



Duarte Overview

DUARTE
CHAMBER OF COMMERCE

June/July 2008

Serving our community since 1921

Volume 13 Issue 6

KEYSTONE
MEMBERS



WePackItAll

What's Inside?

Court: Employer Need Only Provide Meal/ Rest Break.....	2
New Members	3
Renewing and Visionary Members	3
Labor Law	4
Do You Suffer From Back Pain?	5
Free Service to Businesses	5
Designing Your Marketing Program ..	6
Lunch and Learn Seminar	7



Are you and your business ready for when disaster strikes?

Are you prepared for the next natural disaster or weather emergency? If you're like most people, the answer is no. Only four percent of all Americans have taken the steps necessary to be ready when the unexpected occurs, according to the American Red Cross.

As we saw when Hurricane Katrina struck, older adults are especially vulnerable in the face of disaster. But there's much you can do to reduce your risks, according to Tina Heany, executive director of Royal Oaks Manor, a continuing care retirement community located in the foothills of the San Gabriel Mountains in Bradbury.

"We've invested much time and energy in making sure that our staff and residents are prepared and know what to do in case of an emergency," says Heany. "Both staff and residents receive ongoing training in emergency planning and preparedness, and we conduct evacuation and other types of drills aimed at safeguarding everyone's well-being."

One of the benefits of being a member of a community like Royal Oaks is that it has a professional staff that knows what to do when an emergency or disaster strikes, says Heany. But while the risks are greater for older adults living on their own, there are steps you can take to prepare for and respond in an emergency.

Step 1: Be informed

Disaster can strike at any time and without any

warning. A little knowledge beforehand can save you from much heartache later on. While there is a wide range of potential emergencies - earthquakes, fire, flooding, toxic spills - some are more likely to occur where you live than others. Identify and focus on those situations that present the greatest risk to you, but remember - anything can happen at any time.

Also, make sure you're prepared to monitor the situation through local media outlets. Know how to access information from the National Weather Service, and which radio and TV stations to turn to for emergency alerts and updates. For more information on specific types of emergencies, visit www.ready.gov or call 1-800-BE-READY for resources available through the U.S. Department of Homeland Security.

Step 2: Build your network

We all need help during a disaster. Make a list of family and friends who you can call on for assistance. Do you know your neighbors? Maintaining good relationships with others on your block or in your building means having other people nearby who can help out in a crisis. Make sure everyone knows where you plan to go if it becomes necessary to leave your home.

Step 3: Make a plan

Developing an emergency plan and knowing how to use it are critical. Help may not be immediately available in the wake of a disaster. You may not

have access to everyday necessities or conveniences. Make sure you know what to do in these circumstances. Think about what happens in your daily life, the people you rely upon, the things you need. Create a support network you can call on in an emergency. Consider your transportation options. Plan for alternatives - what if someone is unreachable or your primary transport is unavailable? Write it all down.

Step 4: Make a kit

In a serious emergency, you may be on your own for several days or more.

Make sure you have the basic supplies you'll need to weather this period. Food, water, medications and medical supplies are among the absolute essentials.

Be sure to have cash on hand; there's no guarantee your local ATM will be working.

A battery-powered or hand-crank radio ensures you can monitor the situation. A flashlight with batteries and first aid kit should also top any list.

And don't forget items specific to your unique circumstances - pet supplies, eyeglasses, hearing aid and batteries, wheelchair batteries, extra oxygen, etc.

The American Red Cross is a great source for a full list of supplies and more detailed planning. Go to www.redcross.org or visit your local office for more information.

To learn more about Southern California Presbyterian Homes, please visit us at www.scphs.com or call (818) 247-0420.

Court: Employer Need Only Provide Meal/Rest Break

The 4th District Court of Appeal ruled this week that state law requires only that employers provide meal periods.

The decision clarifies a point of much concern for employers: whether the requirement to provide a meal or rest break meant employers had to force the employees to take the break.

'Make Available'

The court declined to make employers the enforcer, saying it agreed with the reasoning in two U.S. District Court cases and concluded that "employers need not ensure meal breaks are actually taken, but need only make them available."

The issue before the California appeals court in the case of *Brinker Restaurant Corporation et al., v. The Superior Court of San Diego County*, was whether the trial court erred in certifying the matter as a class action without first determining the elements of plaintiffs and real parties in interest against the defendants?

The appeals court ruled that the class action lawsuit should not proceed because the lower court failed to properly consider whether the plaintiffs' claims were appropriate for class treatment.

Court Conclusions

- The appeal court concluded that:
- Employers cannot impede, discourage or dissuade employees from taking rest periods; they need only provide, not ensure, rest periods are taken;
 - Employers need only to authorize and permit rest periods every four hours or major fraction thereof and they need not, where impracticable, be in the middle of each work period;
 - Employers are not required to provide a meal period for every five consecutive hours worked;
 - While employers cannot impede, discourage or dissuade employees from taking meal periods, they need only provide them, not ensure they are taken; and
 - While employers cannot coerce, require or compel employees to work off the clock, they can be held liable for employees working off the clock only if the employer knew or should have known the employees were doing so.

Individual Issues

The court concluded that because the meal and rest breaks need only be "made available" and not "ensured," individual issues predominate and such claims are not amenable to class treatment. The court also concluded

that off-the-clock claims are not amenable to class treatment as individual issues predominate.

California Chamber of Commerce ALERT, July 25, 2008.

Governor Signs Foreclosure Relief Bill

Governor Arnold Schwarzenegger recently took action to help struggling California homeowners by signing **SB 1137 (Perata; D-Oakland)**.

The bill establishes new processes for lenders to reach out to homeowners prior to foreclosure, providing them with additional information on the process and encouraging further efforts to avoid foreclosure wherever possible. In doing so, SB 1137 provides tangible relief to California borrowers without arbitrarily limiting access to credit or discouraging the investments that are needed to restore liquidity to the state's housing market.

The measure, a product of months of debate and discussion between legislators and stakeholders, represents a collaborative, bipartisan effort to improve the foreclosure process to the advantage of all Californians.

California Chamber of Commerce ALERT, July 25, 2008.

BUY DISCOUNT TICKETS FROM THE DUARTE CHAMBER

**** For Members and Their Employees Only ****

Krikorian and AMC Movie Discount Tickets

Route 66 Car Wash Discount

Theme Parks (72 hour notice on theme park tickets)

A nominal handling fee will be added.



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Mission Statement

The Duarte Chamber of Commerce exists to create an environment that will promote and encourage business to succeed while enhancing its relationship with the surrounding community.

Welcome to Our New Members

Countrywide

Diana Balsamo
449 W. Foothill Blvd., Monrovia
(626) 303-7018 x221
Diane_Balsamo@Countrywide.com

Dickson Podley Realtors

Rana Madain
(626) 827-9951
Ranam@dicksonpodley.com
www.dicksonpodley.com

Dickson Podley Realtors

Steve Spies
755 E. Route 66, Glendora
(626) 827-4648
saspies@aol.com
www.dicksonpodley.com

DLL Business Solutions

Alejandro de Lira Lopez
P.O. Box 1113, Duarte
(626) 771-3268
Alex@dllbiz.com
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EverFocus

J. C. Lacey
1801 Highland Ave. Unit A, Duarte
(626) 359-2975
jc.lacey@everfocus.com
www.everfocus.com

Herbalife Independent Distributor

Chris Russo
(800) 466-3105
chrisrusso@onyourway2health.com
www.onyourway2health.com

Joe's Place

Joe Naylor
1345 Huntington Dr., Duarte
(626) 357-5637
Lisa.Magno@verizon.net
www.eatatjoesplace.com

NeX's

John Niepoetter
1740 Huntington Dr., Duarte
(626) 359-7808
xacupuncture@yahoo.com
www.xsnaturaltherapy.com

The Hale Corporation

Richard Hale
513 S. Myrtle Ave., Monrovia
(626) 358-4523
richardhale@thehalecorp.com

Thank you to Our Renewing Members

25 Years or More

Frontier Hardware
Kiwanis Club

20 Years or More

Santa Anita Family YMCA

15 Years or More

Quota International Club of
Monrovia-Duarte
Sierra Autocars

10 Years or More

Alex Romo Auto & Truck
Duarte Christian Church
LA Works
Pasadena Star News
Royal Vista Terrace
Shaffer Awards

5 Years or More

Church of the Foothills
Curves for Women

Duarte Community Service
Council
Huntington Car Wash & 76
Station
Performance Nissan
Young's Gourmet

4 Years or Less

Artistic Passion
Century 21 Adams and
Barnes - Dan Bacani
CIBA Real Estate
Condor Outdoor Products
Countrywide Home Loans
Dickson Podley Realtors -
Diane Holguin

We thank our Chamber members for their years of loyalty. Please remember to patronize them first and foremost.

The Pasadena Group

Kevin Bourland
540 S. Lake Ave., Pasadena
(213) 407-4754
kevin@thepasadenagroup.com
www.theridgecreststates.com

Three C's

Rafael Fajardo
1101 E. Huntington Dr., Monrovia
(626) 357-3359
rafael@rddfoods.com
www.threecsrestaurant.com

VTA Consulting Engineers

Abhishek Tiwari
1755 E. Huntington Dr. #202,
Duarte
(626) 357-5323
abhishek@vtaengineering.com
www.vtaengineering.com

Jan Wight

Resident Member-Lifetime

Visionary Members

(Those who have contributed \$25 or more to the Duarte Chamber office equipment fund in the last 12 months.)

- Rancho Mexican Restaurant
- SCE Federal Credit Union
- Barrow/Hoffman Public Relations
- Monrovia Floral
- Bill & Nita Norgard (Resident)
- Metro Gold Line Foothill
- Specialty Promotions
- Little Scholars Montessori Preschool
- Line-X of Pasadena
- Cabrera's Mexican Restaurant
- Judy Blake (Resident)

With the Visionary funds collected in the last 12 months, the Duarte Chamber purchased a computer software product that enables staff members to produce documents in a commonly-readable format that makes printing and distribution much easier, faster and cheaper than ever before. The earmarked donations are truly appreciated and are used to improve our service to our members. Thank you, Visionary Members, for your valued support!

Lifetime Members

Nita Carey – 1986
Ella Sulzer – 1986
Rae Gordon – 1994
Jess Duff – 1999
Jim & Kathy Kirchner – 1999
Jan Wight – 2008

LABOR LAW CORNER

Employers Have Options When Employee Faces Domestic Violence

By Sunny Lee
Senior Labor Law Consultant

What can we do if we know that an employee is a victim of domestic violence and other employees are concerned, but the domestic violence at home has not affected the employee's work?

Situations involving personal issues at home, whether domestic violence, drug or alcohol abuse, or family matters, may be of concern to employers and other employees.

Employees often are troubled by fellow employees who are victims of domestic violence and want to help. Although employers do need to accommodate an employee who is a victim of domestic violence and seeking help, there is no legal requirement for an employer to ensure that an employee who is a domestic violence victim make use of services or protection.

Employee Assistance Program

If an employer has an Employee Assistance Program (EAP) benefit, employees are able to speak privately with professional counselors about personal frustrations, anger, family, or substance abuse problems. Often it is better for an employer not to get involved in an employee's private life or be put in a position that would compromise work decisions.

The benefit of an EAP to an employer is that it provides quick access to independent professional counselors for matters beyond the expertise or resources of an employer's human resources department. EAPs employ highly trained and competent professional staff and appointments may be scheduled during working hours.

The benefit to the employee is that the employee is able to have access to a professional counselor during working hours on a no cost basis. Often, employees are not able to get the help they need because of cost or lack of time outside of work. Matters are kept confidential; all that is reported to an employer is whether the employee showed up for the appointment. If after a limited number of appointments the employee is in need of further help, the employee may be provided with other re-

sources or referrals for follow-up.

Other Help

If an EAP is not available, the employer may speak with the employee to let him/her know that while it is a private matter, you care about the employee and the human resources door is open. In addition, an employer may let the employee know about local resources available to assist, including court protection, shelters and counseling.

California law prohibits discharging or discriminating against all employees and their children who are victims of crimes and those who seek court protection. Employers with 25 or more employees are required to provide employees who are victims of domestic violence or sexual assault with time off work for medical attention, counseling and domestic violence shelter services.

If an employee knows that he/she is in need of such services, the employee must provide the employer with reasonable advance notice, unless that is not feasible. The employee may be required to present some documentation of the need for time off — such as a police report, court papers and documentation from a counselor, medical provider or domestic violence provider — within a reasonable time. The employer must keep these matters confidential.

Safeguards at Work

Domestic violence situations may create problems at work. Employers should anticipate and put into place safeguards to ensure that the workplace remains safe for employees.

Talk to the employee who is the victim of domestic violence about what the employee knows about the abusive person and what that person has said that he/she would do or is likely to do. Also alert other managers, supervisors and the receptionist so that they are prepared.

It may be a good idea to obtain a picture of the person so that your managers and security are aware of whom to watch out for in the parking lot and the building. If the employee is seeking a restraining order, ask that the employee's workplace be included.

If a restraining order is obtained

that restricts the abuser from being at the employee's place of work and the abusive person shows up at work, immediately call the police and you may have the abusive person arrested for violating the restraining order. A copy of the restraining order should be retained at work so that you can show it to police if they are called.

Take all threats seriously; document time, date, place, what was said and names of witnesses for the police and court actions. Even if there is no restraining order, if the abusive person shows up at your worksite and is harassing, threatening or refusing to leave, immediately call 911.

Always consider hiring a security guard to deal with the individual should the abuser come to your place of employment. Consult with your attorney about restraining orders and other precautions that the attorney may advise.

California Chamber of Commerce ALERT, July 25, 2008.

Jobless Rate Rises to 4-Year High

The nation's unemployment rate climbed to a four-year high of 5.7 percent in July as employers cut 51,000 jobs, dashing the hopes of an influx of young people looking for summer work. Payroll cuts, however, weren't nearly as deep as the 72,000 economists were forecasting. And, job losses for both May and June were smaller than previously reported.

California Chamber of Commerce ALERT, July 25, 2008.

House Passes Overdue Higher-Ed Bill

The House of Representatives has overwhelmingly passed legislation to control rising tuition and textbook costs. Among its wide-ranging provisions, the bill would require states to maintain higher-education funding and to justify fee increases, and textbook publishers would need to provide more information on lower-priced options.

California Chamber of Commerce ALERT, July 25, 2008.

Do You Suffer From Back Pain?

By Maggie Pezeshkian D.C.

Here are some facts about back pain.

31 million Americans experience low-back pain at any given time.

One-half of all working Americans admit to having back pain symptoms each year.

Back pain is one of the most common reasons for missed work.

Back pain is the second most common reason for visits to the doctor's office,

It is estimated that as many as 80% of the population will experience a back problem at some time in our lives.

Symptoms associated with back pain:

Usually the following symptoms accompany back pain, although not always. If you experience any of the following seek treatment immediately.

Sciatica or pain down the back of the leg

Leg pain

Calf cramps

Weakness or heaviness in the leg (s)

Numbness and /or tingling

Sharp back pain, especially when worse at night

Night sweats

Insomnia due to pain

Limited range of motion

Difficulty urinating or incontinence

Back pain when sneezing or coughing

Pain that interferes with active daily living

What Causes Back Pain?

The back is a complicated structure of bones, joints, ligaments and muscles, nerves and blood vessels. You can sprain ligaments, strain muscles, rupture disks, and irritate joints, all of which can lead to back pain. [Sports injuries](#) or auto accidents can also cause back pain. Sometimes a simple move, such as bending and picking up a paper clip from the floor, can have very painful results. In addition, [arthritis](#), poor posture, prolonged sitting or standing, being overweight and psychological stress can cause back pain. Back pain can also directly result from disease of the internal organs,

such as kidney stones, kidney infections, blood clots, [bone loss](#) or other pathology.

Tips to Prevent Back Pain

Maintain a healthy diet and weight.

Remain active.

Avoid prolonged inactivity or bed rest.

Warm up then stretch before [exercising](#).

[Stretch after your activity](#).

Maintain proper posture.

Wear comfortable, [low-heeled shoes](#).

Sleep on a [mattress](#) of medium firmness to minimize any curve in your spine. Make sure to turn your mattress over every six months.

Lift objects with your legs, keep the object close and in front of your body

Do not twist when lifting.

[Quit smoking](#). Smoking impairs blood flow, resulting in oxygen and nutrient deprivation to spinal tissues.

Work with your doctor of chiropractic to ensure that your [computer workstation](#) is [ergonomically](#) correct.

Strengthening the core musculature will help support the back, preventing further injury.

Screening and diagnosis

If there is reason to suspect that you have a tumor, fracture, infection or other specific condition that may be causing your back pain, your doctor may order one or more tests:

X-ray.

Magnetic resonance imaging (MRI) or computerized tomography (CT) scans.

Bone scan.

Nerve studies (electromyography, or EMG).

There are many ways to prevent back pain. However, if you experience back pain it is not to be taken lightly. Pain is our body's way of alerting us that something is wrong. Procrastinating treatment will cause future injuries and delay and complication in healing.

Listen to your body and take care of it. It's the only one you have.

Health is the most important thing in our lives.

You can reach Dr. Maggie at Duartefamilychiropractic@yahoo.com

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When your company has ANY JOB OPENINGS, call us!! Our students and alumni are looking for a variety of positions, from FULL- or PART-TIME to PERMANENT or TEMPORARY.

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So, the next time you have a job opening, don't pay for newspaper "help wanted" ads or agency fees, CALL US, WE'RE FREE!!

Mandated Paid Sick Leave Bill Stalls in Sacramento Committee

AB2716 (Ma) Mandated Paid Sick Leave Bill was held in Senate Appropriations. The committee stated that this was not the time to pass an expensive employer mandate while so many are economically struggling.

California Chamber of Commerce email update, August 8, 2008.

Special Offers

Duarte Chamber Member to Member Discount Coupons are now available online, providing additional exposure for your business.

Check for the flyer inside this publication for information on how you can join 22 other participants in this program.

www.DuarteChamber.com

'HELPING YOU MARKET YOUR BUSINESS'**Designing Your Marketing Program****The 5 P's**

A marketing program is a coordinated, thoughtfully designed set of activities that help you achieve your marketing objectives. Your marketing objectives are strategic sales goals that fit your strengths and are a good way to stretch your business in its current situation. In order to build strong customer relationships and maximize your sales, you need to put every possible marketing tool to work for you. Marketing is a broad field, encompassing elements as diverse as advertising, brand and logo design, sales calls, Web sites, brochures, packaging, shows, conferences and other events, and so on. The more tools, the better. But the variety and complexity of choices makes getting organized and focused hard.

The Five Ps stand for the five broad areas (product, price, placement, promotion, and people) you can look to find ways to boost sales or accomplish other marketing goals as you build customer commitment to your brilliant products, services, or brands.

Product

To marketers, product is what you sell, whether it's a physical product or a service, idea, or even another person (like in politics) or yourself (like when you search for a new job). When you think about ways of changing your product offering to boost sales, you can look at anything from new or upgraded products to different packaging to added extras like services or warranties. And you can also think about ways to improve the quality of your product. After all, people want the best quality they can get, so any improvements in quality usually translate into gains in sales as well.

Price

To marketers, price is not only the list price or sticker price of a product, but it's also any adjustments to that price, such as discounts and any price-oriented inducements to buy, including coupons, frequency rewards, quantity discounts, and free samples. Any such offers adjust the price the customer pays, with the goal of boosting sales. Price-

based inducements to buy are generally termed sales promotions by marketers, just to confuse the issue hopelessly.

Placement

Placement is where and when you present your product to customers. You have many options as to how you place the product in both time and space. Whether you're dealing with retail stores, catalogs, sales calls, Web pages, or 24-hour-a-day telephone services that can process customer orders, you're dealing with that placement P.

If you want a feel as to how valuable this P is to the marketing mix, just think about how valuable shelf placement at your local grocery store is to, say, Coke or Pepsi. Imagine what that placement is worth to the marketing of those products! Oh, by the way, marketers stretch a point by calling this third P "placement" because it's more conventional to call it "distribution." But that starts with a d, so it doesn't sound as good. However, just remember that when people talk about distribution, they're talking about placement, and vice versa.

You'll hear one more term that relates to placement: logistics. Logistics is the physical distribution of products - shipping and taking inventory, and all the fancy transportation and information technologies that can be harnessed to improve the efficiency and effectiveness of your distribution processes. So logistics is another useful path to go down when you want to think about where products should be placed for easy purchase.

Distribution concerns where and when products are offered for sale, whereas logistics addresses how they get there. These are related concerns, of course, and so they both fall under the list of options when you want to think hard about placement. You can play around with either or both in your efforts to build stronger customer commitment. For example, if you add distributors and enhance your Web site to offer online ordering, you're boosting placement by enhancing both distribution and logistics to create more ways to get the product to

customers.

Promotion

Promotion is all the sales activities, advertising, publicity, special events, displays, signs, Web pages, and other communications designed to inform and persuade people about your product. (Remember, please, that "product" simply means whatever you have to sell, be it an actual product, service, idea, or candidate.) Promotion is the face of marketing because it's the part that reaches out to ask customers for their business. It ought to be a visible and friendly face because you can't just tell people what to do and expect them to obey. Instead, promotion must find ways to attract prospective customers' attention long enough to communicate something appealing about the product.

The goal of all promotions is to stimulate people to want to buy. Promotions need to be motivational. They also need to move people closer to purchase.

Sometimes a promotion's goal is to move people all the way to purchase. That's what a so-called direct-response ad is supposed to do. A direct-response ad invites people to call, e-mail, fax, or mail in their orders right away. Many catalogs use this strategy. Readers are supposed to select some items, fill in their order forms, and mail them in with their credit card numbers, for example.

Other promotions do less. For instance, a 30-second television spot may be designed only to make people remember and like a brand so that they'll be a little more likely to buy it the next time they're in a store where it's sold. But all promotions work toward that ultimate sale in some way, and when you think about all the creative options for communicating with prospective customers, you should always be clear about what part of the customer's movement toward purchase your promotion is supposed to accomplish.

People

In most businesses, people are responsible for many aspects of product or service quality. Help them work better, and you improve the product. In fact, the personal connection between your people and your customers and clients may do the most for referral marketing - a powerful marketing force where your customers serve as a sort of "mini" sales force for you. They refer others to you because they've had a positive relationship with your people. In many businesses, people are directly responsible for the customer contacts through personal sales and service.

And in all businesses, people are responsible for performing the many behind-the-scenes tasks and jobs that make offering products to customers possible. Businesses and other organizations are simply groups of people. Sure, sometimes they use lots of fancy machinery or computer equipment, but no organizations exist without people. Not a one. And so when you're looking for ways to improve your offerings or otherwise boost your sales, turning your attention to your own people is often profitable.

There are many and, often surprising, connections between how employees feel and how customers feel. Sometimes, salespeople or service people say that they're frustrated because they have to deal with angry, uninformed, or otherwise difficult customers. If the employees feel this way about the customers, they tend to be negative (impatient, curt) with customers, which makes the customers even more difficult.

The people side of marketing is certainly the least visible - that's why people aren't traditionally included in the list of marketing Ps. But adding people to the list offers you another powerful lever for achieving your sales and marketing goals.

Looking for ways to advertise and promote your business?

Visit us online: www.specialty-promotions.com/



Specialty Promotions, LLC

July Lunch and Learn Seminar Sponsored by The Gas Co.

The Duarte Chamber of Commerce hosted a new series called **Lunch and Learn** in July. The seminar and lunch were free to the filled-to-capacity attendees through the generous sponsorship of The Gas Co. The topic was "Productivity & Time Management" and was presented by David Sanders, CEO, of Creative Business Strategies. It was held at Villa Italia Ristorante in Duarte.

SCE Federal Credit Union is sponsoring the August Lunch and Learn with the topic "Business Growth Through Small Business Lending".



David Sanders, CEO, of Creative Business Strategies, giving pointers on separating and managing documents.




100% Free Web Page for Duarte Chamber Members at DuarteChamber.com

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Duarte Chamber of Commerce



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For more information, check out the Community Calendar at DuarteChamber.com
