



The Hawthorne HOTLINE

THE OFFICIAL NEWSLETTER OF THE HAWTHORNE CHAMBER OF COMMERCE

August and September 2007 2007 Chamber Installation and Civic Awards Presentation

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



On Thursday June 21, the Chamber hosted its 37th Annual Installation of Officers and Civic Awards Presentation. Held at the Hawthorne Memorial Center, new Directors were sworn in, and old Directors were thanked for their loyal service while two other individuals were honored with the Ned Chaffee and Citizen of the Year Awards for their contributions to the City.

Mayor Larry Guidi (pictured right) is shown welcoming new Directors Betty Patterson from LV Travel & Tours, Michael Jones from Hometown Buffet, Bev Staiger from Staiger Business Solutions and Syed Shuja from Adam Associates. Civic Award presentations included Betty Patterson from LV Travel & Tours who accepted the Ned Chaffee Award and Yvette Johnson, Community Volunteer and Activist, who was named the City of Hawthorne's Citizen of the Year.

Chamber Treasurer Larry Franklin

thanked retiring Directors Bill Salfity from G&S Printing and Joe Simone from Menace Studios for their service, time and dedication to the Chamber.

More pictures of the event are included on page 4.



**August Mixer— BHS/Patterns, Thursday August 16, 5:30 pm,
12917 Cerise Avenue, Hawthorne**

September Mixer— 9/20/07, 5:30 pm, Location To Be Announced

PRESIDENT'S MESSAGE

I would like to give a special THANKS first to the entire Installation Committee for their hard work putting the 2007 Installation together. Without them none of this would have been possible.

To our Sponsors, I would like to THANK YOU for your continued support. Without YOU the 2007 Installation would not have been the success it was!

From the Bottom of my Heart, I want you to know how much I appreciate the tremendous support from all of our Sponsors and Members. Because of YOU, our Chamber continues to Blossom.

The Hawthorne Chamber of Commerce, with a membership comprised of the city's leading businesses and community minded individuals, serves primarily as the voice of the business community.

We have more businesses joining the Hawthorne Chamber of Commerce, with more active committees developed than ever before.

It is so good to see new businesses coming into Hawthorne, wanting a ribbon cutting with acknowledgements from our Mayor Larry Guidi, the city council and our chamber.

We are a tight knit community that is so diversified that we are blossoming beyond our wildest dreams.

With all of the new developments, Guy Hocker Realty, Gary Premeaux's project, Lee Homes and Lyon Homes, just to name a few, we can't go wrong. There are just too many to mention, but you know who you are and God Bless ALL of you.

Looking forward to another year of Health and Prosperity!

Patricia Feldman-Donaldson,
Chamber President



MEET THE NEW CHAMBER DIRECTORS!

Betty Patterson- Betty is the owner of L.V. Travel & Tours, a full service of bus charters that has been in business since 1980. This includes doing package tours, field trips, airline and cruises. She is a member of the Hawthorne Chamber Business Women's Council and serving her third term on the Board of Directors. Betty volunteers at the Chamber Mixers, fundraising events and is a Goodwill Ambassador. She has been a member of the Hawthorne Lions Club since 1993 and served three terms as President. Betty has served as Membership Chairman and is currently serving as Assistant Treasurer.

Steve Tavera- Steve is the owner of Gold's Gym in Hawthorne and Redondo Beach. The Hawthorne location has been in business for 3 ½ years. Gold's Gym was a Presenting Sponsor at the 2007 State of The City Luncheon. He is a member of the Lions Club. In the past, Steve has participated in the Relay for Life, Home Depot Child Safety Awareness, fundraising for Behavioral Health Services, K-9 Bar-B-Q, Thanksgiving Dinner For

All, Hawthorne Air Show, Hawthorne Cleaning Day and Hawthorne Christmas Parade.

Beverly (Bev) Staiger- Believe it or not, but our dear Bev was born here in Hawthorne, California, and has lived most of her adult life in our community. Bev is a strong lady; she survived the early demise of her beloved husband and was determined to raise their three children in a right way. Bev worked hard for twelve years for the United Postal Services, afterward she decided to start her own Internet business, Staiger Business Solutions, and has continued to grow as an outstanding business entrepreneur in our local area. Bev is also very active with the Hawthorne's Lions Club and serves as a Chamber Ambassador.

Syed Shuja- Mr. Shuja is truly a gentleman and a scholar, and we here in Hawthorne feel privileged to have him here in our business community. Syed is the owner of Adam Associates, an accounting firm that offers bookkeeping and tax filing services since 1984. He is an active participant of Jafaria Society Inc., a non-profit organization.

Syed has a Masters Degree in Business Administration. He is a member of the California Society of Tax Consultants and Government Finance Officers. Mr. Shuja is a happily married man with three great children. Mr. Shuja also teaches a class once a week at El Camino College on the subject of Accounting Software.

Michael (Mike) Jones- What you see is what you get in Mike Jones, which is a honest, hard working individual that cares for his company and the local community. Mike has offered his restaurant for the local Chamber Mixers on several occasions and we truly appreciate his generosity. He has over the years assisted in opening 11 restaurants in 5 states and has trained over 800 employees in various service positions. As the General Manager of Home Town Buffet for the last year, sales have increased by 40% and has reduced employee turnover. But what Mike is most proud of is his newborn son. He cares for our local community, which is why his restaurant contributes about 20 hours in community service to our City of Hawthorne.

YESTERYEAR BY WALT DIXON

It was buying some things at Hawthorne Hardware, and as I pulled out of their parking lot I happened to look across the street at Wells Fargo Bank. As I made the left turn I saw Kragen Auto Parts, and right there I was transferred back to the early fifties.

On that corner where Kragen Auto is there was A & W Root Beer. A & W was a small drive-in where you could get a hamburger, hot dog and a few other things, but you also had to have a Root Beer. They were served in a frosted glass and very cold, (I can taste one now) I believe the cost was around 25 cents. Although this was a great place to get something to eat at a good price this was not the sole reason for being there. A & W was THE place for the younger crowd.

The main attraction wasn't the food and drinks, but a place to show off your hot rod. There would be just about any kind of car there, but very few were of the stock variety. These were cars that the fellows would spend weeks or months on, and a lot of money changing the looks or performance. All of the fellows would line up on Hawthorne Blvd from 136th back to about 132nd, cruise the Blvd, and drive through A & W. They wanted to see and be seen.

They would have no hood so people could admire their handy work, such as dual carbs, Edelbrock heads and everything chromed. They had glass pack dual mufflers which had a sound all their own. They also had Moon Hub caps and 16 inch wheels.

Sometimes you would see a coupe that had been chopped and the roof would be lowered. These were the real "cool" guys. Some would even have fender skirts. Those that had a little money in their pockets would stop and enjoy a hamburger and a root beer. You didn't have to get out of your car if you didn't want to, for a short skirted girl would take your order, bring it to you on a tray, and fasten it to your door and window. Hamburgers were about 35 to 50 cents and the root beer was 25 to 40 cents depending on the size of the glass.

The city would send the police up and down Hawthorne Blvd on a Friday or Saturday night just to direct and keep traffic moving. There were no fights or trying to cut into line, everyone conducted themselves like gentlemen and ladies. They would exchange ideas about what to do with their cars and things of that nature. Everyone had a good time.

Speaking of drive-ins, in those days there were also drive-in theaters. You would sit in your car and there would be a speaker that you would hang on the inside of your window with a volume control. Between features there would be an intermission, which meant you would go to the snack bar and purchase food, soft drinks and candy to enjoy when the movie started again.

Believe it or not there were some people who couldn't afford but maybe two tickets to get in, so they would hide two or more people in the trunk of the car and then let them out once they were situated by the speaker.

If the fog came in before the show was over, the theater would give you a fog pass which meant you could come back at another time. Some people would get there early, sit through the whole movie and then wait for the movie to start the second time, hoping the fog would come in so they could get that fog pass. Sometimes you could go two or three times on your one admission.

Remember, those were the GOOD OLD DAYS!
Till next time, Walt



HAWTHORNE CHAMBER BOARD MEMBERS

2006/2007 Board of Directors

President Pat Feldman-Donaldson
Abacus Security Services

Treasurer Larry Franklin
Commercial Capital Bank

Past President Don Harris
Farmers Insurance Group

Committees

Ambassadors- Manuel Cadena
TRICOR America

Communications- Candy Cargill-Fuller
Behavioral Health Services

Economic Development- Don Harris
Farmers Insurance Group

Government Affairs- David Greene
South Bay Workforce Investment Board

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

Special Events- Nelson Rios
Advanced Party Rentals

Elected Board Members

Michael Jones
Home Town Buffet

Brenda Lacy-Roberts
Century 21 Union Realty

Pastor Tyrone Partee
Olivet Lutheran Church

Betty Patterson, LV Travel & Tours

Nelson Rios, Advanced Party Rentals

Syed Shuja
Adam Associates

Beverly Staiger
Staiger Business Solutions

Steve Tavera
Gold's Gym

At Large Directors

Steve Bradford, Southern California Edison

Deborah Bradley, Wescom Credit Union

Ron Bradfish, Vought Aircraft Industries Inc

Manuel Cadena, TRICOR America

Candy Cargill-Fuller, Behavioral Health Services

Bob Cawley— South Bay Ford

Lily Craig, Chevron Products Company

Yvonne D'Ambra, South Bay Workforce Investment Board

Shelley Rose, Hawthorne School District

Administrative Staff

Sherice Fernandez, Office Manager

Christina Bermudez, Administrative Assistant

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



Chamber President Patricia Feldman-Donaldson with Ned Chaffee recipient Betty Patterson



Citizen of the Year Yvette Johnson with Hawthorne Council Member Ginny Lambert, Council Member Pablo Catano, and Mayor Larry Guidi



Installation attendees



Installation attendees



Chamber Treasurer Larry Franklin with retiring Directors Joe Simone and Bill Salfity



Installation Chair Manuel Cadena

IN THE NEWS

If you've been by this project lately, you can't help but notice the buildings going up. When complete, this development will be comprised of 5 different product types, ranging from the low \$500's to over \$1M. The recreational facility under construction is comprised of 3 buildings with pool and spa. Model homes of all 5 products are under construction now and planned to be ready by October 2007, when sales of the homes will begin. As early as July or August 2007, the Lyon marketing team will be on site to distribute sales literature on these beautiful new homes prior to the actual beginning of sales.

Street widening/improvement to El Segundo Blvd and Aviation Bl. has started and planned to be complete by October.

Those interested in keeping abreast of this development project can register at 360southbay.com.



WAY TO GO HAWTHORNE!

Recently, Hawthorne was alerted by the Los Angeles County Assessor's Office that it was identified as one of ten cities that had the greatest magnitude of change in assessed valuation for 2007.



Be Alert of Possible Scam!

Business owners should ignore sales pitches from companies pushing expensive labor law posters, sometimes under the threat of fines, consumer

advocates say.

The federal minimum wage increased to \$5.85 an hour Tuesday, and employers are required to post an updated notice in the workplace. The poster is widely available for free from government Web sites and some organizations.

Frank Whitney, chief executive officer of the MidCal Better Business Bureau in Stockton, said poster companies are sending out "official looking" letters that appear to be from a government agency.

The letter threatens hefty fines if the business owner doesn't comply with the poster regulations. The company then will try to sell a labor law poster, usually for about \$30, Whitney said.

"These are just companies looking to use one's ignorance of the laws, when you can get this poster for free," Whitney said.

Businesses are required by the Fair Labor Standards Act to post a notice where all their employees can read it.

There are no penalties or citations for not displaying a federal minimum wage poster. California's minimum wage is \$7.50.

"The California minimum wage supersedes the federal minimum wage, but for some reason we still have to post it," Whitney said.

Mary Guardiola of the Oakdale Chamber of Commerce said she sent an e-mail to members Tuesday alerting them of the changes, and provided a link to download the new information for free. The page then can be placed on top of the 2007 California and Federal Employment Poster.

"You can just update the federal portion with this download and be current. You don't have to buy (a new poster)," Guardiola said.

The California Chamber of Commerce also provides a free link on its Web site.

The Greater Stockton Chamber of Commerce recently alerted members about salespeople who were trying to sell the posters for \$100 apiece.

In some cases, the salespeople would claim to be affiliated with the chamber and said they were checking on whether the employer had the required labor law posters.



The Garage— Focus on Autos, by Martin Zimmerman, published in The Los Angeles Times

Auto leasing is getting a new lease on life. Since falling out of favor in the early years of the decade, leasing has been making a steady comeback with people like Debbie Rubio of Boyle Heights.

Rubio, co-owner of a Long Beach public relations firm, leased a 2007 Ford Edge crossover last month. The decision to lease rather than buy, she says, was a no-brainer.

"It's the easiest thing," said Rubio, 52.

"You go in and you put down a thousand bucks and you're out of there." It didn't hurt that, after the down payment, the monthly cost of the three-year lease was \$380. She figures the monthly payment on a straight purchase deal would've been more than \$500.

"And after three years, all I have to do is take it back," she said. "I don't have to worry about trying to sell it or what kind of trade-in I'll get."

Leasing isn't for everyone, of course. For instance, if you plan to drive your car for more than three years, buying is probably the way to go. Buying also makes sense if you spend a lot of time on the road. Leases typically come with limits of 12,000 to 15,000 miles a year; the 10- or 12-cent-a-mile charge above the limit can add up fast if you miscalculate. There are other advantages to buying. By building equity in the car, you have some trade-in value when you buy a new vehicle.

Continued on page 6

IN THE NEWS...CONTINUED FROM PAGE 5

And once the loan is paid off, you can enjoy the pleasant sensation of not having to write a monthly check.

But there are solid reasons to lease, experts say, especially over the short term. Unlike a house -- until recently, anyway -- a car is a depreciating asset. That means that unless it's a Ferrari Enzo or some other collector classic, it tends to lose value year after year. When you lease, you pay only for the portion of the car that you use. That generally means lower monthly payments, as in Rubio's case, or a fancier car for the same monthly payment as a not-so-fancy car.

"Often a lease allows someone to get a more expensive car than their budget would allow if they were buying," said Alex Rosten of Edmunds.com, an online automotive research site. Indeed, the 10 vehicles with the highest percentage of lease transactions are all luxury models. Leasing can also provide tax benefits if the vehicle, like Rubio's, is used for business. And if you're the type who wants a new car every three years or so, leasing is definitely worth looking into.

And if you want to play the stock market, you could lease a car that you could afford to buy outright and invest the difference, said Brent Kessel, chief executive of Kubera Portfolios.com, a Pacific Palisades-based investment management firm.

For many, leasing carries a whiff of financial skulduggery -- earned back when deceptive practices were common in the industry.

"Most people think that leasing isn't a good deal, and that's usually because they've gotten a bad deal on a lease in the past," said Ken Potter, vice president of sales for CarsDirect.com, an online automotive site.

Federal disclosure rules adopted in the late 1990s have leveled the playing field considerably, experts say.

You still have to pay attention, though. There are a slew of websites offering information to car buyers on dealer costs, incentives, options and so on. Detailed information on leasing deals is harder to come by, making comparison

shopping more difficult, although sites such as Edmunds.com provide lease calculators that can help you prepare before going to a dealer.

At the very least, Potter said, potential leasers should remember that they still need to get a good price on the car.

"Do the same due diligence as you would if you were buying the car," he said. "Consumers get too focused on the monthly payments: 'I want a car and this payment looks good.'"

After accounting for close to a third of new-vehicle transactions in the late 1990s, leasing dropped sharply in the early years of this decade. Plummeting interest rates made auto loans cheap and buying more attractive than leasing. The incentives that dealers used to goose car sales after 9/11 dented the resale market for leased cars, causing many lenders to get out of the leasing business, Potter said. And a 2003 New York law dealt a blow to leasing activity in that state.

The legal environment has since improved. Sky-high gas prices, meanwhile, are taking a bigger bite out of household budgets, making the lower monthly payments leasing can provide especially enticing to cash-strapped car shoppers. And automakers are pushing a raft of attractive deals -- all of which has helped leasing account for 18% of new-vehicle transactions this year compared with 13.9% in 2003.

Not surprisingly, there's something in it for dealers too. More than 90% of leased cars are returned to the dealer at the end of the typical three-year contract.

To avoid penalties, customers tend to bring the cars back with reasonable mileage and in decent condition, making them prime candidates for resale as "certified" used cars -- a designation that adds an average of \$1,300 to the price, according to Edmunds.com.

"You need a source of used cars and leasing provides that source," said Tony Sorrentino, general sales manager at Honda World in Westminster. Dealers also like the loyalty that leasing brings. Sorrentino estimates that he

gets repeat business from 70% of his lease customers compared with 30% to 40% of customers who buy.

That loyalty needs to be a bit more flexible when it comes to the car itself, however.

"You still have to love what you drive," Rubio said of her new Edge. "But I love the idea that you get to change every few years. Out with the old, in with the new."



Event at 360 South Bay

William Lyon Homes introduced this new gated community to City officials and other interested parties with a pre sales event the weekend of July 28th & 29th. Sales literature was distributed and the different floorplans were unveiled. They are looking at late September or early October to have actual model homes available for the public to view.

The sales office is open 7 days a week now so drop by and ask for Jane Reider and she'll be glad to show you around.



Companies that use WorkKeys to assess their incoming and current workforce typically achieve substantial benefits including:

- Improved employment selection
- Reduced overtime
- Reduced turnover
- Increased productivity
- Higher employee morale

Where Will the Assessments be Conducted?

The computer-based assessment will be conducted at Workforce Investment Board One-Stop locations throughout the South Bay and surrounding regions. Job seekers who pass the assessment will receive a list of participating Career Readiness Certificate employers. Participating employers can also send applicants being considered for employment for testing.

Is There a Fee Associated with the Program?

No. The Career Readiness Certificate program is grant-funded and is provided at NO CHARGE to the applicant or the employer.

For more information on how your company can benefit from the Career Readiness Certificate Program, please contact:

Melanie Sharp
 Project Coordinator
 El Camino College Business Training Center
 13430 Hawthorne Blvd.
 Hawthorne, CA 90250
 310.973.3143
 msharp@elcamino.edu
 www.BusinessAssist.org



The South Bay Work Investment Board and the South Bay Economic Development Partnership are partners in delivering services.

The policy of the El Camino Community College District is to provide an educational and employment environment in which no person shall be unlawfully denied full and equal access to, the benefits of, or be unlawfully subjected to, discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation in any program or activity that is administered by, funded directly by, or that receives any financial assistance from the State Chancellor or Board of Governors of the California Community College. State funding is provided by the California Community College Chancellor's Office Economic and Workforce Development program (www.cccewd.net).
 Revised 06/07/07

Career Readiness Certificate

Helping Your Company Identify and Hire Qualified Applicants at No Cost!



**El Camino College
 Business Training Center**

Introducing a New Standard in Hiring

Employers need people with the right skills, training and education, but finding qualified applicants can be difficult. Hiring for entry-level positions can pose further challenges when applicants have little work history and employers have no immediate way to evaluate the candidates' skills.

To address these challenges, the El Camino College Business Training Center developed the Career Readiness Certificate program and offers it at **NO CHARGE** to local employers and job applicants.

What is the Career Readiness Ready Certificate?

The Career Readiness Certificate is based on the WorkKeys System, a nationally-recognized job analysis, skills assessment and training program that accurately measures an individual's skills and the competency levels required for successful job performance. The Career Readiness Certificate documents a job candidate's competency in the following areas:



Applied Mathematics -

Applying mathematical reasoning to solve work-related problems.

Reading for Information -

Comprehending work-related reading materials, from memos and bulletins to policy manuals and governmental regulations.

Locating Information -

Using workplace graphics such as diagrams, floor plans, tables, graphs and charts.

How Are Certificates Awarded to the Recipients?

Each computer-based assessment is rated on a level from three to seven, with three being the least complex. A certificate is awarded based on the overall score on all three assessments.

Gold Certificate

Minimum of five on all three assessments.

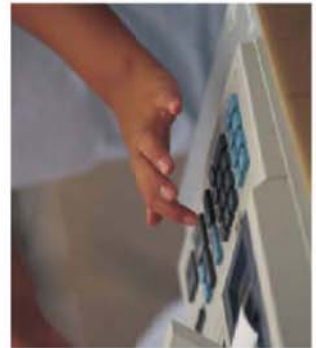
Silver Certificate

Minimum of four on all three assessments.

Bronze Certificate

Minimum of three on all three assessments.

An individual who does not pass the assessment will have the opportunity to take remedial online tutoring to increase his or her skill level.



Examples of Jobs by Certificate Level

Gold Certificate

Computer Programmer/Software Engineer
Electrician

Technical Writer

Accountant

Supervisor in Administrative Support or Retail

Silver Certificate

Executive Secretary/Admin Assistant

Industrial Production Manager

Materials Inspector

Numerical Control Machine Tool Operator

Sheet Metal Worker

Bronze Certificate

Cashier

Child Care Worker

File Clerk

Food Server

Housekeeper



Why Should Employers Recognize the Career Readiness Certificate?

The Certificate represents a standardized and reliable indicator of workplace level skills that can be used in businesses throughout the region. Thousands of companies across the United States and Canada have experienced the benefits of WorkKeys in a broad range of environments such as manufacturing, technology, service and retail. Companies include:

Alcoa-AFS Carson

Bristol-Myers

Comfort Suites

Coorstek Inc.

DHE-Dependable Highway Express

JC Penney Co.

Toyota Financial Services

Tri-Star Electronics International

"WorkKeys is one of the best tools I've used in 24 years of recruiting and organizational development experience in three different industries. Nobody wants to employ someone in a job in which he or she won't excel, and WorkKeys helps to predict success."

Linda Spencer, HR Manager, Coorstek Inc.

Over


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THE HAWTHORNE HOTLINE is mailed and emailed directly to 230+ members and published on our website at www.hawthorne-chamber.com.

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.



UPCOMING EVENTS

August Events

- 8/1/07- Board meeting, 8:00 am
- 8/8/07- Grand Opening, 11:30 am, CWH Hardware Store, 12329 Hawthorne Blvd.
- 8/14/7- Hawthorne City Council Meeting, 6 pm
- 8/16/07- Grand Opening, 11:30 am, Always Stay @ Home Nursing Service, 11633 Hawthorne Blvd.
- 8/16/07- Monthly Mixer at BHS/Patterns, 5:30 pm
- 8/18/07- Richstone Family Center 'Book Day', 10 am, 13620 Cordary Ave.
- 8/23/07- Regional Family Mixer, 5:30 pm, Seaside Lagoon, Redondo Beach
- 6/28/07- Hawthorne City Council Meeting, 6 pm

September Events

- 9/5/07- Board meeting, 8:00 am
- 9/8/07- Oktoberfest Fundraiser at Alpine Village
- 9/11/07- Hawthorne City Council Meeting, 6 pm
- 9/20/07- September Mixer, 5:30 pm, Location To Be Announced
- 9/25/07- Hawthorne City Council Meeting, 6 pm

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



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