

The Hawthorne HOTLINE

THE OFFICIAL NEWSLETTER OF THE HAWTHORNE CHAMBER OF COMMERCE

April and May 2007

The 2007 State of the City Address a Success!



On Wednesday February 14, 2007, the Hawthorne Chamber hosted the 2007 State of the City Luncheon featuring Mayor Larry Guidi. Chamber President Patricia Feldman-Donaldson (pictured below) welcomed attendees to the event which highlighted information on our beloved city of Hawthorne; a CONTENDER



in the South Bay. Mayor Guidi called it a tribute to everyone, because in some way big or small, everyone has helped Hawthorne along its journey.

2006 was a successful year for Hawthorne, and some of the people who contributed to that success were its dedi-

cated staff. The Mayor thanked Lisa Miller- Director of Licensing and Code Enforcement, Mike Heffner- Chief of Police, Arnie Shadbear- Chief of General Services and Public Works Services, Harold Roth- Director of Planning and Community Development, Ray Shun- Director of Building and Safety, Jan Vogel- Executive Director, South Bay Workforce Investment Board, Hamid Pournandari- Director of Housing, Glenn Shishido- City Attorney, Jag Pathirana- City Manager and Finance Director and all their staff for the work, heart and soul they put into our city. Some of the achievements these departments have



April Mixer- Ramada Plaza Hotel, Thursday April 26, 5:30 pm
5250 West El Segundo Blvd., Hawthorne

May Mixer- BHS/Patterns, Thursday May 17, 2007, 5:30 pm
12917 Cerise Ave., Hawthorne

MISSION OF THE HAWTHORNE CHAMBER OF COMMERCE

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

To render specific services to members and 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 CA 90250
 310.676.1163

www.hawthorne-chamber.com
 info@hawthorne-chamber.com

Mon., Wed., Thurs. & Fri 9:30 am—4:30 pm
 Tuesday 10 am—4pm

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

PRESIDENT'S MESSAGE

Sorry for the delay in the Newsletter. We are going to start publishing the Hawthorne Hotline bi-monthly, and printing it in color! Also, as an added benefit, only Chamber members will be allowed to insert ads and/or articles. Contact the Chamber office for more information.

I would first and above all like to thank everyone involved with the State of The City Luncheon. It was such a success! For the first time, we made more money than we have ever made at the Hawthorne Chamber. There were no lines at the registration tables, lines at the lunch stations went quick and to top it off, there were NO COMPLAINTS!!

Thank you, Thank you, Thank you!

Now Lets Talk... Hawthorne is now the Best Little City on the South Side...

So, if you woke up this morning with

more health than illness, you are more blessed than the million who won't survive the week.

If you have food in your refrigerator, clothes on your back, a roof over your head and a place to sleep, you are richer than 75% of this world.

If you have money in the bank, in your wallet, and spare change in a dish someplace, you are among the top 8% of the world's wealthy.

If you hold up your head with a smile on your face and are truly thankful, you are blessed because the majority can, but most do not.

If you can hold someone's hand, hug them or even touch them on the shoulder, you are blessed because you can offer God's healing touch.

Hawthorne, You are Blessed in ways you may never even know!

Keep your head up, there are more Blessings on the way!

Patricia Feldman-Donaldson,
Chamber President



REAL-ESTATE CORNER BY BRENDA LACY-ROBERTS REALTOR-CONSULTANT, CENTURY 21 UNION REALTY

This month's briefing is on "Managing Your Credit". It's not your social security number, your phone number, or your birth date. While most of us don't know this number, it essentially dictates your finances. This number is your credit score.

A credit score is a number that lenders use to help them decide, "if I give this person a loan or credit card, how likely is it that I'll be paid back on time?" Also called a risk score or FICO score, this number is a statistical measure of the risk that you'll be able to repay the debt as agreed.

If you're planning on making a major purchase, such as a home or income property, taking out a loan, or applying for a credit card, you're going to need a good credit rating.

If you've come to the realization that your rating isn't as positive as you had hoped, it's time to start improving it, and here's a few tips of getting started:

Find out where you stand. Start by checking with the three major credit reporting agencies (CRAs) listed below. You are entitled to one free report per agency, per year, and you have the right to dispute any mistakes, so re-

quest that each CRA send you a copy of your report.

Equifax - Equifax.com

Transunion - Transunion.com

Experian - Experian.com

Figure out the facts. Credit reports are rarely as spotless as you think – that one late payment on your Visa can stay on your report for up to seven years (long after you've forgotten about it). In addition, in October 2004, CGS news reported that nearly 80% of credit reports contain at least one error, proving how vital it is to make sure that everything is accurate. After identifying the discrepancies(s) get the dispute form from the CRA and send it to the CRA by registered mail. Fortunately, the law is on your side, stating that any item that is not verified as accurate must be removed from your report.

Clean it up. Identify any debts that are still pending, and set up a plan for eliminating them. Clearing up debt can take time, which makes it even more important to get started immediately.

Fix, rinse and repeat. Time is your best ally when it comes to your credit report – consistent payments (no mat-

ter how small, so long as they meet the minimum) prove that you are responsible enough to repay loans as promised; over time they will outweigh the negative point on your credit report.

Get regular – in order to avoid any ugly surprises; check your credit information regularly, especially 60 to 90 days before a major purchase (like a home or car).

Prove reliability – while there are no quick fixes for upping your credit score, taking out a loan that you don't need and then paying it back in a short span of time can prove that you're a good credit risk.

Too few or too many – the ideal position is to have a few lines of credit, never more than what you could afford to pay off on your income, and with none of them max'ed out. Cancel old cards that you never use, but don't max out one giant line of credit by putting your entire debt on it. Prove your self-control by having between two and four lines of credit with a minimal or no balance on each.

Next month, let's take a look at what's going on with new homes in our own City of Hawthorne.

YESTERYEAR BY WALT DIXON

It's amazing what will trigger a memory in your head. I was leaving Chip's, made a U turn at 118th, and started south on Hawthorne Blvd. when it flashed in my mind that back in the late 40's and early 50's, whenever it would rain fairly heavy, the boulevard would flood and the city would close it between 118th to about 130th because of the high water.

I traveled a little farther, saw Home-Town Buffet and remembered it was originally Safeway market and also a couple of car agencies. A little further down there is a hardware store for apartment owners. It (combined with the shoe outlet store) used to be Chaney's department store. On the corner there is a parking lot for the shoe store. I remember that corner as having Laurence Drug Store and another across the street named Mastin Drug.

At Broadway is where the street car line ended, which was the yellow or 5 car. We would board there and go to Inglewood or even downtown LA, but the car went all the way to Eagle Rock. The ride was ten cents. In the middle of Broadway and Hawthorne where the street car turned around there was a

small cafe and a newsstand with a paper boy selling papers. If he had to leave for a while he would put the papers on a box with some change. People would come by, pick up a paper, leave the money and if they needed change they would they would take it. It was the old fashion honor system and it worked very well then.

I looked at the new beautiful Police Department building and remembered it was the Wonder Market, a super market of its day. The young man that bagged your groceries and helped you to your car was Sonny Bono of Sonny and Cher.

Next to the market was "Rasco's 5 and 10 cent store where most everything in the store was that price. Rarely was anything over a dollar. Mory's Liquor store was there as well and a couple of doors down was Winifred's Cafe featuring "Home Cooked Meals." The food was cooked to perfection. A full course meal was steak, potatoes, beans & corn, soup, salad and dessert for the big sum of 85 cents. It also included a drink, but if you just wanted coffee it was five cents with all the refills you wanted. There was a barber shop there too and a hair cut cost 25 cents.

Right at the railroad tracks there was a lumber yard and hardware store. There was a small rail car that ran from there to El Segundo for five cents called the Toonerville Trolley. There was a circulating Library next to the lumber yard.

In the next block on 126th street where City hall is now there was a Baseball Diamond that ran from 126th street to the railroad tracks. There was always a game on. Friday and Saturday nights brought out a good crowd to cheer on their favorite team. No booze served

It's fun to go back in your mind and dig up some fond memories. Try it, but remember those were

THE GOOD OLD DAYS!

Till next time,

Walt



HAWTHORNE CHAMBER BOARD MEMBERS

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Betty Patterson, LV Travel & Tours

Nelson Rios, Advanced Party Rentals

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Tad Teodoro, Century Aviation

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Steve Bradford, Southern California Edison

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Candace Epperson

Administrative Staff

Sherice Fernandez

Melany Love

**CONTACT ANY BOARD MEMBER AND
GET INVOLVED TODAY!**

2007 STATE OF THE CITY CONTINUED FROM PAGE 1

made include over \$8 million in general fund **Continued on Page 4** monies collected from various permit and license fees, The processing of 350 new business licenses, a graffiti removal team that removed over two million square feet of graffiti, the seizing of nearly \$1 million in drug money, multiple city paving and renewal projects, nearly \$70 million in building permits for new construction projects, multiple redevelopment projects, special projects with a 90% employment rate, and a fraud detection and prevention program that resulted in the recovery of over \$200,000 of fraudulent housing claims. He also thanked the members of the City Council, including Mayor Pro Tem Louis Velez, Council Member Pablo Catano, Council Member Ginny Lambert, and Council Member Gary Parsons for their hard work and dedication to Hawthorne.

More of the Mayor's address included:

- 3 years ago the General Fund reserves were less than \$5 million. Today they are close to \$10 million
- 3 years ago the City's liquid funds were less than \$9 million. Today they are over \$17 million.
- Early indications are that the City will have a balanced budget for the fiscal year beginning July 1, 2007.

But just when everyone had thought it could not get any better, Mayor Guidi surprised us with a bombshell by saying Space Exploration Technologies, also known as SpaceX, was coming to Hawthorne! Last year, SpaceX won the contract to design, build and operate the successor to the Space Shuttle,



Jan Vogel, Master of Ceremonies of the 2007 State of the City Luncheon

which is due to retire in 2010. SpaceX already has 250 employees, is growing at a rate of 30%-40% per year, and ultimately expects to have a workforce of thousands of people. This is the type of business that Hawthorne is now attracting.

The Chamber would like to thank the following businesses that made the



Chamber President Patricia Feldman-Donaldson and Jan Vogel present Mayor Guidi with a \$1500 check for his scholarship fund.

2007 State of the City Luncheon possible:

Presenting Sponsors Lee Homes and Gold's Gym

Premier Sponsors The City of Hawthorne, William Lyon Homes, Northgate Markets, Academy Automobile Insurance Services, Norman Lewis Limousine, Kearny Real Estate/ Century Business Center, Auto Credit Acceptance Corporation, El Camino College, Repossess Auto, and Centex Homes

Event Sponsors Continental Development Corporation, Imperial Projects, Abacus Security Services, Chevron, Sutter Securities, Jons Markets,

Oceangate Union 76, Gateway Auto Center, Westport Properties/US Storage Centers

Table Sponsors Commercial Capital Bank, Behavioral Health Services, Teen Challenge International, Rotary Club of Hawthorne, Hawthorne Presidents Council, Hawthorne Municipal Employees Association, Access Community Housing, Universal Waste Systems, South Bay Workforce Investment Board, Hawthorne Kiwanis Club, Farm-



Brigadier General William (Neil) McCasland, Vice Commander, Space & Missile Systems Center, Los Angeles Air Force Base led the pledge of Allegiance

ers Insurance Agency, Guy Hocker Realtors, Los Angeles Air Force Base, Golden State Water Company, Plumbers Depot, Hawthorne Lions Club, Vought Aircraft Industries, Centinela Valley Union High School District, South Bay Ford, Hawthorne School District, Zaharoni Industries, Hawthorne Executive Group, Hawthorne Police Association, Evergreen Devco, Schnierow DDS, International Christian Center, Northrop Grumman, Elite Homes, Keystone Asset Management/ Crenshaw Business Complex, Time Warner Cable and Southern California



Hawthorne residents and business community members arriving for the Mayor's address



Over 500 Hawthorne residents and business members attended the event

ADVERTISE YOUR BUSINESSES HERE!




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Advertising Rates *For Members Only*

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 \$35

Behavioral Health Services

BHS

A Tradition of Caring
Since 1973

Thanks to BHS
for publishing our newsletter.

Save The Date!

The 2007 Chamber Installation Is June 21!



UPCOMING EVENTS

April Events

4/4/07- Board meeting, 8:00 am

4/16/07- Earth Day, Hawthorne Memorial Center

4/17/07- The Gas Company's Energy Efficiency Expo,
8 am, 9240 Firestone Boulevard, Downey

4/26/07- April Mixer, Ramada Plaza Hotel, 5:30 pm

May Events

5/2/07-Board meeting, 12:00 noon (later time done once
quarterly)

5/17/07- May Mixer, BHS/Patterns, 5:30 pm

5/19/07- Children's Safety Awareness Day at Home
Depot, 10:30 am

June Events

6/6/07- Board meeting, 8:00 am

6/21/07- Chamber Installation, 5:30 pm, Hawthorne
Memorial Center

**No mixer in June due to the 2007 Installation

**To list your community or business events here., contact
Candy Cargill-Fuller at candy@bhs-inc.org**



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-<http://www.hawthorne-chamber.com>