M. Fallo, president of El Camino College.

Dr. Jeff Marsee is the new vice president, administrative services. Marsee most recently was the provost/vice president of operations at the Katharine Gibbs School in New York. Before that, he was the owner/principal of Jeff Marsee & Associates, a management consulting firm that worked with colleges and universities to develop strategies to improve enrollment, retention, and student outcomes.

Marsee has also served as vice chancellor of administrative services

and academic affairs for the Ventura County Community College District and the vice chancellor of administrative services in the North Harris/Montgomery Community College District in Houston. In addition, he managed business services at two other community colleges in Texas, and taught a variety of economic courses.

He has implemented many successful programs on the college and university level throughout his career, from improved accounting systems to enhanced student services. Marsee has a doctorate from the University of Texas, Austin; a master's degree from California State University, Long Beach; and a bachelor's degree from USC.

If the family name sounds familiar, *continued on page 5*

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## YesterYear by Walt Dixon

I went to the L. A. County Fair the other day and it brought back some good memories of long ago. I went by the animal area and got the smell of hay in my nostrils, which brought back a very fond memory of hay rides. If you have never been on a hay ride you have missed the time of your life. Back then there were people who had horses and wagons, so once in a while we would hitch the horses to the wagon, pitch on some hay, invite some friends to come along and just wander throughout the neighborhood. We would play games, sing songs of the day and just enjoy each others company.

Another great pleasure was a box social. The ladies would fix great lunches and put them in a plain box so no one could tell which lady made that particular meal. It seems every box had a different goody inside. The boxes would then be auctioned off one at a time to the highest bidder.

The gentleman would open the box and reveal who he was going to have lunch with. That way people got to know each other on a friendly basis. There would be fried chicken and biscuits in some and other food in others. All of the food was great and many a romance started with box socials.

Halloween was always a good time of year and an excuse to have a party. We would go door to door ringing door bells and shouting "trick or treat." If no one was home we would soap some windows with regular bar soap so it was easy to remove. There were all kinds of pranks but none that was harmful to people or property.

If you decided to take a walk for exercise many people would pull over and ask if you wanted a ride. In those days there were few sidewalks and curb so you walked by the side of the road. Almost all cars were a dark

color so they were hard to keep shiny and many a person resolved never to buy a dark colored car again. Remember when parking brakes were called emergency brakes? The accelerator was called the foot feed. Anyone remember "spark control?" Hand cranks are other things that have gone by the wayside. I remember waiting a block away from home for my father to come home from work so I could jump on the "running board" and ride there with him to the house.

Remember, this was before TV so the whole family would sit around and listen to the radio and such programs as "Your Hit Parade" which had all of the latest songs. Then there was "Amos and Andy", "One Mans Family" "Inner Sanctum", "Jack Benny" and many more great shows.

Remember those were "THE GOOD OLD DAYS". Til next time. WALT

## Community News Continued

*Continued from page 4*

Marsee is the son of the college's second president, Dr. Stuart E. Marsee.

Dr. Francisco Arce is El Camino College's interim vice president, academic affairs. His administrative experience includes vice president of academic affairs for Diablo Valley College in Pleasant Hill; dean of behavioral and social sciences at American River College in Sacramento; and interim dean and vice president positions in Marin County and Stockton. In addition, Arce was an instructor in political science and history departments at various community colleges throughout his career.

Arce has a doctorate from the University of San Francisco, a master's degree from the University of California at Santa Barbara and a bachelor's degree from California State University, Los Angeles.

Dr. John Baker is interim vice president, student and community advancement. Baker was most recently vice president, student services at Gavilan College in Gilroy. Before that, he held the same position for six years at San Diego Mesa College. In another leadership position, Baker served as dean of students at College of Alameda.

In addition, he was director of counseling at Ohlone Community College in Fremont, where he was also a faculty member in the counseling department for several years.

Baker has a doctorate in education from Nova University; master's degrees from California State University, San Francisco and from the Virginia Episcopal Seminary; and a bachelor's degree from Willemette University.

## Annual Vendor Fair Coming November 15th

Do you provide a product or service that is geared to nonprofit organizations and youth recreation groups in the Hawthorne, Lawndale, Del Aire-LAX and South Los Angeles region?

Then you need to be a vendor at the 16th annual Vendor Fair, November 15, 2005, being presented by District 37 Little League Baseball, in cooperation with Smart & Final.

The Vendor Fair will be held from 6 – 9 p.m., at the new Smart & Final Warehouse at 15205 Hawthorne Blvd in Lawndale. Businesses wishing to secure a booth need to contact Wes Haggerty at (310) 644-9360, immediately since space is limited. Vendor Booths are only \$100.

League officials, team mothers, and other decision makers that serve more than 10,000 youth in District 37, AYSO, school PTAs, YMCA and many other groups attend this annual Vendor Fair looking for fundraising ideas and other goods and services.

## South Bay Business Network Faire

On December 7<sup>th</sup> 2005 from 9:00am to 11:00am at Hollywood Park Casino, the South Bay Business Resource Network and the Department of Rehabilitation, Los Angeles South Bay, will host a Business Networking Fair. This collaborative effort is being sponsored to introduce the network to the local business community to help strengthen the local economy. One of its' primary function is to provide employers with a reliable and efficient pool of workers from their communities.

Another goal is to bring individuals with disabilities, and the underserved populations within specific geographical boundaries together with local businesses that can offer viable employment to new hires. Many employers within the South Bay area have already been successful in this endeavor and should be congratulated for their dedication to this project.

If you would like to attend, please R.S.V.P. by contacting Ms. Shoshana Hubbard @ (310) 793-1157,

or e-mail your employer information to [jdale@dor.ca.gov](mailto:jdale@dor.ca.gov) by 11/1/2005. Please include the employer's name, address, telephone number and e-mail when responding. We look forward to meeting you and continuing to serve the needs of the community.

The South Bay Business Resource Network

The Department of Rehabilitation, Los Angeles South Bay

**THE HAWTHORNE HOTLINE** is mailed and emailed directly to 230+ members and published on the chamber's website at [www.hawthorne-chamber.com](http://www.hawthorne-chamber.com).

### Advertising Rates

Ad Size	One Time	3x or More
Business Card	\$ 25	\$ 20
Quarter Page	\$ 45	\$ 40
Half Page	\$ 90	\$ 85
Full Page	\$ 180	\$ 170

### Newsletter Insert Rates (Advertiser Provides Copies)

Members	\$ 35	Non-members	\$ 50
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# Advertise Your Businesses Here!

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*"A security company you can count on."*

### Patricia Feldman-Donaldson

Senior Vice President

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Tel. (310) 342-7676  
Fax: (310) 342-7666  
Email: [vppatriciafeldman@hotmail.com](mailto:vppatriciafeldman@hotmail.com)

## Don Harris

Agent  
Don Harris Insurance  
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## Guy Hocker

[guy@guyhocker.com](mailto:guy@guyhocker.com)



## GUY HOCKER, REALTORS

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## South Bay Ford

5100 W. Rosecrans Ave., Hawthorne, CA 90250  
(310) 706-6057 phone, (310) 706-6043 fax  
(310) 345-1680 cell [jlyman@southbayford.com](mailto:jlyman@southbayford.com)

## Jeff Lyman

Fleet & Member Services



**LARRY BENDER**  
President

## HAWTHORNE CABLE USAGE CORPORATION

4455 West 126th Street  
Hawthorne, CA 90250  
(310) 349-2906  
(310) 978-9855 Fax  
(310) 960-5843 Pager  
email: [hcuccorp@aol.com](mailto:hcuccorp@aol.com)

## The Business of Environmentalism

Hopefully this article finds you well... and filling out the City of Hawthorne's Business Recycling Survey that was included in the July issue of the Chamber's Newsletter. As you work on those, remember that environmental responsibility applies to urban areas as well as distant wilderness. There may not be much tropical rainforest in Hawthorne... but there is a river! The headwaters of the Dominguez Channel are in Hawthorne and it runs right through the City on its way to the Pacific Ocean. Because of this, Hawthorne has adopted very strict monitoring of storm water pollution.

This storm water can be a flood of exposure for local businesses. The City of Hawthorne has a unique agreement with a company called Adopt-a-Waterway that may interest

local businesses. The company offers strategic locations throughout the City where businesses can sponsor the cleaning of a storm drain. Similar to highway adoption programs, the business gets its name on an eye-catching sign. The business can be proud that a portion of its money is going to the City of Hawthorne to prevent water pollution.

Businesses can contact Douglas Krauss, in the City of Hawthorne Public Works Department at (310) 349-2987 or can contact Adopt-a-Waterway directly at (800) 890-1185, or by visiting their website [www.adoptawaterway.com](http://www.adoptawaterway.com)

There are many other ways to strengthen your business through environmental responsibility. The State of California's WRAP (Waste

Reduction Award Program) is an excellent way for businesses to gain statewide exposure and prestige. This award is available annually by simply filling out an application. By the way, you need not be saving baby seals to win this award. Your current recycling and diversion efforts alone may qualify your business for this award. Contact me for more information and assistance. You may also check out the website at [www.ciwmb.ca.gov/WRAP/](http://www.ciwmb.ca.gov/WRAP/).



## New Member News Continued

### Trinity Lutheran School

A Hawthorne community icon for 59 years and a ministry of Trinity Lutheran Church (TLS). TLS enrolls students from pre-school - grade 8. TLS is an exceptional co-educational day school committed to academic excellence. In a nurturing and safe environment, TLS is steadfast in preparing the whole child, helping each student acquire the necessary skills for successful future educational endeavors. Trinity Lutheran School is

certified as G.A.T.E. (Gifted And Talented Education) school with the Hawthorne Elementary School District. Alex Cardenas is the principal and Pastor Larry Becker is the Senior Pastor.

For more information contact Alex Cardenas, Principal, Trinity Lutheran School, 4783 W., 130th Street, Hawthorne, CA 90250, (310) 675-4493 x102, fax (310) 674-9523, or [acardenas@tlchurch-hawthorne.org](mailto:acardenas@tlchurch-hawthorne.org)



# WIN YOUR 2005 FORD MUSTANG CONVERTIBLE

## OR \$20,000 IN CASH

### 4.0L SOHC 12V V6 ENGINE 210 HP & 240 LB.-FT. OF TORQUE 5-SPEED AUTO TRANSMISSION

### \$12,800 IN ADDITIONAL CASH PRIZES 10 CASH PRIZES OF \$1,000 19 CASH PRIZES OF \$100 18 CASH PRIZES OF \$50

#### Hope is Helping Foundation:

The *Hope is Helping* Foundation is a non-profit organization that strives to assist victims of domestic violence... women and children who are left with physical injuries, mental anguish, financial problems, displacement of children from school, and sometimes even homelessness.

*Hope is Helping* gives these women and children a fresh start. Besides providing clothing, food, toys, counseling, and housing assistance to hundreds of abused children and mothers, *Hope is Helping* coaches the parent in finding employment that could lead to a new start for the family.

With Thanksgiving & Christmas around the corner, *Hope is Helping* needs your support to keep tears out of mother's eyes and smiles on children's faces. It is hard to believe that there are thousands of people that will have nothing to eat and no clothing or gifts to give their children during this special time. Each ticket purchase will allow *Hope is Helping* to continue to make a difference in the lives of victims of domestic violence.

**Official Rules & Regulations:** By purchasing a raffle ticket, you agree to be bound by all the official rules and regulations. A minimum of 3000 tickets must be sold for the Grand Prize winner to have a chance of the Ford Mustang or the \$20,000 cash alternate prize. If fewer than 3000 tickets are sold by 5:00PM, December 16, 2005, the Grand Prize winner will receive a 50% share of the net raffle proceeds less any required federal taxes. Net proceeds are defined as the balance of funds left after paying all other prizes and all other expenses. If the Ford Mustang is awarded, the winner is responsible for all taxes & licenses. Other rules and regulations may apply. For a copy of the complete rules and regulations please visit [www.charityraffleadvisors.com](http://www.charityraffleadvisors.com) or call (310) 313-1035.  
**Tickets:** Raffle tickets are \$20 each. Payable to Hope is Helping. No more than 4569 tickets will be sold. Raffle tickets must be purchased by 5:00PM, December 16, 2005. All sales transactions are final. Only one name may be entered on the ticket.  
**Earlybird Prize Bonus Drawing:** Approximately half of the \$12,800 in cash prizes will be awarded at the Earlybird Drawing. To

be eligible for this Earlybird Drawing valid payment must be received by 5:00pm, Friday, September 23, 2005. Earlybird winning tickets will be re-entered into the raffle for the Grand Prize drawings.  
**Selection of Winners:** Winning tickets will be drawn at random. Both raffle drawings will be held at South Bay Ford, 5100 W. Rosecrans Ave., Hawthorne, CA 90250. The Earlybird Raffle will be held September 24, 2005. The Grand Prize Raffle will be held on December 17, 2005. Ticket holders do not need to be present to win. If all 4569 tickets are sold, the odds of winning a prize are less than 1 in 95. If fewer tickets are sold, your chances of winning a prize improve.  
**Eligibility:** Anyone 18 years of age or older may enter. Employees or members of *Hope is Helping*, their spouses and children are excluded from participating. This raffle is void where prohibited by law.  
**Host:** The raffle is hosted by the Hawthorne Chamber of Commerce for the benefit of the *Hope is Helping* Foundation. *Hope is Helping* is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. California Raffle Registration Number is R-4404.



## ALL PRIZES TOTALING IN VALUE \$42,800

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ WORK PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

I WISH TO PURCHASE \_\_\_\_\_ TICKETS AT \$20 EACH TOTAL: \$ \_\_\_\_\_

CHECK (PAYABLE TO HOPE IS HELPING)  MONEY ORDER  AMERICAN EXPRESS  MASTERCARD  VISA  DISCOVER

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Complete this ticket order form and mail it with your check, money order, or credit card information to:  
Charity Raffle Advisors, P.O. BOX 662179, Los Angeles, CA 90066  
or fax it to (310)398-9995 or call (310) 313-1035

**ALL SALES ARE FINAL. NO PAYMENTS WILL BE REFUNDED. TICKET PURCHASE IS NOT A TAX DEDUCTIBLE.**

## TICKET ORDER FORM

Ticket are \$20 each. Fill out the form at left and mail with Check, Money Order (Payable to Hope is Helping) or Credit Card information to:  
**Charity Raffle Advisors**  
P.O. Box 662179  
Los Angeles, CA 90066

Or order by phone: **(310) 313-1035**  
Or fax this form to (310)-398-9995  
Download a form at: [www.charityraffleadvisors.com](http://www.charityraffleadvisors.com)

Hope is Helping Ford Mustang Raffle.  
Tear this section off and keep this as your receipt.  
2005 Ford Mustang or \$20,000  
First Prize & \$12,800 in Additional Cash Prizes.

Date: \_\_\_\_\_ # of tickets ordered: \_\_\_\_\_  
Total Cost: \$ \_\_\_\_\_

All sales are final. No payments will be refunded.

## Contact The Chamber Office To Get Your Button Today!



*Thanks to Behavioral Health Services for  
publishing our newsletter.*

### Tell us what you would like to hear!

The HAWTHORNE HOTLINE is the official newsletter of the Hawthorne Chamber of Commerce. It is published monthly, sent by mail, email, and is posted on our website at [www.hawthorne-chamber.com](http://www.hawthorne-chamber.com)

Send requests to:  
Candy Cargill-Fuller at  
[candy@bhs-inc.org](mailto:candy@bhs-inc.org).

The HAWTHORNE HOTLINE welcomes your comments, suggestions and story ideas!



### The Hawthorne HOTLINE

4444 W. El Segundo Boulevard  
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<http://www.hawthorne-chamber.com>