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Pasadena Black History Parade



Celebrating our Veterans



Shoes That Fit



Water Stewardship—Beach Clean-up



Calendar of Events



August 2013

Recognition is the greatest motivator. -Gerard C. Eakedale-

1	Business Ambassador Mtg.	8:00 a.m.	Chamber Office
7	Environmental Committee	Noon	Call For Location
13	IEF Board Meeting	7:30 a.m.	Chamber Office
15	Luncheon	11:30 a.m.-1:30 p.m.	DoubleTree By Hilton
Topic: Heroic Acts of Business Presenting Sponsor: Alta Pacific Bank & Southland Data Processing Monrovia-Pasadena			
22	Good Morning Irwindale	7:30 a.m.-9:00 a.m.	Picasso's Cafe
Presenting Sponsor: AmericanWest Bank			
26	Board Meeting	3:00 p.m.	Chamber Office

September 2013

"I'm a great believer in luck, and I find the harder I work the more I have of it." -Thomas Jefferson-



2	Labor Day	CHAMBER CLOSED	
4	Environmental Committee	Noon	Chamber Office
5	Business Ambassador Mtg.	8:00 a.m.	Chamber Office
10	IEF Board Meeting	7:30 a.m.	Chamber Office
12	Environmental Award Luncheon	11:30 a.m.-1:30 p.m.	City of Hope Cooper Auditorium
19	AmericanWest Bank Mixer	5:30 p.m.-7:30 p.m.	AmericanWest Bank
23	Board Meeting	3:00 p.m.	Chamber Office
26	GMI/Mini Expo	7:30 a.m.-9:00 a.m.	Picasso's Cafe
Presenting Sponsor: MillerCoors			

October 2013

Learn how to be happy with what you have while you pursue all that you want. -Jim Rohn-



2	Environmental Committee	Noon	Chamber Office
3	Business Ambassador Mtg.	8:00 a.m.	Chamber Office
4	World of Food Poker Tournament	6:00 p.m.	MillerCoors
Presenting Sponsor: MillerCoors			
8	IEF Board Meeting	7:30 a.m.	Chamber Office
10	Luncheon	11:30 a.m.-1:30 p.m.	Edison EEC
17	"On the Rocks"	4:00 p.m.-6:00 p.m.	Courtyard by Marriott Baldwin Park
24	Milestone Breakfast	7:30 a.m.-9:00 a.m.	Picasso's Cafe
Presenting Sponsor: MillerCoors			
28	Board Meeting	3:00 p.m.	Chamber Office

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 (Paid). Cancellations must be received at least 24 hours prior to event.

For details, future events, or to RSVP please visit our calendar at www.irwindalechamber.org or call us at 626-960-6606.

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- Kim Goble, Sellstate Regency Realty. Orange

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- Adrienne Bauer, Allen Tire Company

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(Young Citizen-continued from coverage)



(2013 Contestants L-R) Scarlet Toruno, David Morales, and Stephanie Werblatsch.

First place winner Stephanie Werblatsch, was awarded a \$1500.00 cash prize. Second place winner Scarlet Toruno received a \$300.00 cash prize. Third place winner David Morales received \$200.00. All contestants received Certificates of Recognition from Senator Ed Hernandez, Assemblyman Roger Hernandez, Congresswoman Napolitano, City of Irwindale Mayor Miranda, and the Irwindale Chamber of Commerce.

This year's essay topic was "If you were guaranteed honest responses to any three questions, whom would you question, & what would you ask?" Each contestant was required to write a 500-750 word essay, submit school transcripts, and attend three pre-competition meetings to be eligible to participate in the competition.

April Kelcy of Earthquake Solutions and Irwindale Toastmasters Club spent time with the contestants working on presentation skills and self-confidence to prepare them for the oral presentation of their written essays. The contestants who are between the ages of 15 and 18 years old also had to participate in an oral interview and answered impromptu questions before a judging panel and an audience of family, friends and community leaders.

Special thanks to Anita Hernandez, MillerCoors, for being our Master of Ceremonies. Additional thanks to: Eagle



Anita Hernandez and Steve Robles

Photography, Explorer Post # 496, Irwindale Senior Center Staff, The Produce Place, Toastmasters, Steve Robles for donating their time and/or expertise to make this event possible!

July Business of the Month



Foothill Transit

Business Accomplishments:

Foothill Transit is celebrating its 25th anniversary in December 2013. Three major recent accomplishments include the installation of a public access CNG station at the Irwindale operations facility, the implementation of the Solar PV Expansion Project, and the acquirement of ISO 14001 Certification through their initiative as the first transit operation in the nation to implement an Environmental Sustainability Management System (ESMS.)

Community Service:

Foothill Transit recently added an additional stop on the line traveling from Duarte to West Covina in response to Irwindale business and constituent requests, demonstrating its commitment to community involvement and sponsorship. Foothill Transit also has been an active participant in the Irwindale Senior Center Health and Information Fair for many years, allowing representatives to meet with seniors to explain the services they provide that directly relate to community needs. They also participate annually in the Irwindale Public Library Summer Reading program and recently sponsored the Irwindale Police Officers Association through purchasing ads in the Crime Prevention Yearbook.

Chamber of Commerce Activity:

Foothill Transit has been a Cornerstone Club Member of the Irwindale Chamber since August 2004 with the most recent service by LaShawn King Gillespie, Director of Customer Service and Operations, who served as Chair of the chamber in 2012.

In that time, Foothill Transit has sponsored the Young Citizen of the Year Speech Competition with several staff members volunteering to sit on the panel of judges. The agency actively seeks opportunities to serve the community in greater ways.

Due to publication deadline the current business of the month is featured on our website at 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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you are where you go Life is a series of experiences – so you might as well get out there and live as many of them as you can! Check out the new Foothill Connections Facebook page to discover lots of fun, new places to go in the San Gabriel and Pomona Valleys facebook.com/foothillconnections.



Foothill Transit
GOING GOOD PLACES

1-800-RIDE-INFO foothilltransit.org

World of Food 5th Annual Poker Tournament



The Irwindale Chamber of Commerce is pleased to announce the **5th Annual World of Food Poker Tournament** – an innovative program designed to provide a fun way for poker players to earn bonus chips while driving business to local participating restaurants.

The event kick-off will take place at our **Good Morning Irwindale Breakfast on Thursday, August 22nd, 2013**. Attendees who have registered for the tournament will receive a bonus poker chip at the breakfast, and on that day chips will be available until October 4th at all participating restaurants. Upon ordering an entrée, each player will collect a poker chip and receive a free beverage. Stay tuned for more information on bonus chips and the All Restaurant Challenge!

Restaurants currently signed up to participate include:

Avolio's Italian Restaurant	Johnny Carino's Italian Restaurant
Canyon City Barbeque	The Old Spaghetti Factory
Casa Guerrero	Picasso's Café, Bakery & Catering
Dave & Buster's	Pitas To Go
DoubleTree by Hilton Monrovia-Pasadena	Something Healthy
El Matador	Mariscos Urupan
Trendy Thai	Your Restaurant Here

If your restaurant is interested in participating, contact Love@irwindalechamber.org.

The Texas Hold-em elimination-style tournament will be held on **Friday, October 4th, 2013 at 5:30 p.m. in the "Pub" at MillerCoors** with professional dealers and tables. Don't miss out on the opportunity to play like a pro in a one-of-a-kind environment! Prizes will be provided for the final table players and the tournament winner.



2012 Winner Dawn Devroom, Arrow Automotive Service.

Detailed information regarding registration for players and the updated list of participating restaurants will be available at www.irwindalechamber.org/world-of-food-poker-tour.htm.

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Sponsorships Available for Your Business!

- **Showdown Sponsor (1) \$1500**
- Sponsor of Grand Prize
- Logo prominent on each poker table
- Four Poker Player or Guest Registrations

River Sponsors (5) \$150

- Name/logo on each poker table
- One Poker Player or Guest Registration

All Sponsors receive promotion and recognition on the Chamber website event page, in the Insights magazine and at the Tournament.



(Health Care-continued on page 6)

employers provide health insurance to their employees is an important component of ObamaCare and the Administration should make sure that this provision can be implemented in 2015. In the meantime, uninsured workers will be able to purchase health insurance through the California health benefit exchange."

On July 9, the U.S. Treasury Department and the Internal Revenue Service (IRS) announced transition relief from the employer shared responsibility provisions for 2014. For more information, see the IRS question-and-answer document ([Notice 2013-45](#)) at www.irs.gov.

CalChamber webinars explaining strategies for employer compliance with the reform act, tax implications and employee benefits are available at calchamber.com/acawebinars.

Cell Phone Frustrations

By: Nancy Friedman, The Telephone Doctor

Cell phone frustrations remain high even with the enormous use of them around the world. In a recent Telephone Doctor survey, we received the following cell phone ‘frustrations’ from all over the country. Is yours on this list? There were more; however, these were at the top of the list.



- Talking on a cell phone while conducting business.
- Answering a cell phone while talking to someone else in person.
- Talking loudly in a store/restaurant.
- Not using the vibrate feature when at work or in a public place.
- Talking on your cell phone when you’re in the car with others.
- Using your speakerphone in public.
- Initiating a cell phone call when others are present.
- Talking on your cell phone and landline at the same time.
- Using call waiting. What? I’m not important enough to finish our conversation?
- People with ‘awful’ voice mail messages.
- Not answering when called when we know you’re there.
- When the first thing a person asks is, “Where are you?”
- Having to listen to the chirps and weird rings and tones some cell phones make.

So then what are the 5 voice mail frustrations which are probably on your cell phone voice mail right now?

1. Hi, I’m not here/ or not available right now. (DUH. That’s a hot lot of news. We know that. That’s why your voice mail answered)
2. Your call is very important to me. (Right, then why aren’t you there?)
3. I’m sorry I missed your call. (Well sometimes we’re not. Besides that’s a pretty useless statement.)
4. I’ll call you back as soon as possible. (Now what’s wrong with that? Well... Your ASAP may be different from my ASAP and we’ll never exceed anyone’s expectation with ASAP. Simply state “And I will return the call.”)
5. Not giving caller an ‘out’ or another way to reach the party; i.e. Another phone number, a person, or an email to locate them.

When was the last time you checked your own message? Probably time to do that.

Irwindale On the Rocks



On Wednesday, July 17, 2013 Irwindale Chamber members and guests mixed and mingled at Santa Anita Park in the 5th floor FrontRunner Restaurant for On the Rocks! The event attendees enjoyed hors d’oeuvres and drinks accompanied by a spectacular view of the track in an atmosphere charged with the excitement of opening day at Del Mar. In addition to the opportunity to enjoy a

fun networking environment, On the Rocks attendee Stacy Arrieta from East San Gabriel Valley ROP also won two tickets to an upcoming California Philharmonic Festival on the Green concert.

Summer at Santa Anita Park is a busy and exciting season. On select Saturdays all summer Santa Anita is hosting the CalPhil Festival on the Green concert series featuring music from a diverse assortment of genres and time periods in a breathtaking outdoor experience on the Infield.

Irwindale’s On the Rocks facilitates enjoyable networking opportunities in fun and unique venues. Mark your calendars for our next On the Rocks event, **October 17 from 4-6 p.m.**, at the Courtyard Marriot Baldwin Park where you can join us for happy hour!

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Manufacturing, R&D Jobs Get Boost from Tax Incentive Bill

By: CalChamber Alert

Governor Edmund G. Brown Jr. has signed legislation that improves tax treatment for manufacturing and research and development (R&D) investments.

“This legislation will help grow our economy and create good manufacturing jobs...Let’s get to work!” Governor Brown said.

The legislation encourages employers to maintain and expand their manufacturing operating in California by providing a full sales-and-use tax exemption for purchases of manufacturing and R&D equipment for eight years on purchases made on or after July 1, 2014.

The CalChamber is a longtime advocate of eliminating the cost of sales tax on equipment in long-term capital investments as most states already do. The tax exemption is necessary to ensure a level playing field to make California more competitive in attracting long-term capital investment.

The tax exemption for manufacturing equipment or R&D equipment purchases for biotech and manufacturing companies was part of a package that eliminates enterprise zones as of January 1, 2014. Enterprise zone credits that have already been acquired can be carried forward for 10 years from the elimination date.

Also in the Governor’s economic development initiative are: Hiring credits for businesses within former enterprise zones; and

Investment incentives providing the opportunity for California businesses to compete for available tax credits based on a number of factors, including jobs created/retained and wages paid in those jobs. This part of the program will be overseen by the Governor’s Office of Business and Economic Development (GO-Biz).

The new initiative will be funded by redirecting approximately \$750 million annually from the enterprise zone program.

The Governor signed the two-bill economic development package on July 11 in San Diego. The bills are **AB 93 (Committee on Budget)** and **SB 90 (Galgiani; D-Stockton)**.

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Metro Gold Line Foothill Extension

The Foothill Extension light rail project from Pasadena to Azusa is on schedule to be completed in Fall 2015, when it will be turned over to Metro for testing and pre-revenue service. Construction is now fully underway throughout the 11.5-mile route. Here is an update on Irwindale-related construction:

Good progress is being made on the construction of the new San Gabriel River Bridge. Crews must work around the wet season restriction from October through March, requiring some weekend work. The bridge is scheduled for completion by year end. Placement of new light rail track continues from the San Gabriel River to the bridge over the 210 Freeway in Azusa, including the installation of drainage and utility improvements in and along the train corridor. In addition, new freight tracks are being placed throughout the remainder of the year.

Other construction activities that may be of interest are in the neighboring city of Azusa and include the new Foothill Bridge on Foothill Boulevard, which is scheduled for completion in November 2013. Numerous streets have been closed to build the at-grade (or street-level) train crossings, requiring installation of new underground utilities, grade crossing safety equipment, new light rail and freight tracks, communication system for the light rail line, and new curbs, gutter and street pavement. With all of that to do, it takes a few months to complete each crossing. Grade crossing work began on Pasadena Avenue, which will remain closed at the railroad tracks through the end of August. Virginia Avenue is undergoing significant utility relocation ahead of the grade crossing work. It is on schedule to reopen to traffic the end of July, but will close again in late-2013 for the grade crossing improvements.

We know that all of this construction adds challenges to your daily life, and the Construction Authority and our contractor – FTC - thank you for your patience as we build this important project.

Don't be surprised by construction! Sign-up to receive construction notifications to your cell phone by texting GOLDLINENEWS to 888777, or start receiving email updates by signing up at www.foothillextension.org.

For more information:

Visit www.foothillextension.org

Call the Hotline at (626) 324-7098

Visit our Public Information Office at 1300 W. Optical Drive, Suite 500, Azusa

Unemployment Insurance: Quitting/Firing Not Automatic Disqualification

By: CalChamber Alert

Why do my employees always win their unemployment insurance claims against me, even when they were the ones who quit or when I fire them for poor performance that is clearly documented?

Your former employees can collect unemployment insurance (UI) if they quit their job with good cause, as well as if they are terminated for reasons other than misconduct.

It is important to understand the term “good cause,” as well as the difference between poor performance and “misconduct” when deciding whether it is a worthwhile investment of your company’s time and money to fight a claim for UI.

‘Good Cause’ - An employee who quits is not automatically disqualified from receiving UI benefits. An employee who quits with good cause can collect benefits.

“Good cause” means the employee’s reason for leaving must be something substantial and compelling that would cause a reasonable person who genuinely wanted to remain employed to quit anyway.

Some common examples include quitting to take a substantially better job, to move to another state when the employee’s spouse’s job is transferred, or as a result of a substantial reduction in pay (usually 20% or more).

In order to be eligible for benefits after quitting, the employee must also show he/she attempted to preserve the employment relationship, such as by asking for transfer to another location closer to his/her new home or explaining that the reduction in pay is so drastic that he/she will not be able to pay necessary expenses such as rent.

Misconduct- Terminating an employee for poor performance, even when well documented, will not generally prevent the employee from receiving UI benefits. UI benefits will be denied only if the employer can show the employee engaged in misconduct, which generally is defined as willfully doing something that substantially injures the employer’s interests.

Typical examples of misconduct include theft, intoxication, deliberate violation of an important safety rule, deliberately falsifying a timecard, or unexcused absences without a compelling reason.

Mere poor performance, incompetence, violation of minor rules, good faith errors in judgment, or not getting along with co-workers do not rise to the level of misconduct.

In order for poor performance to rise to the level of misconduct, the employer must be able to show the employee is deliberately choosing to do a bad job. This requires showing the employee previously demonstrated the ability to do better, his/her work performance has substantially deteriorated, and there is no reasonable explanation for the deterioration.

Unfortunately, deliberate bad work is difficult to prove in most instances, meaning employees who are fired for poor performance are more likely than not able to collect UI benefits.

More information about UI benefit eligibility is available in the Employment Development Department’s *Benefit Determination Guide*, available at www.edd.ca.gov/uibdg.

The Labor Law Helpline is a service to California Chamber of Commerce members. For expert explanations of labor laws and Cal/OSHA regulations, not legal counsel for specific situations, call (800) 348-2262.

Are You Ready to Start a Business? (\$30)

Tuesday, August 27, 2013 - 6:00 p.m.-8:00 p.m.

**El Camino College Business Training Center
13430 Hawthorne Blvd. Hawthorne, 90250**

Category: Business Planning Info: This workshop will take you through all the steps that are essential in starting a small business including home-based businesses. Learn what it takes to be an entrepreneur, tax and license requirements, and more. You will also learn how to structure a business plan, which is critical in starting a small business and to obtain a business loan. Learn everything you need to start your business in this information-packed session!

A minimum of 5 people is required along with a \$30 fee to hold the class. To register, please call 310-973-3177.

**Choosing and Forming Corporations and LLC’s
Tuesday, September 10, 2013 - 3:00 p.m.-5:00 p.m.
El Camino College/Business Training Center
13430 Hawthorne Blvd., Hawthorne, CA 90250**

One of the first decisions that you will have to make as a business owner is how the company should be structured. This decision will have long-term implications, so consult with an accountant and attorney to help you select the form of ownership that is right for you. In making a choice, you will want to take into account the following:

- Your vision regarding size and nature of your business.
- Number of employees.
- Type of business operation.
- Legal restrictions.
- The level of control you wish to have.
- The level of “structure” you are willing to deal with.
- The business’s vulnerability to lawsuits.
- Tax implications of the different ownership structures.
- Expected profit/loss of the business and capital needs.
- Do you need to re-invest earnings into the business.
- Length of business operation.

To register please call 310-973-3177. FREE SEMINAR



Governor's New Econ Development Tools Have Promise for Improving Jobs Outlook

By: CalChamber Alert

Governor Brown executed a political double-play last week: wrapping top priorities for business and labor into a single bill and gaining bipartisan support for the package.

At issue was the future of the once-popular, but recently embattled enterprise zone program. Eliminating that program's hiring tax incentives had been a priority for the Governor since he regained the office—and for much longer for his union allies.

While labor wanted to dismantle a program they believed was subsidizing nonunion workforces (and incidentally grab the money for general programs), the Governor had wanted to redeploy the economic resources for more effective incentives.

Fortunately for the California economy, the Governor's path prevailed.

Out of the ashes of the enterprise zone program arose several new economic development incentives, including one long sought by businesses and economic developers.

Sales Tax Exemption - The most important new incentive is creation of a true exemption from the state general sales tax for equipment and personal property used in manufacturing and in research and development. The exemption is limited to equipment and property with a useful life of more than one year, and does not include equipment used in agriculture or natural resource extraction.

The exemption would be limited annually to the first \$200 million of equipment purchased per taxpayer, but there is no overall cap on the total amount or number of exemptions that could be claimed statewide.

This means that beginning in one year, July 1, 2014, manufacturers and researchers will no longer be subject to the 4.19% state general sales tax, until June 30, 2022.

The sales tax exemption is a long-overdue step in rationalizing California's treatment of business property used for manufacturing, bringing California closer to the policies followed by nearly every other state with a sales tax. But with the average California state and local rate at around 8.4%, this exemption offsets only about half of the overall sales tax burden on manufacturing equipment.

The challenge for business leaders and economic development officials during the next eight years will be to demonstrate the importance of this reform to justify making it permanent and expanding it to encompass the entire sales tax rate.

But wait, there's more.

Select Tax Incentives - The administration also devised an intriguing new economic development incentive that is unprecedented in California. For five years, the Governor's Office of Business and Economic Development (GO-Biz)—with the approval of an oversight committee—will distribute

(Economic Development-continued on page 11)



Watershed Restoration Program



USDA FOREST SERVICE & UPPER SAN GABRIEL VALLEY MUNICIPAL WATER DISTRICT WATERSHED RESTORATION PARTNERSHIP



Sat., October 19, 2013 and Sat., November 2, 2013

8:00 am to 12:30 pm

**Students can earn community service hours.
All ages welcome.
Adult supervision of children is required.**

Meet at the San Gabriel Canyon Environmental Education Center.

← SEE MAP ON OTHER SIDE →

Poor weather may cause cancellation of an event. Call (626) 443-2297 and press #223 anytime after 5:00 pm the day before an event to verify event status.

Volunteer and Make a Difference!

REMEMBER TO:

- Bring a **snack** and **drinking water**.
- **Must have own transportation** for duration of event: dropping off attendees and leaving them without transportation during the event is not permitted.
- **Start with a full gas tank.** During the event participants are usually directed to drive from the meeting area to a different location further up Azusa Canyon.
- Consider bringing work or garden gloves.
- The drive along Highway 39 is on typical mountain terrain which means that during some portions of the drive there are twists, sharp curves, and narrow lanes.
- Dress in comfortable clothes that are safe and appropriate for working outdoors in the mountains. Bring a jacket since weather may get cold. Sunscreen and hats are also suggested.
- Wear sturdy, non-skid, closed-toe shoes (*sneakers, hiking boots, etc.*).

If you have a group of six or more people planning to attend, please call either Esmeralda Bracamonte, USDA Forest Service at (626) 335-1251 or Ruben Gallegos, Upper District at (626) 443-2297 or by e-mailing ruben@usgvmwd.org.

10 Tips for Marketing Your Business with a Blog

By: SmallBizLA.org

Do you want to be known as an industry expert, attract traffic to your website and boost sales? More than half of companies that blog at least once a month have acquired customers, according to HubSpot's The 2012 State of Inbound Marketing. (66% of those who blog weekly, and 78% of those who blog daily, have gained new customers.)

However much time you choose to invest, here are 10 tips.

1. **Set a goal.** Decide how your blog fits into your overall marketing strategy. Is the goal to promote your expertise, increase website traffic or interact with potential customers? Setting goals helps you measure results and determines what you'll blog about.
2. **Choose a blogging platform.** WordPress, TypePad and Movable Type are three popular options that offer a variety of templates and plug-ins, and are simple to use.
3. **Choose a leader.** Whether it's you or an employee, someone must take ownership of planning, obtaining and posting content, as well as managing the blog.
4. **Create a schedule.** Decide how often you will post, and stick to a regular schedule. Use an online calendar or Excel spreadsheet to plan and track post topics and dates.
5. **Start writing.** Blog about trends in your industry (what new tax laws mean to CPA business); seasons (summer lawncare tips for clients of your landscaping business); or holidays (a toy-store owner could blog about the hottest kids' toys for Christmas). Blog about news in your business, such as new products, new hires or upcoming events. Keep up on general news, too: Tying posts to trending topics attracts readers.
6. **Don't stress.** If you're not a natural writer, don't worry. Blog posts work best when they're brief informal and conversational, so just write the way you talk.
7. **Use SEO.** Optimize your blog for search engines by using keywords related to your business in post titles, in the first paragraphs of posts, and in post tags.
8. **Use images.** Photos not only attract readers' eyes, but also boost SEO if you tag the images with keywords. Take your own photos, subscribe to a stock photo service like Thinkstock or Getty Images, or search online for "creative commons" photos that you can use by citing the photographer.
9. **Interact.** Allowing readers to post comments enables you to build relationships. To avoid inappropriate comments and spam, adjust your settings so you can approve comments before publication. Respond to every comment, even if just to say, "Thanks!"
10. **Promote.** Tell customers and prospects about your blog by promoting it on your social media accounts, in your marketing materials, in your email signature and newsletters, and on the home page of your website.

(Economic Development-continued from page 10)

up to \$780 million in income or corporate tax incentives to companies seeking to locate, expand or remain in California.

Compared to a typical tax credit or exemption, which the taxpayer automatically receives if the targeted activity qualifies, the criteria to qualify for these credits are vague. GO-Biz will have wide latitude in determining how to select eligible companies.

At a minimum, GO-Biz must "give priority" to companies with projects in areas of high unemployment or high poverty. In addition, GO-Biz must differentiate the amount of the credit according to 11 enumerated factors, such as job creation, compensation levels, economic impact and the "strategic importance" of a project.

Every tax credit agreement must be ratified by an oversight committee, comprising the director of GO-Biz, the Treasurer, Director of Finance and two legislative appointees. The identities and tax credit terms of all applicants would be discussed in open meetings and become public records.

The tax credit program ramps up quickly, with \$30 million provided to GO-Biz this year, \$150 million next year, and \$200 million each for the three following years.

At least one-quarter of all credits annually allocated must be reserved for small businesses, and no single business may receive more than 20% of any single year's total allocation. The credit may be carried forward for up to five years, and is subject to recapture if the business does not meet the terms and conditions negotiated with GO-Biz.

This new program has the potential to launch GO-Biz into the upper tier of state economic development agencies—at least for five years—in terms of incentives available to attract and retain businesses.

Competition will be fierce for these incentives among individual businesses and local economic development agencies seeking to land new economic development. After all, with the demise of redevelopment agencies and enterprise zones, the GO-Biz incentives will become one of the few competitive incentives available in California.

Challenge - The challenge for GO-Biz will be to develop transparent, predictable, and de-politicized criteria that serve a region's and the state's economic and growth interests, and not the interests of narrow constituencies. Enterprise zones may have been inefficient and overbroad, but the new grants will help create more jobs if they are not constrained by, for example, prevailing wage requirements and other costly mandates.

California's unemployment and poverty rankings are shameful. Used properly, the new sales tax exemption and GO-Biz incentives can materially improve them.

Loren Kaye is president of the [California Foundation for Commerce and Education](http://CaliforniaFoundationforCommerceandEducation.org), a nonprofit think tank affiliated with the California Chamber of Commerce.

4th OF JULY SPECTACULAR!

Irwindale once again celebrated the 4th of July in family-fun fashion. The day included food booths, arts & crafts vendors, music by Los Pistoleros, Polynesian dancers and the annual booth decorating contest. This year also included the announcement of the winners of the Safe & Sane Fireworks poster contest and the Library's Fireworks Safety Smarts Quiz. . Thanks are extended to Athens Services, the Presenting Sponsor, for the fireworks finale and Gold Sponsor, Royal Coaches! It was definitely a spectacular celebration of our nation's Independence Day.





FOURTH OF JULY CONTEST WINNERS

Booth Decorating Contest winners (top row, left to right) - 1st place: Guadalupanas, 2nd place: Sons of Amvets, and 3rd place: Sister City. **Fireworks Safety Smarts Quiz** winner Leslie Platt (center row, left). **Safe & Sane Fireworks Poster Contest:** Best Overall: Danielle Gallegos, 5th grader (middle row, center), 6th-8th grade winner: Shawnee Lujan (middle row, right), K-1st grade winner: Lyla Caston, 2nd-3rd grade winner: Julian Lujan, 4th-5th grade winner; Elijah Zepeda (bottom row, left to right). All Poster Contest winners received a \$25 Target gift card and were entered into a drawing for an iPod Touch. Prizes were compliments of the Irwindale Police Officers Association.



COUNCIL ROUND-UP – JUNE 12 & 26, 2013

- Council adopted resolutions calling for the holding of a General Municipal Election on November 5, 2013 and requesting the County Board of Supervisors to render specified services to the City relating to the conduct of the election.
- The contract agreements between the City and the El Monte Union High School District, as food vendor provider, and between the City and California Department of Education Nutrition Service Division for Summer Food Service Program were approved by Council.
- Council approved the requests of AMVETS Post 113; Cory's Kitchen, Inc.; Irwindale Lions Club; Irwindale Sister City Association, Joseph "Pepe" Miranda Sports Scholarship and Grant Foundation, and Knights of Columbus to conduct fireworks sales subject to compliance with all City, County, and State regulations.
- Council held public hearings on and adopted resolutions adopting the Street Lighting and Sewer Maintenance Assessment Districts for the Irwindale Business Center.
- Council adopted a resolution appropriating funds for the construction of traffic calming measures on Ayon Avenue adjacent to the Irwindale Senior apartment complex.
- The Council, acting in its own regard and as the Executive Board of the Joint Powers Authority, the Housing Agency and the Reclamation Authority, held a public hearing and introduced an ordinance for first reading and adopted on second reading, at two distinct meetings, the budget for fiscal year 2013-14.
- Acting as the Executive Board of the Housing Authority, Council accepted the improvements for the Las Casitas Phase II project and authorized the Executive Director to file the Certificate of Completion.
- Council, acting as the Executive Board of the Reclamation Authority, received and filed the 2013 second quarterly Mining Report and approved an exchange agreement and assignment of Federal Surface Transportation Program Local Funds with the Los Angeles County Metropolitan Transportation Authority.
- Amendment No. 3 for contract services with the City of Brea to upgrade, support, and maintain the City's IT system was approved by Council.
- Council adopted a resolution establishing the Annual Special Tax for the Community Facilities District No. 1 for fiscal year 2013-2014.
- A resolution ratifying the City's investment policy and delegating to the City Treasurer authority to invest the City's surplus funds was adopted by Council.
- Council adopted a resolution establishing a revised Catastrophic Leave Donation Policy.
- Acting in its own regard and as the Executive Board of the Successor Agency, Council approved the Professional Services Agreement with Rosenow Spevacek Group, Inc. (RSG) for redevelopment dissolution, special project management, and economic advisory support services for the City and Successor Agency.
- Council directed staff to prepare a letter to Congresswoman Judy Chu for the Mayor's signature describing the City's concerns about the proposed San Gabriel Mountains National Recreation Area (NRA).
- At a public hearing, Council adopted an ordinance extending Urgency Ordinance No. 662 for one year to complete studies and prepare an update to the city's zoning code relative to automobile dismantling uses.
- Council, acting as the Executive Board of the Irwindale Housing Authority, adopted a resolution finding that the construction of certain public improvements immediately adjacent to the Las Casitas Senior Low Income Housing Apartment project will benefit such project and its residents and approved appropriating funds for those improvements.

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

2013 BOARD OF DIRECTORS

Chair of the Board: George Poitou *SCE Federal Credit Union*
Vice Chair Dawn DeVroom *Arrow Automotive Services*
Vice Chair Gary Clifford *Athens Services*
Treasurer: John Muldoon *Securitas Security Services*
Secretary: Steve Sorell *Sorell and Associates*
Past Chair: LaShawn Gillespie *Foothill Transit*

Directors: Doug Campbell *Southern California Edison*
Marissa DeRosa *Picasso's Cafe*
James Gallo *James A. Gallo Attorney at Law*
Dena Garvin-Smart *Alta Pacific Bank*
Claudia Hubbard *DoubleTree by Hilton*
Sam Kim *Ayutla Market*
Brian Ouellette *Vulcan Materials*
Kathy White *California Custom Fruits and Flavors*

Staff: Lisa Bailey *President/CEO*
Love Larimore *Membership Event Manager*
Veronica Orosco *Office Manager*
Lacey Polvi *Communications Assistant*

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 Location Varies
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
Irwindale Sister City
PO Box 2333, Irwindale, CA 91706
Meeting information call Marguerite Lopez @ 626-329-6405

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

City Council Meetings

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

City Staff

City Manager John Davidson
Dir. of Public Works/City Engineer: William Tam
Finance Director & City Treasurer: Eva Carreon
Community Development Director: Gus Romo
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

Interim Police Chief Roy Campos

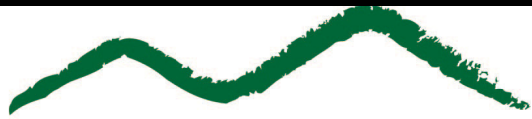
Emergency..... 9-1-1

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



IRWINDALE

CHAMBER OF COMMERCE

LEADING THE WAY FOR OTHERS

P.O. BOX 2307 • IRWINDALE, CALIFORNIA 91706

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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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| 3) <i>Government Advocacy</i> | 8) <i>Business Referrals</i> |
| 4) <i>Benefits and Discounts</i> | 9) <i>Leadership Development</i> |
| 5) <i>Learning Opportunities</i> | 10) <i>Volunteer Opportunities</i> |

For more information visit 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.

