



June and July 2007

**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

**THE HAWTHORNE CHAMBER OF COMMERCE
PRESENTS**

W E M E A N B U S I N E S S !

**37th ANNUAL
INSTALLATION
OF OFFICERS AND
CIVIC AWARDS
PRESENTATION**



Thursday June 21, 2007

Hawthorne Memorial Center

3901 West El Segundo Blvd., Hawthorne

Social Hour 5:30 pm

Dinner and Program 6:30 pm

**THE HAWTHORNE CHAMBER OF COMMERCE
PRESENTS**

W E M E A N B U S I N E S S !

June Mixer— No mixer scheduled for June due to the Installation

*July Mixer— Thursday July 19, 2007, 5:30 pm, G & G B-B-Que
Connection and Ice Cream, 12734 Crenshaw Blvd., Hawthorne*

PRESIDENT'S MESSAGE

As you can see, Hawthorne is doing very well! Please don't forget our Installation on June 21, 2007, it is going to be wonderful!

Thank all of you for your support of our Chamber and for attending the mixers and ribbon cuttings. It means a lot to us.

I have a short story to tell you

Just up the road from my home is a field, with two horses in it.

From a distance, each looks like every other horse. But if you stop your car or are walking by, you will notice something quite amazing.

Looking into the eyes of one horse will disclose that he is blind. His owner has chosen not to have him put down but has made a good home for him. This alone is amazing. If nearby and listening, you will hear the sound of a bell. Looking around for the source of the sound, you will see that it comes from

the smaller horse in the field.

Attached to her halter is a small bell. It lets her blind friend know where she is, so he can follow her. As you stand and watch these two friends, you'll see how she is always checking on him, and that he will listen for her bell and then slowly walk to where she is, trusting that she will not lead him astray.

When she returns to the shelter of the barn each evening, she stops occasionally and looks back, making sure her friend isn't too far behind to hear the bell.

Like the owners of these two horses, God does not throw us away, just because we are not perfect or because we have problems or challenges.

He watches over us and even brings others into our lives to help us when we are in need.

Sometimes we are the blind horse being guided by the little ringing bell of

those who God places in our lives. Other times we are the guide horse, helping others see.

Good friends are like this. You don't always see them, but you know they are always there.

Please listen for my bell and I'll listen for yours.

"Be kinder than necessary, for every one you meet is fighting some kind of battle."

Patricia Feldman-Donaldson,
Chamber President



LEGISLATIVE ISSUES - BY DAVID GREENE, SOUTH BAY WORKFORCE INVESTMENT BOARD

Global Warming- Governor Schwarzenegger signs Memorandum of Understanding with Premier of Victoria, Australia on Global Climate change. This follows his February signing of a Memorandum of Understanding with Governors Janet Napolitano, Bill Richardson, Ted Kulongoski and Chris Gregoire, creating the Western Regional Climate Action Initiative.

Last September, Governor Schwarzenegger was joined by national and international leaders in the fight against global climate change to sign the Global Warming Solutions Act of 2006, landmark legislation that established a first-in-the-world comprehensive program of regulatory and market mechanisms to achieve real, quantifiable, cost-effective reductions of greenhouse gases.

Governor Arnold Schwarzenegger also notified the U.S. Environmental Protection Agency of California's intent to sue if the federal government fails to act on California's request for a waiver to regulate greenhouse gas emissions in new vehicles.

Welcher v. Workers' Compensation Appeals Board et al.- Supreme Court rejects appeal against Workman's Compensation. Governor Schwarzenegger stated, "Today's ruling is a huge victory in protecting the successful reforms to the workers' compensation system that the legislature and I accomplished together three years ago. Thanks to these reforms, we have eliminated a poison to our economy and cut premiums by almost 65% - resulting in more than \$15 billion in savings."

Prison Overcrowding- Assembly Bill 900 passes providing 7.7 billion in funding to add 53,000 prison and jail beds in two phases and fundamentally shift how the California Department of Corrections and Rehabilitation (CDCR) approaches rehabilitation for California's prisoners. The legislation will also help move more than 16,000 prisoners out of "bad beds" located in prison libraries, gymnasiums and day rooms, freeing up these spaces for rehabilitation programs.

Redistricting Reform- Governor Arnold Schwarzenegger released the following statement regarding SCA 10, a redistricting reform proposal introduced by Senator Lowenthal (D-Long Beach):

"I am pleased to see the legislature taking action to address our state's need for redistricting reform. I applaud Senator Lowenthal for his initiative on this important issue, and I look forward to working with him and the rest of the legislature to accomplish meaningful redistricting reform this year. We must achieve political reform to ensure that California elections are fair and that the voice of the people is heard."

Water Projects and Storage- The Senate Natural Resources and Water Committee voted against Senate Bill 59, the Governor's water infrastructure plan, authored by Senator Dave Coddill (R-Fresno).

The Governor's water infrastructure plan includes \$5.9 billion in water bonds, including \$4.5 billion for increased water storage, \$1 billion for Delta sustainability and \$450 million for conservation and restoration.

YESTERYEAR BY WALT DIXON

It never ceases to amaze me how the mind works. I went to Albertson's market the other day and as I was standing in front of the market my mind went back many years. Suddenly I was not standing in front of Albertson's but in the middle of the Plaza square.

Looking straight ahead is the Plaza theater and on the marquee is the movie of the week, 'The Wizard of Oz' starring Judy Garland. The second feature is an Andy Hardy movie starring Mickey Rooney. There are two prices; one for the lounge, which has a larger and more padded seat, and one for the regular seats. Lounge seats are 35 cents and regular seats are 25 cents.

The show starts off with coming attractions, a Movie tone News reel which gives you the latest news around the world (but it is probably a week or so old, not like now with instant news) and a cartoon or two followed by the main feature, then the "B" picture. When the show starts it becomes very quite and if someone is loud the usher or usherette would come down and shine their flashlight on that person. If they continue they will be escorted out. Those were the days of courtesy. After the show ended the lights would come up

and people filed out either the way they came in or out the two exits down by the stage.

Across the street to the south was the police and fire departments. In the police department the desk sergeant sat at a raised desk. On the roof of the theater was a 40 or 50 foot tower with the theater's name on it and on top of the tower was a white light. If a call came in that required a policeman the desk sergeant would turn on the light and the police in the field would either call the station to find out where they were to go or would drive to the station. Of course the sergeant would get all kinds of calls from private citizens wanting to know what was going on. In those days there were no radios in police cars.

To the north and across the street from the theater was the Plaza Sweet Shop. After the movie if you had a few pennies in your pocket you would go there and have an ice cream cone (double dip of coarse) for 5 cents or if you were lucky enough to have a little more you would have a hamburger and a malt for 10 cents each.

Down the alley behind the police and fire station on El Segundo was a little

family owned cafe where many people would go for lunch or dinner. A big meal consisted of soup and salad, a steak, potatoes, veggies, drink and desert all for the princely sum 75 or 85 cents.

The fire department was mainly a volunteer department. If they got a call they would sound the big siren on top of the building. There were various zones throughout the city, and whichever sector the fire was in the fire department would blow the Siren anywhere from one long ring to shorter rings so the firemen would know what part of the city they had to go to. At the end of the alley was Parker's Auto Service and Mr. Parker was a volunteer fireman. When the alarm sounded, even if he were under a car, he would dash down the alley and jump on the fire truck. Everyone thought one day he wouldn't make it in time to jump on the truck, but he never missed!

There are so many things that will trigger a mind to go back in time and relive great thoughts, I know.

Remember, those were the GOOD OLD DAYS!

Till next time, Walt



HAWTHORNE CHAMBER BOARD MEMBERS

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Abacus Security Services

Treasurer Larry Franklin
Commercial Capital Bank

Past President Don Harris
Farmers Insurance Group

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Communications- Candy Cargill-Fuller
Behavioral Health Services

Economic Development- Don Harris
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South Bay Workforce Investment Board

Member Services/Women in Business-

Pat Feldman-Donaldson
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Advanced Party Rentals

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Olivet Lutheran Church

Betty Patterson, LV Travel & Tours

Nelson Rios, Advanced Party Rentals

Bill Salfity, G & S Printing

Joseph Simone, Menace Studios

Brian Mugford (for Steve Tavera)
Gold's Gym

Tad Teodoro, Century Aviation

At Large Directors

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Lily Craig, Chevron Products Company

Bob Cawley- South Bay Ford

Shelley Rose, Hawthorne School District

Steve Bradford, Southern California Edison

David Greene, South Bay Workforce Investment Board

Candace Epperson

Administrative Staff

Sherice Fernandez

Melany Love

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

CITY NEWS AND EVENTS

Chamber Events—Your Networking Goldmine for Increased Referral Business- As any entrepreneur knows, referrals are the life blood of small business. Yet as a business coach, I'm often surprised at how rarely small business owners attend networking functions. Events hosted by your local chamber of commerce are the perfect opportunity to expand your network of professional contacts. Networking leads to a direct increase in the number of referrals you receive for new customers, earning you new business. There are three reasons networking for referrals makes good business sense for all entrepreneurs:

Referrals come to you pre-sold.

When a network contact sends you a referral, they've already done the selling for you. This is a fantastic concept if you don't see yourself as a stellar salesperson. With a robust network, you've got your own pro-bono sales force enthusiastically working for you seven days a week. You couldn't build a better sales team than that!

Trust is built faster with a referred client. A key buying motivation with every consumer is reducing risk. No one wants to feel they've made a poor buying decision. A prospect who has been referred to you sees you as a friend of a friend, so you are instantly viewed as trustworthy. A referred customer feels more comfortable during the buying process and tends to purchase more.

Referrals clone more referrals For long-term revenue growth, nothing beats the multiplying effect of referrals bringing new business directly to you. Your reputation for quality and integrity grow with each new "generation" of referred business. The loyalty factor helps protect you against the fads and gimmicks of your competitors.

The time you spend building relationships within your professional network pays off better than any other marketing strategy. Attending networking events sponsored by your local chamber of commerce, professional association or college alumni group are all excellent methods of expanding your network. Dedicate time each week to meet with others in networking activi-

ties, and you'll see your referral business grow in ways you never thought possible.

Deborah Walker, Revenue Coach, *Coaching Entrepreneurs to Greater Wealth*, Visit Deb on the web at www.RevenueQueen.com or Email Deb@RevenueQueen.com



Dear Hawthorne Businesses and Property Owners,

On April 10, 2007 the Hawthorne City Council approved the transition to a new Exclusive Franchise Agreement for waste disposal services. Starting June 1st, there will be one exclusive hauler - Allied Waste.

The City has worked hard to make this transition smooth and to keep things as consistent as possible. You will be receiving notice in the mail concerning the details of this transition. Additionally, Allied will be going door-to-door to visit all commercial customers. This visit will help them clarify service levels and assess any recycling opportunities at the location.

The City has also worked to keep rates as similar as possible. Although rates will still be lower than they were in 2002, prior to the current semi-exclusive franchise agreement, some customers may see an increase in their rates. This increase should not be more than a few percentage points.

The good news is, RECYCLING WILL BE FREE. Currently, haulers are able to charge customers for recycling service. Beginning June 1st, Allied will be offering recycling free. Hawthorne's commercial recycling rates have historically been very low. This is a chance to improve our resource efficiency and save a few dollars at the same time. By increasing recycling, businesses can cut down on trash,

thus reducing trash bills. If you have any questions, please call Allied at 888-742-5234 or Hawthorne Public Works at 310-349-2980.



3rd Annual Car Show- Los Angeles County Teen Challenge and Mayor Larry Guidi will be hosting their 3rd Annual Car Show "Taking it to the Street" on Saturday, July 14, 2007 from 10:00am – 3:00pm. The action will happen on Southbound Hawthorne Blvd. in the City of Hawthorne - between El Segundo Blvd. & 135th St. Vehicle registration - \$20 until July 1st \$25 from July 1st-14th. Vendor registration - \$40 until July 1st, \$50 from July 1st – 14th. For more information call 310/644-3695.



Grand Opening- Rosy's Bakery & Cuban Café is having their Grand Opening on June 7th from 3 pm - 7 pm. They are located at 12215 S. Hawthorne Blvd. in Hawthorne.



To get your business information listed contact the Chamber office or send it to candy@bhs-inc.org

ADVERTISE YOUR BUSINESSES HERE!

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 Senior Vice President

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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.

Save The Date!

The 2007 Chamber Installation Is June 21!



UPCOMING EVENTS

June Events

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

6/7/07– Rosy's Bakery & Cuban Café Grand Opening, 3 pm, 12215 S. Hawthorne Blvd., Hawthorne

6/14-17/07– Kiwanis Club Festival, Hawthorne Memorial Center

6/16/07– Italian Festival, Hawthorne Memorial Center

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

**No mixer in June due to the 2007 Installation

July Events

7/11/07- Board meeting, 8:00 am

7/14/07– Teen Challenge Car Show, 10 am,

7/19/07– Monthly Mixer, 5:30 pm, G & G B-B-Que Connection and Ice Cream, 12734 Crenshaw Blvd.

August Events

8/1/07- Board meeting, 8:00 am

8/19/07– Monthly Mixer at BHS/Patterns, 5:30 pm

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



The Hawthorne
HOTLINE

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