



# The Hawthorne HOTLINE

THE OFFICIAL NEWSLETTER OF THE HAWTHORNE CHAMBER OF COMMERCE

**March & April 2008**

## 2008 State of the City Address and Luncheon

### 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

### BOARD OF DIRECTORS

President Pat Donaldson  
*Abacus Security Services*  
Treasurer Larry Franklin  
*Bay Cities National Bank*  
Past President Don Harris  
*Farmers Insurance Group*  
Candy Cargill-Fuller  
*Behavioral Health Services*

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.



*Hawthorne Mayor Larry Guidi*

On February 14, 2008, the City of Hawthorne, Chamber members, local businesses and residents attended the 2008 State of the City Address and Luncheon at the Hawthorne Memorial Center. Mayor Larry Guidi spoke to attendees about the City of Good Neighbors, and its success from 2007.

Fortune 500 Hundred Companies like Space X and Elon Musk are locating to Hawthorne, due to the efforts of the Mayor, City Council, and the many dedicated City employees that make Hawthorne.

During 2007, Licensing and Code Enforcement generated \$74 million in building permits for residential, commercial and industrial projects. Four hundred and thirteen new businesses located their operations to Hawthorne, and 5685 business licenses were issued. Residents and visitors spent over \$1 billion in Hawthorne generating over \$11 million in sales tax. Combined with the Zero Tolerance Task



*Master of Ceremonies Jan Vogel and Chamber President Patricia Donaldson*

Force, code enforcement investigated over 3500 cases resulting in over \$65,000 in fees for the general fund.

Half a million dollars were generated in film permits for such shows as CSI Miami, Medium, and Boston Legal. The Graffiti Removal Crew removed over 2.3 million square feet of graffiti throughout the city, and the Annual Christmas Parade (planned by Licensing and Code Enforcement Staff) had its best turnout yet.

*Continued on Page 4*

## New Members

**EQUINOX Fitness Clubs—  
It's Not Fitness. It's Life.**

At Equinox Fitness Clubs, you will enjoy an unparalleled member experience, uncompromising attention to detail, state of the art equipment, world class group fitness classes and trainers, and a full service spa.

**March Mixer— South Bay Ford Lincoln Mercury, Thursday March 20th**

**April Mixer— Hanks Bistro, Thursday April 17th**

**All Mixers Start at 5:30 pm. Networking, Food, Prizes and More!**

## PRESIDENT'S MESSAGE

Let's talk about The State of the City luncheon for our wonderful Mayor, Larry Guidi, which was held on Valentine's Day, February 14, 2008.

What a tremendous turn out! Almost 600 people, graced us with their presence to this special event. The décor from Advanced Party Rentals adorned the Memorial Center and the food was absolutely scrumptious.

I want to thank everyone for their participation, especially the entire State of the City committee and our Ambassadors. We could not have

done this without you!!!

Now let me remind you that our Installation Ceremony will be held on June 19, 2008 at the Hawthorne Memorial Center, 5:30pm – 8:30pm.

Just a note: I am going to run for President again!

We had our first mixer of the year at South Bay Ford and what a success! A huge turnout, door prizes and the 50/50 drawing with the best food from Hank's Bistro. And just to let you know, our April 17<sup>th</sup> mixer will be at Hank's Bistro



on Rosecrans and Hawthorne Blvd.

Take Care, God Bless, and don't forget to vote when you receive your ballots for open positions on our Board!



Patricia Donaldson,  
Chamber President

**Don Harris**  
*Agent*  
*Don Harris Insurance Agency*

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Hawthorne, CA 90250  
Bus: 310-973-3514 0521504  
Fax: 310-973-0968  
don@donharrisagency.com

### New Members— Continued from page 1

The Equinox South Bay location will be a 53,000 square foot club with an award winning menu of programs and services. It will feature a 7 room full-service spa, executive lockerooms with a full array of amenities, and an 8,000 square foot rooftop terrace with an outdoor lounge, pool and basketball court.

Equinox operates 41 upscale, full-service facilities, including 9 in the LA area.

Thank you!  
Larry Schneider  
General Manager

EQUINOX South Bay  
T 310.727.9543,

F 310.725.9546  
larry.schneider@equinoxfitness.com

### Community and Business Synergy Association (CBSA) "A Place To DREAM" and "Make it Come True"

The Community and Business Synergy Association (CBSA) is a non-profit organization that provides youth opportunities to connect with the world of small and large businesses. The purpose of this connection is to assist youth in developing the leadership, professional, communication, relational and customer service skills necessary to establish and maintain a successful career in the challenging world of business.

CBSA is a place where youth can spend their time after school to do homework, find out more about their abilities, talents and their temperament. The CBSA youth center will pro-

vide the tools, guidance, experience and accountability to help students be the best they can be with the avenues and support to achieve their dreams.

CBSA is located at 13524 Inglewood Avenue, Hawthorne, CA 90250, 310-219-1200. Our Mailing address is P.O. Box 1003, Hawthorne, CA 90251.

Behavioral Health Services

BHS

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Thanks to BHS  
for publishing our newsletter.

**THE HAWTHORNE CHAMBER OF COMMERCE PRESENTS**

***OUR SUCCESS IS YOUR SUCCESS!***



**38TH ANNUAL  
INSTALLATION OF OFFICERS AND  
CIVIC AWARDS PRESENTATION**

**Thursday June 19, 2008**

**Hawthorne Memorial Center  
3901 West El Segundo Boulevard  
Hawthorne, California**

**Registration 11:00 am · Program Begins At 12:00 pm**

**\$30 Individual Seats**

**\$300 Table Sponsor:** includes acknowledgement in program and table for 10

**\$500 Event Sponsor:** includes acknowledgement in program, table for 10 and logo on event banner

**\$1000 Presenting Sponsor:** includes acknowledgement in program, table for 10, logo on event banner and plaque presented at event. Acknowledged as Presenting Sponsor in all event publicity

_____		Individual Seat(s)	_____
Company Name	Contact	\$30 each	
_____		Table Sponsor	_____
Address		Event Sponsor	_____
_____		Presenting Sponsor	_____
City	State	Zip code	_____
_____	_____	_____	Amount Enclosed
Email	Phone	*Make checks payable to the Hawthorne Chamber of Commerce, 4444 El Segundo Boulevard, Hawthorne, CA 90250.	
_____	_____	For credit card purchases contact the Chamber office at 310-676-1163.	

***OUR SUCCESS IS YOUR SUCCESS!***

**THE HAWTHORNE CHAMBER OF COMMERCE PRESENTS**



**ABACUS Security Services, Inc.**

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

**Patricia Donaldson**

*Senior Vice President*

12509 Crenshaw Blvd.  
Hawthorne, CA 90250

Tel. (310) 342-7676

Fax: (310) 342-7666

Email: vppatriciafeldman@hotmail.com

**Guy Hocker**

guy@guyhocker.com



**GUY HOCKER, REALTORS**

4747 W. EL SEGUNDO BLVD.

HAWTHORNE, CA 90250

OFFICE: (310) 679-6225

FAX: (310) 676-4921

**Hawthorne Happenings**

**Hawthorne Earth Day Festival April 26, 2008, 10 am - 2 pm**

The City of Hawthorne is improving its environment and its time to celebrate! April 26<sup>th</sup> at Memorial Park (3901 W. El Segundo Blvd.), the City and the Hawthorne Rotary Club will team up to present a day of fun and education in honor of the environment. Our local environment is important - this is where we live and we need to know how to keep it clean.

The event will welcome a variety of businesses, organizations and community groups. Entertainment and food will be on hand, including an appearance by 102.7 KISS FM and a "Car Show of the Future". The event is sponsored in part by the Metropolitan Water District and the California Department of Conservation.

Sponsors and vendors are sought - see the form inserted in this newsletter. If you are interested in having a booth or being a sponsor, please contact: Douglas Krauss, 310-349-2987 or Tom Quintana, 310-666-2394

**4th annual Teen Challenge/Mayor Larry Guidi Car Show July 12, 2008, 10 am - 3 pm**

The event will be held on Southbound Hawthorne Blvd in the City of Hawthorne (between El Segundo Blvd & 135th, just north of Rosecrans Blvd.)

Trophies will be given in the categories: Best of Show, Euros/Tuners, Original & Custom Cars, Low Riders, Classics, Hot Rods, Muscle Cars, Trucks, Euros/Tuners, SUV, Rat Rods, Bicycles, Motorcycles, Club Participation, Under Construction Plaque

All Clubs Welcome...Roll In Together...Park Together!

Vehicle Registration— includes a free event shirt

Cars and Motorcycles \$25 until July 1st; \$35 after July 1st.

Bicycles \$10 registration fee

Vendor Registration

\$50 until July 1st; \$75 after July 1st. (Food Vendors please contact for further information)

For Registration or more info call 310/644 3695 or e-mail tcla@earthlink.net

Contact: Katie Tortolano/ Phil Cookes

No Violence...No Attitudes...Great Family Event!  
Music, Fun, 50/50 Raffle & Door Prizes. LOTS OF TROPHIES! CHARITY EVENT!!!! All Proceeds help support Southern California Teen Challenge to fight drug abuse and gang activity.



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# 2008 STATE OF THE CITY ADDRESS CONTINUED FROM PAGE 1

The Planning and Economic Development Department, through the Community Development Block Grant and Home program, completed 13 houses for the Leslie Zepeda Memorial Neighborhood Improvement program. 15 single family houses were rehabed, as well as 2 commercial projects on Hawthorne Boulevard. The Central Park Plan was approved for construction of 176 single family homes (W 120<sup>th</sup>.Van Ness) and the master plan was approved for improvements to the Hawthorne Airport.

Public Works completed the Rosecrans/Aviation Widening Project, the El Segundo/Aviation Intersection Improvement Project, the Marine/Prairie Service Road and Island Improvement Project and the Hawthorne Electrical Signing and Stripping Improvement Project. Numerous tons of asphalt and concrete have been laid all over the city, along with the construction of sidewalks, curbs, gutters, and drive-

The South Bay Workforce Investment Board served over 57,000 people last year at their One-Stop Business and Career Centers. They enrolled 3200 people in several grants with a 93% employment rate at an average salary of \$18.08 per hour; exceeding 93% on all US Department of Labor's performance measures, giving Hawthorne's WIB one of the highest success rates of any other local area in California.

Hawthorne sponsored the 7<sup>th</sup> annual Blueprint for Workplace Success Job Fair; issued assistance through the Rapid Response Services Unit to over 1200 employees affected by company closures and layoffs throughout the South Bay, and received a \$700,000 grant to help local dislocated health care workers transition to high wage/demand occupations.

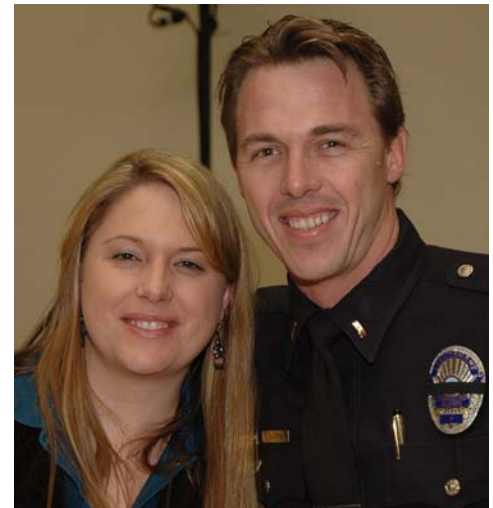
Air 55, Hawthorne's own helicopter went back into service in September and has responded to over 300 radio calls leading to 32 arrests, and the lo-

cation of 24 stolen vehicles through its Lojack tracking system. Law Enforcement has hired 12 new officers, getting the city closer to its full staffing level of 100. A state of the art license plate recognition system was implemented to facilitate the location of stolen vehicles, wanted felons, and AMBER alerts. Tasers were obtained for patrol officers to improve safety and reduce risk of injury to suspects. Hawthorne officers also participated in a predator sting that resulted in the arrest of 14 sexual predators.

Lastly, Hawthorne's staff has done a remarkable job balancing its budget. The city is beginning to feel the effects of the current economic times, and the budget crisis at the state level will affect most all cities in California. There may be some difficulties ahead, but team Hawthorne will keep giving its very best so that the city will continue to thrive in 2008.



**Sponsor Banner for the 2008 State of the City Address and Luncheon**



**Hawthorne Police Officer Keith Kauffman and his wife**

**Local Business Attendees**





**Owners of  
Oceangate  
Union 76  
Service  
Station**



**Civil Service  
Commissioner  
Darlene Love  
and Dawn  
Harris of  
Allied Waste  
Services**



**Hawthorne Cable  
Television staff members:  
Michelle Mizal Archer,  
Josh Robbins, Paul  
Knapp, Tom Strickfadden  
(Lawndale Cable TV  
Coordinator) Erick Chavez  
and Jeff Limb**



**Mayor Pro  
Tem Ginny  
Lambert  
with Pastor  
Phil Cookes  
and his wife  
from Teen  
Challenge**

**Hawthorne City  
staff members  
Louis Escobar,  
Hamid Pour-  
namdari and  
Felice Lopez**



**Moussa Alwad, Mayor Guidi, Assemblymember Curren Price, and Al Alwad**



**Hawthorne Police Officer Santos Jimenez and his wife Blanca**



**Staff from Le Sassier Catering, who prepared the food for the event**



**Chamber Board Member Beverly Staiger, Ambassador Manny Cadena, and Chamber Board Member Sandy Maiden**



**Cornel Steven Beatty, Vice Commander, Sixty-First Air Base Wing, LAAFB and Captain Lori Hodges**



**Hawthorne Color Guard**



**Town Historian Walt Dixon and Dick Huhn**



## A COLLABORATIVE SUPPORT SYSTEM

### JUST ONE ELEMENT OF SUCCESS.

*Sometimes standing tall requires plenty of collaboration and support. That's why it helps to have the vast global reach of the Coldwell Banker Commercial system behind you. By providing unmatched resources to our local offices and empowering them to make independent decisions, we help eliminate the obstacles that stand in the way of your success. For the backing of a powerful national presence and the agility of a local market innovator, put your trust in Frank Ponce for your commercial real estate needs.*



**NRT**

**Frank Ponce**  
**(310) 503-4158 cell**  
**(310) 791-6086 office**  
**frank@frankponce.com**  
**WWW.FRANKPONCE.COM**

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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](http://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

# Hawthorne, the City of Good Neighbors!

## April Events

- 4/2/08 - Chamber Board meeting, 8 am, Chamber Office
- 4/8/08 - City Council Meeting, 6 pm, Hawthorne City Hall
- 4/16/08 - Grand Opening for The Castle, 11 am - 1 pm, 14025 Cordary Ave., Hawthorne
- 4/17/08 - April Mixer, Hanks Bistro, 5:30 pm, 14406 Hawthorne Blvd.
- 4/22/08 - City Council Meeting, 6 pm, Hawthorne City Hall
- 4/26/08 - Earth Day, 10 am, Memorial Center

## May Events

- 5/7/08 - Chamber Board meeting, 8 am, Chamber Office
- 5/13/08 - City Council Meeting, 6 pm, Hawthorne City Hall
- 5/15/08 - May Mixer
- 5/28/08 - Memorial Day
- 5/27/08 - City Council Meeting, 6 pm, Hawthorne City Hall

## June Events

- \*\*6/8/08 - Chamber Board meeting, Special Time, 12 noon, Location to be announced
- 6/19/08 - 38th Annual Chamber Installation and Civic Awards Presentation

List your community or business events here  
email [ccargill-fuller@bhs-inc.org](mailto:ccargill-fuller@bhs-inc.org)



The Hawthorne  
**HOTLINE**

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Hawthorne, CA 90250  
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