



# Job Fair

The Greater Irwindale and San Gabriel Valley Job Fair held March 14<sup>th</sup> at the SGV Corporate Campus on Rivergrade Rd was a spectacular success from all viewpoints. The location was terrific, parking was adequate and there was excitement in the air as the first two job seekers arrived at 8am to line up for the 10am to 2pm event! The turnout from job seekers was impressive. While 1200 people were anticipated to attend, that number was exceeded within the first hour! Overall, it is estimated that 2500 people attended the event.

Feedback from employers during the Job Fair was very positive. There were 44 employers who were offering hourly or salaried positions, 8 staffing agencies, as well as 12 employment resource agencies on hand. The layout allowed excellent flow for job seekers. Free workshops

were offered throughout the day courtesy of Irwindale Toastmasters, LA Works and East San Gabriel Valley ROPTC Veteran's Outreach. Free haircuts and manicures were available courtesy of students from two cosmetology schools.

The idea to host a Job Fair was the brainchild of the Irwindale Chamber Environmental Committee. This event was successful due to the hard work of two dozen people representing six different organizations. The Irwindale Chamber of Commerce, the City of Irwindale, Senator Ed Hernandez, LA Works, EDD, and East SGV ROP quickly came on board to co-sponsor and have staff work on the planning committee. Additionally Athens Services, MillerCoors, and the SGV Corporate Campus were also instrumental in the success of this event!



**Dr. Ed Hernandez, O.D.**  
California State Senator  
24<sup>th</sup> Senate District



# Calendar of Events

## April 2012

*Spring is sooner recognized by plants than by men.  
-Chinese Proverb-*



4	Environmental Committee	Noon	SantaFe Dam Nature Center
5	Business Ambassador Mtg.	8:00 a.m.	Chamber Office
10	IEF Board Meeting	7:30 a.m.	Chamber Office
12	State of the City Presenting Sponsors: MillerCoors & Picasso's Cafe	11:30 a.m.-1:30 p.m.	Edison EEC
23	Board Meeting	3:00 p.m.	Chamber Office
26	Good Morning Irwindale Presenting Sponsor: Foothill Transit	7:30 a.m.-9:00 a.m.	Picasso's Cafe

## May 2012

*A hero is someone who has given his or her life to something bigger than oneself. -Joseph Campbell-*



1	Business Ambassador Mtg.	8:00 a.m.	Chamber Office
2	Environmental Committee	Noon	Foothill Transit
3	Golf Tournament Title Sponsor: Vulcan Materials Shotgun Start at 11:30 a.m.	10:00 a.m.	Sierra LaVerne Country Club
8	IEF Board Meeting	7:30 a.m.	Chamber Office
10	Moving Your Business Forward	8:00 a.m.-12:30 p.m.	MillerCoors
12	Feast at the Faire Presenting Sponsor: Renaissance Pleasure Faire	4:00 p.m.-7:00 p.m.	Renaissance Pleasure Faire
21	Board Meeting	3:00 p.m.	Chamber Office
24	Good Morning Irwindale Presenting Sponsor: MillerCoors	7:30 a.m.-9:00 a.m.	Picasso's Cafe
28	Memorial Day	<b>CHAMBER CLOSED</b>	

## June 2012

*He didn't tell me how to live; he lived, and let me watch him do it. -Clarence Budington Kelland-*



6	Environmental Committee	Noon	Chamber Office
7	Business Ambassador Mtg.	8:00 a.m.	Chamber Office
12	IEF Board Meeting	7:30 a.m.	Chamber Office
14	Luncheon Presenting Sponsors: Courtyard By Marriott-Monrovia	11:30 a.m.-1:30 p.m.	Courtyard By Marriott-Monrovia
25	Board Meeting	3:00 p.m.	Chamber Office
28	Good Morning Irwindale Presenting Sponsor: MillerCoors	7:30 a.m.-9:00 a.m.	Picasso's Cafe

### Reservations Guarantee Admission

**Good News:** Our events have been at capacity.

**Bad News:** We may have to turn away walk-ins.

**Solution:** RSVP to guarantee your entrance.

All reservations must be honored. Cancellations must be done 24 hours prior to event.

For further details, future events, or to RSVP please visit our calendar at [www.irwindalechamber.org](http://www.irwindalechamber.org) or please call us at 626-960-6606.

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## Moving Your Business Into The Future

Interested in "Moving your business into the future"? The Irwindale Chamber in cooperation with our members have an event coming up that is designed to inform and inspire you to take your business to the next level. On **Thursday, May 10, 2012 at MillerCoors** we will have an half day educational seminar with information from local business leaders on a variety of topics:

- **LA Works**, Ben Brus - Innovative No Cost Solutions for Your Business
- **Express Professionals**, Anne Woods - The Top 5 Threats Companies Are Facing Today And What Leading Companies Are Doing About It
- **Inland Community Bank**, Nathan Kirschenbaum - SBA Lending
- **Human Resources 4U**, Marty Levy - The BIG 7 Of Employment Trouble Spots
- **Bolton & Co.**, Julie Roybal & Jeannie De Laura - 5 Keys To Insurance Protection
- **Southland Data Processing**, Michael Reis - Tax Credits
- **Josiah Knows**, Josiah Salser - Small Business Retirement Planning
- **Partee Insurance**, Wayne Partee - Internet Social Media Marketing

Each topic is designed to give you tools and be informed about the latest information available for small business.

The event costs \$15.00 and will start at 8:00am with Check-in and a continental breakfast and will wrap-up with a great lunch. If you would like to attend you must register online:

<http://irwindalechamber.org/register-for-an-event.htm>



On March 15, 2012 Pitas to Go celebrated their new location with a Ribbon Cutting. We wish them continued success!

### Pitas to Go

15646 Arrow Hwy., Irwindale  
www.PitasToGo.com

## March Business of the Month



### Business Accomplishments

The Irwindale Brewery has been proudly brewing great beer for the past 32 years. Over the years, MillerCoors has pursued a major effort to reduce raw energy consumption and continues to lead the industry in energy reduction efforts. The Irwindale Brewery was recognized by the Irwindale Chamber Environmental Committee for their water reduction efforts in 2011.

### Community Services

For the past 25 years, MillerCoors has been a major sponsor for the Pasadena Black History Parade. Gilbert Ruiz is the Vice Chair for the Irwindale Educational Foundation and the brewery proudly hosts the IEF annual BBQ on their beautiful grounds. In 2011, the Irwindale Brewery and its employees pledged over \$66,000 to the United Way, 125 pairs of shoes to Shoes that Fit, and 100 volunteers helped clean the beach for the annual Coastal Clean-up event.

### Chamber of Commerce Activity

MillerCoors was a founding member of the Chamber and has actively participated in the Chamber since its inception. Currently, they are at the Gold level for Cornerstone membership. Over the years, there have been four MillerCoors employees who have served on the Board of Directors. Anita Hernandez is currently on the Board of Directors and a Past Chair, she also chairs the Golf Tournament and the World of Food Poker Tournament. Jeff Arbour is the Chair of the Environmental Committee.

[www.MillerCoors.com](http://www.MillerCoors.com)

Due to publication deadline the current business of the month is featured on our website at [www.irwindalechamber.org](http://www.irwindalechamber.org)

To nominate your company as Business of the Month please contact the Irwindale Chamber for further information and details at 626-960-6606.

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## Helping Your Business to Make Smart Energy Choices

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### Upcoming Classes:

#### Introduction to Programmable Logic Controllers: Energy Efficiency Applications

Wednesday, April 4, 2012  
8:30am – 4:00pm with lunch  
Event # 36494

#### Residential Title 24 Modeling Essentials

Wednesday, April 11, 2012  
8:30am – 4:30pm with lunch  
Event # 36487

#### Benchmarking Energy Use for Commercial Buildings

Thursday, April 19, 2012  
8:30am – 12:30pm  
Event # 36424

#### Do It Yourself Energy Audit - Save Time and Money

Thursday, April 26, 2012  
9:00am – 1:00pm with lunch  
Event # 36428

### To Register:



Energy Education Center – Irwindale  
6090 N. Irwindale Avenue  
Irwindale, CA 91702



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sce.com/energycenters

These classes are jointly offered by Southern California Edison Company, Southern California Gas Company, a Sempra Energy Utility Pacific Gas and Electric Company, and San Diego Gas & Electric, a Sempra Energy Utility.



## The True Cost of Employee Turnover

By: Josiah Salser, JosiahKnow Financial Planning

Should employee turnover simply be the ‘cost of doing business’?

**Consider the facts:** The average national turnover rate is approximately 25%. What is the cost of hiring these new employees? Turning over one employee can cost around 1/2 of a low skilled hourly workers annual wages plus benefits, while losing a member of C-Level upper management can cost 3 to 5 times his or her annual wages and benefits.

**What does this mean in terms of dollars for a medium size company?** Assuming the national average of a 25% turnover. If your firm employs 40 employees, each earning \$25,000 annually, your costs of turning over 10 of these employees over the course of a year will be **at least** \$125,000, and for high level employees the amount lost could literally escalate to well over \$1 million. However, considering merely the low-level employee, think for a moment- What could you do with an additional \$100,000+ in resources?

Is your business a smaller business? Just modify the numbers to match your particular situation. The end result is still as bleak. Lost revenue goes into finding, hiring and training new people that could have gone towards building your business via brand recognition, advertising, equipment upgrade, etc.

Severance pay can also be a huge part of employee turnover costs. This is especially true with highly skilled employees and high-level management. These are wages on which you will never see any return on your investment!

As you can see, managing the cost of your employee turnover can be a great boost to your bottom line. Be sure to take measures to mitigate this risk and watch your profitability improve!

**Josiah Salser**

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## 32nd Annual Golf Tournament

### Goodie Bag Items Needed

This is a great way to link business with pleasure. It provides an excellent opportunity to entertain clients, friends and to promote your business through networking and sponsorship recognition.

To be a sponsor, register at [www.IrwindaleChamber.org](http://www.IrwindaleChamber.org) or call the Irwindale Chamber at 626-960-6606.

**Title Sponsor**



# Legislation to Help Taxpayers Succeed

By George Runner

Most legislation makes life more difficult for taxpayers, but legislation can also be used to help make taxpayers' lives easier as well.

To this end, I am sponsoring several measures in the 2012 legislative session. These measures aim to help taxpayers, including small businesses and other job creators, succeed in California.

I'm pleased to report that my colleagues on the Board of Equalization have joined me in co-sponsoring a number of these measures, making them official BOE legislative proposals.

- **Appeals Extension:** [AB 2453](#) (Block) will extend the time a taxpayer has to file an appeal after a notice of determination is issued. *(BOE-sponsored)*
- **Lien Withdrawal:** [AB 2175](#) (Harkey and Ma) authorizes the BOE to withdraw a lien after a taxpayer, feepayer, or surcharge payer pays the delinquent liability for which the lien was filed under the applicable tax, fee and surcharge programs the BOE administers. *(BOE-sponsored)*
- **Qualified Purchasers Program:** [AB 2059](#) (Achadjian) would revise the existing "qualified purchaser program" to increase the threshold of the filing requirement from \$100,000 to \$500,000. Would also create a look-up table for qualified purchasers to comply with their use tax requirement.
- **Use Tax Due Date:** [AB 2270](#) (Harkey) will move due date for filing and paying use tax to April 15<sup>th</sup> in order to align it with the option of filing use tax on the designated line of the personal income tax form. *(BOE-sponsored)*

I welcome any and all ideas for legislative measures that will bolster California's economic recovery. Please submit your ideas via my website at [www.boe.ca.gov/runner/info/suggestions.htm](http://www.boe.ca.gov/runner/info/suggestions.htm).

*Elected in November 2010, George Runner represents more than nine million Californians as a member of the State Board of Equalization. For more information, visit [www.boe.ca.gov/Runner](http://www.boe.ca.gov/Runner).*



**Samantha K. Rodriguez**  
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(UI Tax-continued from coverage)

**Insolvency Factor** - California's current UI fund insolvency is not caused only by significant unemployment, but also can be traced back to the UI benefit increases imposed in 2001. The California Chamber of Commerce opposed the increase in benefits because it was not coupled with cost savings.

Benefit increases along with high unemployment have led to insolvency for the UI Trust Fund. Further exacerbating the situation, as unemployment and duration of benefits increase, the state is collecting fewer tax revenues and paying more benefits to unemployed Californians.

With annual UI benefit obligations projected to be around \$7 billion this year, California can expect its UI Trust Fund to be in debt by \$10.7 billion to the FUA by the end of the year.

The first annual interest payment on the FUA loan was slightly more than \$303.4 million, which was paid in September 2011. Federal law prohibits paying interest from the UI Trust Fund. Therefore, given the dire state of California's budget, the interest payment was paid for with a loan from the State Disability Insurance account, and will be paid back with interest from the General Fund.

### Computing Employers' Federal Unemployment Tax

Since July 1, 2011, the base Federal Unemployment Tax Act (FUTA) rate has been 6%. Until June 30, 2011, the base rate was 6.2% due to a 0.2% insolvency surcharge.

This federal tax, paid by employers, applies to the first \$7,000 paid to each employee as wages during the year. The \$7,000 is the federal wage base. California's state wage base also is \$7,000 and is subject to state unemployment taxes.

Each employer pays a tax rate based in part on the amount of benefits that have been paid to former employees. During good economic times, employers that have fewer claims are rewarded with a lower tax rate.

Because of the continuing financial difficulties facing the UI Trust Fund, all employers in California are paying state taxes under the highest schedule rate allowable under state law, plus a 15% solvency surcharge.

Generally, employers are eligible to take a credit against the FUTA federal tax rate. The credit may be as much as 5.4% of FUTA taxable wages. Employers entitled to the maximum 5.4% credit are subject to a FUTA tax rate of 0.6% after the credit.

Employers are entitled to the maximum credit if their state unemployment taxes on wages subject to the FUTA tax are paid in full and on time, and the state is not subject to a credit reduction due to a long-term outstanding loan from the FUA.

Currently, however, California employers are subject to a credit reduction as a result of an outstanding FUA loan.

The base FUTA tax rate for employers was 6.2% until June 30, 2011 and is 6% now. The table above assumes the rate remains at 6%.

## State of the City Luncheon w/Mayor Fuentes

RSVP  
NOW

Thursday, April 12, 2012  
11:30 a.m.-1:30 p.m.

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## SBA Lending is a Great Option for Small Business

Submitted By: Nathan Kirschenbaum, Inland Community Bank

Business lending is an important part of business growth. Well managed companies can utilize borrowed funds to expand, purchase commercial property, refinance higher interest debt and increase cash flow. SBA loans are an often overlooked opportunity for small businesses and, with recent changes, are more available and flexible than ever.

**The 7a Loan Guaranty:** The 7(a) Loan Guaranty Program is SBA's primary lending program. Uses for loan proceeds may include:

- To purchase land or buildings, to cover new construction as well as expansion or conversion of existing facilities.
- The purchase of equipment, machinery, furniture, fixtures, supplies, or materials.
- Long-term working capital, including the payment of accounts payable and/or the purchase of inventory.
- Short-term working capital needs, including seasonal financing, contract performance, construction financing and export production.
- Financing against existing inventory and receivables (**under special conditions**).
- The refinancing of existing business debt that is not already structured with reasonable terms and conditions.
- To purchase an existing business.

**The CDC - 504 Loan:** The 504 Certified Development Company (CDC) Program provides growing businesses with long-term, fixed-rate financing for fixed assets, such as land and buildings. Uses for loan proceeds may include:

- The purchase of land, including existing buildings.
- To make improvements, including grading, street improvements, utilities, parking lots and landscaping.
- The construction of new facilities or modernizing, renovating or converting existing facilities.
- The purchase of long-term machinery and equipment.
- Recent changes to the 504 program include the ability to refinance debt, including commercial property deeds. This allows existing businesses to use the equity in **owner occupied** commercial property.

For more information on SBA lending, or any type of business financing, contact:

Nathan Kirschenbaum  
Assistant Vice President  
Inland Community Bank  
Member FDIC, Equal Housing Lender  
626-536-7928  
nkirschenbaum@icbbank.com

# Law Not Always Clear on Employee Actions Involving Social Media

By: CalChamber

*We think one of our employees is posting negative remarks about the company on his Facebook page. Is this information considered private?*

One of the fastest-developing areas of employment law is the use of the social media. Employers face a series of challenges when navigating the various social media websites.

When an employee admits to wrongdoing on a nonprivate service, he/she has put that information out for anyone to view, and it can be actionable.

For example, a pizza franchise had two employees who posted an online video of themselves engaging in behavior that resulted, not only in their termination, but charges of felony food-tampering.

**Expressing Opinions** - Murkier areas stem from postings of opinions, or complaints about the workplace, however. "I hate my boss," is not an actionable statement; and comments about working conditions can be considered protected and/or concerted activities protected by the National Labor Relations Act (NLRA).

Indeed, the National Labor Relations Board (NLRB) has evaluated an employer's rule prohibiting making disparaging comments about the company through any media, including online blogs, other electronic media or through the media.

The NLRB found that this policy was unlawful on the basis that it would "reasonably be construed to restrict Section 7 activity, such as statements that the Employer is, for example, not treating employees fairly or paying them sufficiently." The NLRB has made it clear that it is monitoring employers' policies in this area.

**Company Equipment** - Additional problems arise when employers monitor emails and Internet activity, even on company-provided equipment. Before, if the employer had a clear policy advising employees that their company computers would be monitored, the law held that employees had little or no expectation of privacy.

More and more, however, courts are increasingly reluctant to support the employer's position of unrestrained monitoring of electronic information sent/posted even when using the employer's computer system.

In addition, it is imperative that employers are clear and precise on any monitoring, and that they inform their employees of the potential lack of privacy.

**Password-Protected Sites** - If an employee restricts access to social networking posts such as Facebook or MySpace by requiring use of a private password, the situation changes. If an employer accesses this information without the employee's permission, that employer could face a claim of violation of privacy, even if the employee is using the company computer.

Employers have even accessed employees' password-protected websites by posing as another individual. Accessing the information without permission could violate the Stored Communications Act (SCA).

In one case, an employee gave her password to a supervisor and when the supervisor viewed postings on MySpace where other employees had made negative comments about the company, those employees were then terminated. That court held that the employee giving the password was coerced and there was a verdict against the employer for violating the SCA.

As social networking continues to grow at rapid speeds, it is increasingly important for employers to consult with legal counsel to keep informed about current developments in the law and to develop the best policies and practices.

*The Labor Law Helpline is a service to California Chamber of Commerce preferred and executive members. For expert explanations of labor laws and Cal/OSHA regulations, not legal counsel for specific situations, call (800) 348-2262 or submit your question at [www.hrcalifornia.com](http://www.hrcalifornia.com).*

**Federal/State Payroll Tax Seminar**  
**Friday, May 18, 2012 - 9:00am to 3:00pm**  
**El Camino College Business Training Center**  
**13430 Hawthorne Blvd., Hawthorne, CA 90250**

California payroll reporting requirements: forms, employer obligations, reporting, and payment requirements.  
 Independent contractor reporting requirements.  
 Electronic filing and payment requirements and options.  
 Federal payroll reporting requirements: Forms 940, 941, 1099, W-2, W-4, W-9, and alternative filing.  
 To register please visit: [http://www.edd.ca.gov/Payroll\\_Tax\\_Seminars/](http://www.edd.ca.gov/Payroll_Tax_Seminars/)

**Export-Import Workshop \$30.00**  
**Wednesday, May 30, 2012 - 1:00pm to 5:00pm**  
**@ El Camino College-Business Training Center**  
**13430 Hawthorne Blvd., Hawthorne, CA 90250**

This workshop will provide new-to-export and new-to-market clients with information on getting started in international trade. International trade basics will be provided as we walk through to the four export/import development stages and are introduced to trade assistance resources on the federal, state and local level

**A minimum of 5 people is required to hold the class.**  
**Payment is required please call 310-973-3177.**

# The Green Pages

## April 2012



### LED Lighting: A bright source for energy efficiency upgrades

Submitted By: Sungreen Systems

In a given day the extent to which most of us turn our focus to LED technology is probably confined to sitting at a stop-light and waiting for the red lights to turn green. In the last 5 years, LEDs have quietly moved from this narrow band of applications to more ubiquitous uses in residential and commercial spaces. Consumers and business owners alike have been finding value in the energy savings, durability and light quality provided by LED lamps.

Although the technology dates back to 1927, and has been commercially available since the 1960's, most LED applications have focused on signal and indicator lighting as opposed to illumination. This began to change in the mid 1990's when the blue LED was fabricated, which became the key to engineering the first white LED.

Technological development has not just been limited to color. LEDs have achieved astounding gains in efficiency and luminosity as well. Year over year the industry has witnessed a doubling in efficiency and luminosity every 36 months, following the infamous Moore's Law of integrated circuits. Paralleling these efficiency gains has been a dramatic price reduction as manufacturers begin to take advantages of economies of scale, and provide consumers with ever greater price-performance ratios.

Given the developments of the past 50 years, LED bulbs are now beginning to make their way into lighting our homes and businesses. LED lamps have a number of advantages over traditional incandescent and fluorescent lights. The physical structure of LED lamps provides for a more robust housing, reducing the incidence of breakage due to mishandling. What's more, the diodes themselves contain no heavy metals (like Mercury found in fluorescent bulbs), are fully recyclable, and are much more tolerant of cycling. The average commercially available LED bulb lasts some 50,000 hours compared to a traditional incandescent which averages about 1,000. This equates to an effective life of about 6 years of constant use, or 11.5 years of average usage.

Perhaps the greatest advantage of commercially available LED bulbs is in their operation. The diodes require little "up cycle" time to provide full luminescence, and don't flicker like their fluorescent counterpart. While running, 90% of the energy consumed by an LED lamp is converted into visible light, losing only 10% to waste heat. By comparison, 90% of energy used by incandescent bulbs is converted directly to heat. Furthermore, a typical lighting retrofit will replace two fluorescent tubes with one LED equivalent. This provides the same quantity of lumens (a unit of measurement for visible light) while using 50% less kilowatt-hours.

Since 2010, the Federal Trade Commission has begun labeling lighting much in the same way that the Food and Drug Administration provides nutritional information on cereal boxes. When shopping for bulbs you typically want to first look at the Wattage, a measure of how much power the bulb requires. From there, brightness measured in lumens gives an indication of how much visible light the bulb is able to produce. The measure *luminous efficacy* is derived from dividing total lumens by wattage and reflects the efficiency with which a bulb converts electricity to visible light. For example, the luminous efficacy of Figure 1 would be:

$$820 \text{ lumens} \div 60 \text{ watts} = 13.6$$

Compare this to the best LED T-8 replacement bulb which outputs 1729 lumens using only 17.65 watts, and you'll get 98 Lumens per Watt; an efficiency improvement of over 7.5 times the standard incandescent!

Beyond efficiency, it's good to look at the measure of light appearance, measured in Kelvins. Kelvins are really a measure of heat, so it can be a bit confusing that a lower Kelvin measurement produces what we think of as a "warmer light". Warmer lamps fall between 2500-3000 K, have more a yellow-red color and are recommended for living spaces. "Cooler" lamps generally fall between 3600-5500 K and are more green and blue in appearance. Cooler lamps are recommended where visual tasks that require a high degree of light contrast are performed. LED Lamps can be mixed in a variety of ways to produce warmer and cooler lights, put on dimmer switches, or used provide back-lighting for greater customization.

A good resource for LED information is the website [www.lightingfacts.com](http://www.lightingfacts.com) which is a collaboration between the US Department of Energy and industry participants.

Typical commercial lighting retrofits can pay for themselves in savings within the first year, and provide the building manager lower operating costs and less maintenance work. There is a federal tax write-off available for lighting upgrades, and a number of financing options to offset the upfront costs. If your business is looking to make an upgrade, check out the LA Commercial Building Performance Partnership and see what kind of assistance they can provide for you and your business.

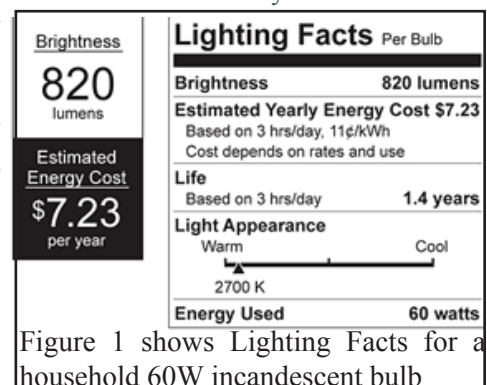


Figure 1 shows Lighting Facts for a household 60W incandescent bulb

## Going Green & Disaster Preparedness

By April Kelcy, CEO, Earthquake Solutions

In the midst of the howling roar of the strongest winds in decades, around a quarter of a million people lost power in the San Gabriel Valley overnight on November 30, 2011. Thousands were without power for days, not just hours, and some were without power for as much as a week.

Electrical power is the glue that allows urban populations to communicate and to function. But for some households that have made special efforts to “go green”, there were a couple of extra surprises connected in the recent power outages. What happened while people weren’t looking? *Environmental consciousness has grown.*

More and more homeowners have invested in solar systems for their homes, achieving environmental benefits, while potentially saving substantial amounts of money over the life of a system. There are members of the Irwindale Chamber of Commerce that are in the solar industry and/or who have invested in solar systems for their homes or businesses that can attest to these many benefits.

Similarly, many environmentally conscious households have made the decision to conserve water and energy by converting to tankless water heaters (also known as “on demand” systems).

So far, so good. Environmental issues and disaster preparedness issues share a common aim: Long-term community sustainability. But it’s also important to remember that any time change is inserted into our way of life, it is helpful to step back and consider how those changes might impact our personal and community preparedness for disasters.

*There were two main “surprises” expressed by some of the “green” power outage victims:* Some homeowners who had installed solar systems had simply assumed they would still have power in an outage. However, what many did not realize is that the majority of residential solar systems are still tied to the power grid. So when the winds caused extensive damage to the local power systems, households with solar systems were also left without power where those outages occurred.

The second frequent comment was from those who had gone tankless. A tankless system requires energy to operate, and thus

those who had gone tankless lost their hot water service as well. Lack of access to a hot shower left many people cold and somewhat out of sorts about ordinarily simple things, like just trying to get ready for work each day. *Yet it wasn’t all that bad:*

While fallen trees and power lines blocked many roads, the vast majority of residents could still make their way eventually to an open business where they could warm, get coffee, and recharge their electronic devices, or find an open gas station so that they could fill up. Plus, our communities were lucky, as we did not lose our water or natural gas services as well, as can be expected after a strong earthquake. Lastly, even at a week’s interruption, the power outages were still shorter than they are likely to be after the next earthquake.

So don’t let disaster concerns dissuade you from going green. Going green and being disaster prepared are still both quite possible within the same household (or business). It just requires some additional preparedness supplies and planning. *There is, however, a hidden problem of quantity and scale:*

Citizens who are considering going tankless may need to be especially attentive to one disaster preparedness issue. In a massive quake on the San Andreas, it is expected that almost 25 million people in eight counties will lose their water supplies for at least two weeks. Every time a single household goes tankless, it removes what has in the past been a built-in emergency water supply stored in a each home’s conventional water heater. Multiply the loss of that typical 30 or 40 gallons of water per household across this region, and it should be easier to understand that extreme shortages of water could occur.

These shortages could endanger people, as water is necessary to life itself. So as you consider the impacts of going tankless, you will need to pay special attention to providing sufficient quantities of alternative emergency water supplies. You can learn more about what is at stake and how to calculate how much emergency water you need by going to <http://www.earthquakesolutions.com/id70.html>.

### The Irwindale Chamber of Commerce Environmental Committee

E-mail your environmental questions to our committee and one of our committee members will respond to you.

**Chair:** Jeff Arbour - MillerCoors

Elizabeth Bagwell - City of Hope

Lauren Festner - Foothill Transit

Ann Croissant- San Gabriel Mountain Conservancy

Craig Doerr- American Reclamation

Jackie Doornik - San Gabriel Mountain Conservancy

Jayne Foote - Veolia ES Technical Solutions

Kubilay Karul - SA Recycling

Paula Kelly - City of Irwindale

April Kelcy- Earthquake SOLUTIONS

Philip Munoz- Contract Worker

Michael Noonan - New York Life

John Norcia - Santa Fe Dam

Rainbow Yeung - South Coast Air Quality Management

#### Mission Statement

To prepare, inform, and advocate, on behalf of the business and residential community, environmental concerns and emergency preparation and response planning.

#### Join the Committee

If you care about health and safety issues that affect community business, or the environment, you should consider this committee.

**Meeting:** 1st Wednesday of each month

**Time:** 12:00 noon to 1:00 p.m.

**Location:** Irwindale Chamber of Commerce,  
16102 Arrow Highway, Irwindale

[www.citruscollege.edu/greenteam](http://www.citruscollege.edu/greenteam)



City of Irwindale

City of Irwindale News

5050 N. Irwindale Avenue  
Irwindale, CA 91706

Phone: 626.430.2200

Fax: 626.962.4209

E-mail:

postoffice@ci.irwindale.ca.us

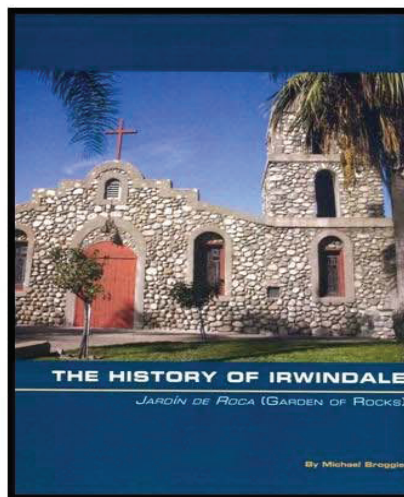


# 50th Anniversary Book Sale

*"Building Our Heritage One Rock At A Time"*

The City of Irwindale was incorporated on August 6, 1957 and to commemorate this significant event, the City is selling a 50th Anniversary Book. This beautiful hardcover keepsake will take you back in time, when Irwindale was thought of as a little rock town, and as you journey through time, you will see how the rock town has grown into "Jardin de Roca".

The 112 page book is now available for \$30 plus tax.



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Phone \_\_\_\_\_

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Book picked up by \_\_\_\_\_ on \_\_\_\_\_

Recipients Signature \_\_\_\_\_

Book released by \_\_\_\_\_  
(print staff's name)



## SENIORS STAYING ACTIVE

Having reached Senior status, one would think our older residents would be living slower even sedentary lives. That is definitely not the case at the Irwindale Senior Center. Our seniors are a lively group who take full advantage of all the activities the center offers to keep them fit and active. The Senior Center's Zumba Gold class was recently moved to the gym at the Dan Diaz Recreation Center due the popularity of the class. The ballroom dancing class helps participants brush up on their dance floor moves which they can then show off at the various holiday dances at the Senior Center. Yes, Irwindale Seniors are on the move!



**Seniors – Computer class**

Mary Ann Martinez, Vera Calmes and volunteer computer lab assistant George Cox demonstrate how our seniors keep their minds active as well as their bodies.



**Seniors – Valentine Dance**

Esperanza Lund, Mary Abele, Alva Dominquez and Carmen Roman enjoying themselves at the Sweet Heart Dance held on February 10, 2012.

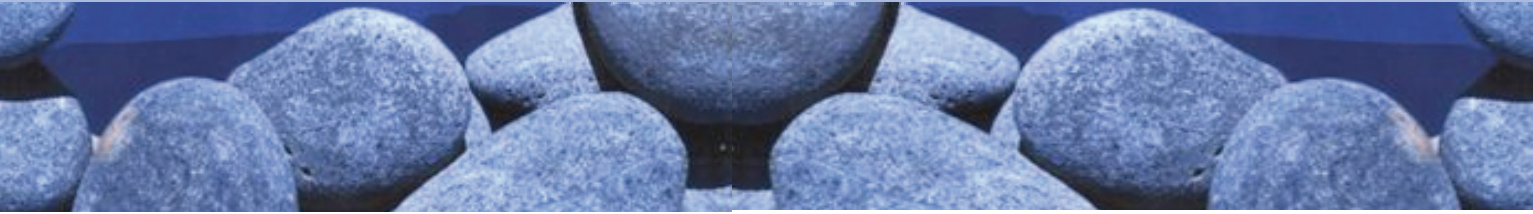


**Seniors – Ballroom class**

Alva and Henry Dominquez and Karina Gonzales along with volunteer instructor Cliff Gewecke practice their ballroom moves for the upcoming Senior Center Sweet Heart Dance.

(Senior Activities - continued on page 14)





**Seniors - Zumba**

Lilia Ocegueda, Mercedes Alvarez, Alva Dominquez, Vicente Alvarez, Martha Tapia, Sally Fraijo, Victoria Macias, Ruth Reyna and Dan Fraijo are just a few of the participants in Zumba Gold.



**Seniors - Zumba**

Zumba Gold keeps our seniors active in a rhythmic and fun atmosphere. Some of the seniors enjoying the Zumba Gold beat are Lucy Cheney, Maria Moreno, Senior Commissioner, Iris Rodriguez, Senior Commissioner, Erlinda Duran, Henry Dominquez, Dan Fraijo, and Victoria Macias.

### **COUNCIL ROUND-UP – FEBRUARY 8, 2012**

- Council approved a resolution authorizing the City's participation in the Los Angeles County Energy Program as part of the California Long-Term Energy Efficiency Strategic Plan (CEESP)
- The City Engineer was authorized to proceed with the design and construction of speed humps on Alice Rodriguez Circle. Council approved an accompanying resolution to appropriate \$15,000 for the project.
- Council directed staff to report back at a future meeting regarding the modification and/or extension of hours of operation of the Irwindale Public Library.
- The decision of the Planning Commission to deny a zone change for a property on Peck Road was upheld by Council upon appeal by the property owner.
- The Council acting as the Board of the Successor Agency to the Irwindale Community Redevelopment Agency authorized the investment of monies in the Local Agency Investment Fund (LAIF).

### IRWINDALE CHAMBER OF COMMERCE

Street Address: 16102 E. Arrow Highway, Irwindale, CA 91706  
Mailing Address: P.O. Box 2307, Irwindale, CA 91706-1168  
Phone: (626)960-6606 • Fax:(626) 960-3868  
E-Mail: info@irwindalechamber.org  
Website: www.irwindalechamber.org

### 2012 BOARD OF DIRECTORS

Chair of the Board: LaShawn Gillespie *Foothill Transit*  
Vice Chair Doug Campbell *Edison Energy Education Center*  
Vice Chair George Poitou *SCE Federal Credit Union*  
Treasurer: John Muldoon *Securitas Security Services*  
Secretary: Steve Sorell *Sorell Law Group*  
Past Chair: Atisthan Roach *Vulcan Materials*

**Directors:** Elizabeth Bagwell *City of Hope*  
Marissa DeRosa *Picasso's Cafe*  
Gary Clifford *Athens Services*  
Dawn DeVroom *Arrow Automotive Services*  
Dena Garvin-Smart *Stellar Business Bank*  
George Gulesserian *Pitas to Go*  
Anita Hernandez *MillerCoors*  
Claudia Hubbard *DoubleTree by Hilton*  
Kathy White *California Custom Fruits and Flavors*

**Ex-Officio:** John Davidson *City Manager*  
Lisa Bailey *President/CEO*

**Staff:** Dominique Yates *Membership Event Manager*  
Veronica Orosco *Office Manager*

### CHAMBER MEETINGS

**Board of Directors** 4th Monday  
3:00 p.m. at the Chamber  
**Business Ambassadors** 1st Thursday at the Chamber  
8:00 a.m.  
**Environmental Committee** 1st Wednesday  
12:00 noon at the Chamber  
**Luncheons** 2nd Thursday-Even Months  
Location Varies  
**Networking Breakfast** 4th Thursday at Picasso's Cafe  
7:30 a.m. - 9:00 a.m.  
**Toastmasters** Call for meeting details.  
626-256-7900

### IRWINDALE SERVICE ORGANIZATIONS

**Am-Vets Post 113**  
16124 Calle de Paseo, Irwindale, CA 91806  
Meets 1st Friday at Am-Vets Park (626) 338-4440 Ben Aguayo  
**Irwindale Educational Foundation**  
P.O. Box 2307, Irwindale, CA 91706-1168  
Board Meets 2nd Tuesday, 7:30 a.m. at the Chamber  
**Soroptimist International of Irwindale**  
Meets 2nd & 4th Monday of every month, 6:00 p.m.  
5050 Irwindale Ave., Irwindale-Contact Amanda 562-587-9090

## City of Irwindale

**City Hall**  
5050 Irwindale Avenue  
Irwindale, CA 91706-1168

**Phone: (626) 430-2200**  
Fax: (626) 962-4209 (City Hall)  
Fax: (626) 430-2295 (Building Dept.)  
Website: www.ci.irwindale.ca.us  
e-mail: postoffice@ci.irwindale.ca.us

### City Council

Mayor: David "Chico" Fuentes  
Mayor Pro Tem: Julian A. Miranda  
Council Members: Mark A. Breceda, Manuel R. Garcia,  
and H. Manuel Ortiz

### City Council Meetings

2nd and 4th Wednesday, 6:30 p.m. at City Hall

### City Staff

City Manager John Davidson  
Assistant City Manager: Camille Diaz  
Dir. of Public Works/City Engineer: Kwok Tam  
Finance Director & City Treasurer: Laura Nomura  
Director of Planning: Ken Lee  
Human Resource Manager: Sharmeen Bhojani  
Deputy City Clerk: Laura Nieto

### Planning Commission

Chair: Arthur R Tapia Vice Chair: Richard Chico  
Commissioners: Doloras Amador, Robert E. Hartman and Carmen M. Roman

### Parks & Recreation Commission

Chair: Dan Diaz Vice Chair: Paula Fraijo  
Commissioners: Erlinda Duran, Marguerite S. Lopez, and Belen Zepeda

### Senior Citizen Commission

Chair: Maggie Guzman Vice Chair: Iris Rodriguez  
Commissioners: Virginia Diaz, Erlinda Duran and Arline Miranda

\*\*\*\*\*

**Library.....(626) 430-2229**  
City Librarian: Ryan Baker  
5050 Irwindale Avenue Fax: (626) 430-2266

**Recreation.....(626) 430-2224**  
16053 Calle de Paseo Fax: (626) 962-3022  
Recreation Manager: Dan Grijalva  
Recreation Supervisor: Priscilla Zepeda

**Senior Center.....(626) 430-2283**  
16116 Arrow Highway Fax: (626) 430-2275  
Senior Citizen Coordinator: Jackie Delgado

**Service Yard.....(626) 430-2280**  
16034 Calle del Norte

\*\*\*\*\*

### Police Department

Police Chief: Dennis Smith

**Emergency..... 9-1-1**  
Phone (non emergency)...(626) 430-2244  
5050 Irwindale Avenue Fax: (626) 856-0471

**Los Angeles County Fire- Irwindale Station**  
**Emergency..... 9-1-1**  
Phone (non emergency)...(626) 337-8919  
15546 Arrow Hwy, Irwindale

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# IRWINDALE

## CHAMBER OF COMMERCE

LEADING THE WAY FOR OTHERS  
P.O. BOX 2307 • IRWINDALE, CALIFORNIA 91706

*"Jardin de Roca"* Garden of Rocks

Is this newsletter properly addressed? Please verify the information on the mailing label. If any changes are needed please call (626) 960-6606 or fax them to (626) 960-3868.

## Pillars of Irwindale

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- ✘ Champion Awards and Specialties
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- Pillar Member name badge
- Website Recognition for the entire year

For complete details call the Chamber office  
626-960-6606

### Become an Irwindale Chamber Business Ambassador

Our VISION is to be the face of the Irwindale Chamber of Commerce by providing networking and business opportunities while growing the business community.

The MISSION of the BUSINESS AMBASSADORS is to connect and strengthen business relationships, communicate chamber benefits, bring exposure to its members and help businesses reach their ultimate goals.

**Join us for the next Business Ambassador meeting**

**Meetings:** 1st Thursday of every month at the Irwindale Chamber office 8:00 a.m.



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- 1) Credibility
- 2) Networking
- 3) Government Advocacy
- 4) Benefits and Discounts
- 5) Learning Opportunities
- 6) Community Involvement
- 7) Publicity
- 8) Business Referrals
- 9) Leadership Development
- 10) Volunteer Opportunities

For more information visit [www.irwindalechamber.org](http://www.irwindalechamber.org).

**Vision:** To be the premier Chamber of Commerce leading the way for others. It is the mission of the Irwindale Chamber of Commerce to build solid relationships and provide quality services which support chamber members and businesses, in order to promote the economic vitality of our community.



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