



Insights

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.

Volume 27, Number 12

December 2007

CORNERSTONES of Irwindale Commerce



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Water Crisis: On The Brink Of Disaster



Back Row (L-R): Dennis Chiappetta, Athens Services; Louis Ornelas, Ready Pac Produce; Lisa Bailey, Irwindale Chamber; Tony Stevenson, The Gas Company. Front row (L-R): Rachel Leyba, Allstate Insurance; Elizabeth Bagwell, City of Hope; Billie Greer, Director L.A. Office of Governor Schwarzenegger; and Elisa Clifford, Southern California Edison.

(Story on page 13)

Watch for Your Economic Census Form

By: U.S Census Bureau



Chances are, yours is one of the 150,000 businesses in Los Angeles County that will receive a 2007 Economic Census form from the U.S. Census Bureau in December. Forms go to all but the very smallest businesses in this tally done once every five years.

The forms ask for basic information like your location, employment, payroll, and sales by type of product or service. Businesses that receive a form are required by law (Title 13, U.S. Code) to respond.

Businesses, communities, and governments use Economic Census data for planning and market development. Statistics are published for more than a thousand industries as well as for states, counties, cities and metropolitan areas at business.census.gov.

Federal Reserve Board Chairman Ben Bernanke has called this census “indispensable to understanding America’s economy.”

Economic Census Forms are Due February 12, 2008

★
★ **Installation and Award** ★
★ **Banquet** ★
★ **January 18, 2008** ★
★ **@ Pomona Valley Mining Co.** ★
★ **Presenting Sponsor:** ★
★ **Vulcan Materials** ★
★ ★

Inside this issue:

Calendar	3
Member News	4-8
Green Pages	9-12
Irwindale Rocks!	14-16
Labor Law	18
Chamber/City Information	19
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www.irwindalechamber.org



REACH



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Calendar of Events

December 2007

"Blessed is the season which engages the whole world in a conspiracy of love." -Hamilton Wright Mabie-



4	Ambassador Meeting	8:00 a.m.	Picasso's Cafe
5	Business Development Committee	9:00 a.m.	Chamber Office
5	Environmental Committee	Noon	Chamber Office
6	GMI	7:30 a.m.-9:00 a.m.	Picasso's Cafe
	Presenting Sponsor: Picasso's Cafe, Bakery & Catering		
10	Board of Directors Meeting	3:00 p.m.	Chamber Office
11	Irwindale Education Foundation	7:30 a.m.	Chamber Office
13	Holiday Luncheon	11:30 a.m.-1:30 p.m.	DoubleTree Monrovia
	Presenting Sponsor: Vineyard Bank		
24-31	Happy Holidays	CHAMBER CLOSED	

January 2008

Cheers to a New Year and another chance for us to get it right. -Oprah Winfrey-



1	Happy New Years	CHAMBER CLOSED	
TBD	Ambassador Meeting	8:00 a.m.	Chamber Office
TBD	Environmental Committee	Noon	Chamber Office
TBD	Business Development Committee	7:30 a.m.	Chamber Office
8	Irwindale Education Foundation	7:30 a.m.	Chamber Office
10	Let's Do Lunch	11:30 a.m.-1:30 p.m.	Edison CTAC
	Topic: State of the Chamber		
16	HR Roundtable	11:30 p.m.-1:30 p.m.	Irwindale Community Center
	Topic: Labor Law Updates		
18	Installation & Award Banquet	6:00 p.m.	Pomona Valley Mining Company
	Presenting Sponsor: Vulcan Materials		
24	GMI/Mini Expo	7:30 a.m.-9:00 a.m.	Picasso's Cafe
28	Board of Directors Meeting	3:00 p.m.	Chamber Office

February 2008

His love shone as impartial as the sun. -Maurice Thompson-



5	Ambassador Meeting	8:00 a.m.	Chamber Office
6	Environmental Committee	Noon	Chamber Office
7	Business Development Committee	9:00 a.m.	Chamber Office
12	Irwindale Education Foundation	7:30 a.m.	Chamber Office
14	Let's Do Lunch	11:30 a.m.-1:30 p.m.	TBA
	Presenting Sponsor: Vineyard Bank		
18	President's Day	CHAMBER CLOSED	
25	Board of Directors Meeting	3:00 p.m.	Chamber Office
28	GMI	7:30 a.m.-9:00 a.m.	Picasso's Cafe

For more details and future events please visit our online calendar at: irwindalechamber.org

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Member News



(L-R) Marissa Buckisch, Picasso's Cafe; Al Salgado, Service Master; and Vee Clark, SCE Federal Credit Union.

Thank you for providing ServiceMaster by T. A. Russell the opportunity to join your chamber family. This is truly an exciting business venture for our organization to become part of your thriving community.

Our team consists of dedicated employees who take pride in providing the very best service to each and every customer. We have been serving the San Gabriel Valley and Los Angeles areas for the past twenty-eight years and look forward to establishing many new friendships with you in the days ahead.

We are your local Disaster Restoration professionals and specialize in the various areas: *Water, Fire and Smoke Damage Restoration, Mold Remediation, Structure Cleaning, Content Cleaning, Pack-out/ Pack-in, Vandalism (Board-up,) and Trauma Cleanup.* Our goal is "Restoring Peace of Mind" to those who experience a loss to their home or structure. Best wishes to all and may we continue to help expand the growth of our businesses.

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(L-R) Bob Weil, Calwax; Shannon DeLong and Jackie Aguirre, DeLong Unlimited.

DeLong Unlimited was founded in 1996 on the foundation of honesty, integrity, and hard work. We have the ability to take your design from concept to completion in one convenient location.

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DeLong Unlimited is more than just screen printing, we also offer embroidery, full color digital printing, banners, flat sock, promotions, and anything else with your name or logo on it.

Chad DeLong and his wife Shannon remain integrally involved in the day-to-day operations; so as to ensure that all customers receive the *quality* and *service* they deserve.

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Member News

FAST INC

F.A.S.T. Inc. ('Foreign AutoSalvageTechnicians') is a second-generation auto dismantling business, which my father Ron Secor

started in Baldwin Park in 1966. We have been a member of the Irwindale community since 1973.

We dismantle foreign cars with a specialty in quality used parts for newer Volkswagen cars, such as Jetta's, Passat's, and New Beetle's. My father has since retired, it is now my brother Morgan and myself (Zachary) who run the business. Auto dismantling is our life and our livelihood. We believe in it, and believe it is an increasingly important and responsible thing to do in the 21st century.

Auto dismantlers were among the original recyclers. We like to say we were recycling before recycling was cool! There is probably no more efficient way to repair a car than to simply reuse a part from an identical car. It's good for the environment, and saves both time and money. We are proud to be supporting the Irwindale Chamber of Commerce. We look forward to meeting you in 2008!



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Member News



November Business of the Month: Earthquake SOLUTIONS

Earthquake Solutions mission is to stand ready to serve each person that comes to us, in a way that improves their safety, no matter what their current circumstances and needs. Owner and founder April Kelcy is an educator and consultant in the life safety and people aspects of disaster readiness. Earthquake Solutions has encouraged and help to document the use of youth volunteers for the Play It Safe event that will help those volunteers earn a special community service seal on their high school graduation diplomas. She is on call regionally as a volunteer judge for youth speech competitions. April also coaches the candidates for the Irwindale Young Citizen awards each year. She has recently extended donations of camping supplies to an area Boy Scout troop that had been victimized by a major theft. April is a member of Disaster Child Care, she mentors and aids non-profit safety organizations, such as the Sierra Madre Fire Safe Council and other chapters of the California Fire Safe Council. She speaks to non-profit organizations, public safety commissions, neighborhood groups, civic groups like Kiwanis, Rotary and Lions, etc.

Earthquake Solutions was a founding member of the Chamber's Environmental Committee and has diligently helped create and complete at least eight major events over the years on behalf that committee and the Chamber. She has served both the Chamber and the City of Irwindale through such dual efforts as Operation Senior Safety, which was a modified full-scale functional disaster exercise, and she has appeared at City Council meetings in support of the two interests working together to build a better community. April is a frequent original writer of articles for the Green Pages. Her firm has also donated many items over the years to various Chamber events, and a lot of resource material as well. April Kelcy was awarded the Irwindale Chamber Business Person of the Year in 2006.

Milestone Breakfast



Milestone Honorees

Membership Longevity Celebrated at Milestone Breakfast

The Irwindale Chamber of Commerce honored its members for their 5, 10, 15, 20 and 25 year membership at the Annual Milestone Breakfast on October 25, 2007. Assemblymember Dr. Ed Hernandez congratulated the group and thanked them for fostering a positive business environment in Irwindale. Assemblymember Hernandez also complimented the Irwindale Chamber of Commerce for the quality of its leadership and programs.

Milestone Honorees in attendance were presented with a Milestone Plaque by Chamber President & CEO Lisa Bailey, and a Certificate of Recognition from Assemblymember Dr. Ed Hernandez, 57th Assembly District.

Congratulations to this year's Honorees:

25 Year Chamber Members

- Pacific Western Bank
- Mario Del Fante Florist
- San Gabriel Valley Newspaper
- Decore-Ative Specialties, Inc

20 Year Chamber Members

- Q & B Foods, Inc
- Robert W. Morgan, CPA
- Clarke Directory Publications
- Spragues' Ready Mix

15 Year Chamber Members

- Baldwin Park Adult & Community Education
- Key Brands International
- James A. Gallo Attorney at Law
- Westin Automotive Corporation
- Security Systems R.V. Storage

10 Year Chamber Members

- L & L Building Materials
- Al Contreras Photography
- Western Paving
- Foothill Medical Center

(Milestone-continued on page 8)



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Retirement Plan News

Submitted By: Stone Tapert

STONE TAPERT

Diversification and Why A Lifestyle Fund May Work For You. Plan sponsors are looking for ways to improve participant's success in saving for retirement. By investing too conservatively, you may actually be doing more harm than good. The key to success in investing in a retirement plan is diversification. Diversification means "not putting all your eggs in one basket". If a participant puts all their money into one fund and that fund performs poorly, so does the participant's account. By spreading your risk among various types of investments, you stand a better chance of gaining in the long run. Lifestyle Funds offer a simple, well-diversified foundation for investment.

From a participant's point of view, selecting investments is difficult. Using lifestyle funds make selecting investments simple. Normally a plan participant will take a quiz that addresses items such as risk tolerance, time until retirement, and other sources of retirement income. The ending result of the quiz will determine what type of investor an individual is. When that is determined, the participant can select the one lifestyle fund that matches their results.

Just what is a lifestyle fund? A lifestyle fund is a "fund of funds". It is one mutual fund that invests in other different types of mutual funds. For example, one lifestyle fund may invest in bond funds, large company stock funds, small company stock funds, and international funds. Rather than selecting investments from each of these categories yourself so that your plan is diversified, lifestyle funds do it for you. Participants who invest in lifestyle funds would rather have someone else select their investments for them. For those without the time or knowledge to select the investments themselves, lifestyle funds may be the answer. For more information, contact Diane Kimbro or Michelle Paroline at 626-844-3300 (or via email diane@stonetapert.com and michelle@stonetapert.com).

Insurance Carrier Update!

1. Most of the carriers are offering to provide special service handling for the California Wild Fire victims. Please have any employees impacted contact their carriers for details.
2. Delta Dental has implemented a "Roll Over" feature where employees can roll over part of their unused benefits in one year to increase the benefits in the following year.

(Milestone-continued from page 7)

5 Year Chamber Members

- Citrus Valley Health Partners
- Avolio's Pizza Restaurant
- Proforma
- Rebecca Baker Long Term Care Insurance
- Old Town Sign Company, LLC
- National Ready Mixed Concrete
- El Pollo Loco
- Alfa Limousine Services
- San Gabriel Valley Economic Partnership
- AFLAC
- Color Me
- Outback Steakhouse
- American Medical Response

We applaud these Milestone Members for their long term support of the Chamber. These members value their membership and understand that chamber membership and community involvement are good investments. For information on how to get the most from your Chamber membership, please visit us at www.irwindalechamber.org and click on to "Member Benefits".

The Green Pages

December 2007



Leaving On A Green Feeling!!

Although I am not in reality leaving nor am I green the title is still suitable. Originally, I joined the Environmental Committee for the same reasons we all join Chambers and the Committees they offer to get involved with, exposure and the belief that I would be able to increase my bottom line in my selling role with a company that offered "green" solutions to businesses. And, that

proved true for both my exposure and the bottom line, but there were other reasons as well. Anyone that has come to know me through this Chamber and this Committee has also come to know I have an outspoken passion about environmental issues and this Committee gave me an opportunity to stand on the forever present "soapbox" in my bag, more importantly this Committee allowed me to view environmental in ways I had not known before, in short, I grew!

Together this Committee acted as one to present a number of forums that offered awareness and solutions to many of the issues and events that impact the environment of business practices, security, (for both business and the resident community), as well as the health and welfare of our personal environments.

I want to take this opportunity to thank each and every Committee Member, Lisa Bailey Irwindale Chamber of Commerce's CEO, the Chamber staff, the City of Irwindale and its' Officials and the surrounding Communities, for the growth I have experienced and the opportunity to serve in a role that has left me a sincere sense that I have contributed.

It has been an exciting and fulfilling two years and, as my term of Chair has come to its' end, my enthusiasum, dedication and involvement has not come to its' end! My outspoken passions will be served well by my successor as we take our mission into 2008. Green will mean...

One last comment, join, be active, CONTRIBUTE, it is a circular world, what you give is what you receive!

Thank you, Celia M. Smith



2008 Environmental Chair

It is with much pleasure that I introduce myself as the 2008 Environmental Committee Chairperson. My name is Jayne Foote and I work for Veolia Environmental Services Technical Solutions as an Environmental Health and Safety Training Specialist. I have been in the environmental recycling business since 1991 and in the Irwindale/Azusa area since 2001. I have been in the Environmental Committee for about 5 years and have participated in many of the annual educational programs.

Under the auspices of the Irwindale Chamber of Commerce the Environmental Committee has afforded Veolia ES/TS and me personally to reach out to businesses and the community regarding a variety of topics related to health, safety and regional concerns. I am looking forward to working with the entire committee to bring essential pertinent environmental solutions to the business community.

"LITTLE STEPS-BIG IMPACTS" is our motto for 2008. Looking forward we are "Going Green". This overall idea will work in different ways as the committee goes forth. Ideas and tips of how businesses and households can go 'Green' will be passed along through the Chamber's Newsletter Green Pages. We will focus on a different topic each month. The pages can be removed and stored for future references.

The Committee brings two major forums each year. In February or March it is "Heartbeat for Irwindale" and "Fall Forum" in September. In 2008 it is a goal to double the attendance at these educational programs.

My special thanks go to Celia Smith for her guidance these past two years. The entire committee brings considerable talent, experience and skills that will allow us to achieve all the goals set forth in 2008. I am so pleased to have such a committee to bring these much needed and requested programs to the Irwindale/San Gabriel Valley businesses and communities.

Hazardous & E-Waste Roundup Saturday, January 12, 2008

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Homes SAVED From Wildfires By Using Thermo-Gel

By: Earthquake SOLUTIONS



Sierra Madre Fire Marshall Rick Snyder Recently Conducted A Training & Demonstration on the Use of Thermo-Gel Homeowner Kits

Sarah Sarkissian's home in the Silverado Canyon arson fire was one of at least two homes saved in last week's fires, due to their use of the Thermo-Gel

Homeowner Protection Kit purchased from Earthquake SOLUTIONS of Monrovia.

"I will say that having the gel to apply made it much easier for us to take action when the voluntary call came, and leave then (or an hour later anyway), feeling we had done all we could do. It is certainly extremely difficult to leave one's house!"

In Sarah's neighborhood, four families on her street did not leave during either the voluntary or mandatory evacuation calls, and left only in the most dangerous period of the firestorm in a total panic, risking their lives and the lives of others.

"The strong emotions people have when in the path of an advancing fire often leads them to make foolish choices, says April Kelcy of Earthquake SOLUTIONS, who is the regional distributor for Thermo-Gel Homeowner Kits. "Thermo-Gel not only is the single most effective fire retardant for homeowner use, but it helps people have confidence to leave early, because its protection lasts for hours, and it can even be re-hydrated and provide protection up to days later."

In the 1993 firestorms that hit the Altadena and Kinneloa areas, the only homeowner retardant products available were foam-based. But foams are easily blown away from the wind created by the fires, and the heat causes the air bubbles to expand and pop, so the protection window is measured only in minutes. This is okay for professional firefighters but not homeowners, so homeowner application of foams have not only been ineffective, but also have resulted in homeowners often staying, rather than evacuating when it is advised.

Thermo-Gel, however, is a water-based, not air-based product. It has a sticky viscosity that clings well, and clings for hours, even on windows and screens. In the past, windows that lacked protection typically transferred the convective heat from the fire at so high a temperature that many homes

burned down by spontaneously igniting the contents from the inside. Now, because Thero-Gel is available and is a water-based barrier, it provides a cooling layer that interrupts the flow of convective heat, and can and does actually save homes. In fact, it saved over 500 homes, as well as some businesses, including restaurants and a lumberyard, in the 2003 fire season, as well as many saves since.

"There are also community benefits to using Thermo-Gel, not just individual ones," says Kelcy. "Residents who wait too long to evacuate may find themselves entrapped when their cars won't start or stall out because of the smoke, and they cannot outrun on foot a flame wall that might be advancing at more than 60 miles per hour, and eight or more stories high. Therefore, they can also end up blocking other evacuees and/or the arrival of first responders. Thus they risk not only their own lives, but the lives of others. Thermo-Gel users have more confidence to leave early and therefore avoid these dangers.

Thermo-Gel users also draw down about 50% less water volume in total, and are not continuously pulling down the water pressure needed by first responders to fight the fires that approach a neighborhood.

Homeowners apply Thermo-Gel by connecting it with a garden hose with a special eductor provided in the kit. The kit supplies enough product for the average single-family home, and takes about 30 minutes for most homeowners to apply to the home and surrounding vegetation. At \$349.00 per kit, that's less than 10 cents per square foot of coverage, and less than \$10.00 per month of life safety and structure protection over the product's three year shelf life.

Homeowners who do not have time to apply the product themselves, and even if they have applied it, should leave the bottles and eductors in plain view. That way, fire fighters may apply it for you, or re-hydrate your application if the fire has come back on another day. The product is rehydrated with a light water mist, again providing hours of protection. At the end of the crisis, it washes down with a heavy stream of water, and is environmentally sound. It will not harm fish or animals and does not accumulate in the soil or run-off.

"My marketing flyers for Thermo-Gel this season start with the words 'Firestorm? Get Out of Dodge!'" says Kelcy. "I can't tell you how delighted and grateful I am that Sarah's home was one of those saved, and that her comments support my points about life safety. It's not just that we have to put a cooling break and between our homes and the fires, but we have to BREAK the emotional barriers down that typically prevent people from leaving when they should, and give them the confidence to leave early. That way, many more homes, and lives, can be saved."

Holiday Celebrations

By: Express Personnel



Most employees love a holiday party. It provides them with a chance to put aside their work, loosen their ties and talk to each other about something besides the next big deadline. Parties aren't a bad idea from a viewpoint of the employer either. Office celebrations can build morale, increase motivation and contribute

to team building. However, be aware that these occasions can also open up the employer to unexpected sources for litigation if unprepared. Express Personnel Services is available to help you navigate this and many other HR issues. Call Express today to find out how we can help you with your HR and staffing needs.

Holiday Pay

As a means to attract and retain employees, employers usually grant certain expected paid holidays. However, contrary to many employees' beliefs, employers are not required to provide this time off, paid or unpaid. The term "legal paid holiday" was actually created for the holidays given to federal state and local government employees, and has no bearing on private-sector workers. The Fair Labor Standards Act doesn't regulate or require holiday pay or time off either. It treats holidays the same as all other days in regards to hours and pay.

Religious Holidays

As our society becomes more and more diverse, it is important to remember that other people may celebrate different holidays than you. As an employer, according

to Title VII of the Civil Rights Act of 1964, you cannot discriminate against employees because of their religious beliefs. This also applies to holidays they recognize and how they celebrate them. To ensure you are within the bounds of the law, employers have three options of how to handle this issue. They can allow all their employees to contribute decorations from their various religious holidays. Employers can purchase decorations for all religious holidays. Or, they can refuse to allow any decorations for all holidays.

Employers are required to provide reasonable accommodations for religious practices as long as it does not result in undue hardship for the business. One way employers provide "reasonable accommodations" is to grant "floating" holidays. These allow employees the freedom to celebrate certain religious holidays that others may not recognize. Employees should notify their employers of taking these days well in advance.

Litigation

Sources of employer liability at holiday parties can range from sexual harassment to wrongful death to alcohol-related injuries. There is no clear precedent on the courts' rulings on such cases, but the past has not shown them to be sympathetic towards employers. Since incidents like these are usually alcohol induced, the best way to avoid them is not to serve any alcohol at the celebration. Other means of protecting the company include updating the company's policy regarding harassment and drinking, urging supervisors to get a good example, instructing managers on how to deal with improper behavior and limiting individuals' alcohol consumption at the celebrations.

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:** Celia Smith- Sanctuary Shack
- Sol Benudiz - Irwindale Police Department
- Ann Croissant- San Gabriel Mountain Conservancy
- Craig Doerr- American Reclamation
- Jayne Foote- Veolia ES Technical Solutions
- Raymond Hamada- City of Irwindale
- April Kelcy- Earthquake SOLUTIONS
- John Norcia - Santa Fe Dam
- Irene Ramirez- San Gabriel Valley Tribune
- Margarita Ramon - Sante Fe Dam
- Thomas Rascop- Reichhold, Inc.
- Patricia Sullivan- City of Irwindale Public Library
- Racine Ward- Biosense Webster, Incorporated
- Lisa Bailey- Irwindale Chamber of Commerce
- Dominique Yates-Irwindale Chamber of Commerce

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 (one block east of Irwindale avenue)

Online Holiday Shopping Safety

By: www.symantec.com

Americans will do more than 30% of their holiday shopping online this year. If you and/or your children will be among them, here are a few tips to help you make your online shopping experience safe and secure.

Introduction: What's the top gift wish of adults this holiday season? According to a recent poll, it's a new computer!* And where will you buy it? For many the answer is, increasingly, "online." Americans will do more than 30 percent of their holiday shopping online this year**. If you and/or your children will be among them, here are a few tips to help you make your online shopping experience safe and secure.

Shop secure SSL web sites: Shopping online is a great way to save time and money. You won't have to drive to the mall. You don't have to put boots and gloves on to ward off chilly weather. And you don't have to find a babysitter! You can comparison shop dozens, even thousands, of e-merchants to find the best price, free shipping, generous return policies, and discounts. And these days, shopping online is very secure, so long as you're careful. Start by shopping only with web sites or e-merchants who offer secure transactions. Some web sites are "certified secure" and display a certificate either on their homepage or at checkout. The certificate is issued by a variety of organizations including Verisign, DigiCert, and Go Daddy. What it means is that the web site offers SSL (Secure Sockets Layer) security. Other web sites offering SSL security simply post the words "Secure Transaction" or "We offer Secure Sockets Layer (SSL) technology," often shown with a padlock icon. If your e-merchant doesn't offer SSL security, you should probably shop elsewhere.

Shop where others shop

There are so many places to buy products online, how can you find the best ones? In the real world, you might ask a friend for a recommendation. In the online world, shopper recommendations fulfill the same function. There are a number of large web sites, including Google, Yahoo, MSN, Amazon, and CNET, among many others that provide search and access to multiple shopping sites. In addition to being useful for comparison shopping, each of the shopping sites is rated for customer satisfaction, and you can read individual shopper reviews for each site. You can learn whether the site delivers the right product, on time, how they handle returns, and so on.

Also, if you have favorite places to shop in the real world, shopping there online may make sense as well. Virtually every major store of any kind is also online.

Credit not debit

Another smart online shopping tip is this: use your credit card when you shop online, not your debit card. Why?

Credit cards usually offer buyer protection against fraud, lost shipments, broken merchandise, and other problems. Check to make sure yours does. The main problem with debit cards online is the fact that a debit card is a direct line into your bank accounts. If a scammer gets your credit card number, they can cause chaos but the loss won't be catastrophic. If a scammer gets your debit card number and password, they can empty your bank account(s) of cash. And while you may eventually recover your losses due to good consumer protection laws in the U.S., you may struggle to pay bills or even your rent/mortgage while you're struggling to sort the mess out. Stick with the credit card for online shopping!

Check the details

There are a number of other things you should be aware of as you shop online:

- **Privacy Statements** — check an e-merchant's privacy policy before you buy. Make sure they aren't selling your personal information to others.
- **Return Policies** — This can be even more important in online shopping than in the real world. The sweater may look like sea blue on the Internet and royal blue at home. Will they take it back? Is there a re-stocking fee? Find out before you buy.
- **Terms of Agreement** — If a purchase involves an online transaction service, such as Paypal, make sure you understand how that service will protect you if things go wrong.
- **Gift Cards** — these are increasingly popular gifts to send and receive and can be a big help with last minute shopping. Make sure you review the policies for each card. Some companies actually have monthly fees or expiration dates on their gift cards, which can make them nearly useless to your gift recipient if they don't use them right away.

Report Problems

If you have problems with an e-merchant, call the Federal Trade Commission's toll free hotline at 877-382-4357 or visit its web site at www.ftc.gov to fill out a complaint form. You can also report Internet fraud or other problems at the Internet Complaint Center at www.ic3.gov.

Happy Holidays and safe shopping

As we said earlier, shopping online is easier, takes less time and, often, takes less money than traditional offline shopping. This holiday season hundreds of millions of people will spend tens of billions online. We hope, that if you're one of them, that what you've learned here will make your online shopping experience more secure and satisfying, and your holidays even happier.

(Water Crisis-continued from coverage)

Excerpt from presentation by Billie Greer Director, Los Angeles Office of Governor Arnold Schwarzenegger

California’s history is full of “wars” over water. It’s basically been – North vis-à-vis South. And it’s all about “Who has the water?” Who wants the water? And, who is going to get it? Nearly two-thirds of our state’s population resides in Southern California but two-thirds of the state’s water is in Northern California. The Southland relies heavily on water from Northern California, importing between 40 % - 50% of its supply from there.

California has a vast statewide water management system, a system intended to provide clean and reliable water to protect us from catastrophic earthquakes and floods, help us withstand droughts and sustain environmental values. Facilities – which include canals, reservoirs, treatment plants, levee and the like – are the backbone of that system. A system that is interconnected, so the successful operation of our water system can be vulnerable if any parts fail. It is this backbone of the state’s water system that is in crisis. We have not constructed any new major facilities for 3 decades. The facilities are at risk of failure.

Compounding the challenge -- --

- California’s population is expected to reach 60 million in the next 40 years.
- Climate change: as the Sierra snowpack decreases, sea levels rise, resulting in more salt water intruding into our fresh water estuary in the Delta, and the frequency of droughts are likely to increase.
- Sacramento – San Joaquin Delta which is the hub of California’s water system.
 - ◆ 25 million Californians rely on the water that passes through the Delta.
 - ◆ The Metropolitan Water District gets 36% of its total supplies from the Delta.
 - ◆ And water from the Delta irrigates hundreds of thousands of acres of Central Valley farmland which is the heartland of our \$32 billion agriculture industry.
 - ◆ The Delta connects rivers originating in the Sierra Nevada to the Pacific Ocean. It receives nearly half of the precipitation for the state.

The physical configuration of the Delta as it exists today is not stable. The 1,300 miles of levees, which make up the Delta estuary, are vulnerable to failure from earthquakes and deterioration. Levee failures would create major floods, badly damage the ecosystem and halt the water supply that we in Southern California rely on.

Complicating the picture is a recent federal court action mandating that the pumping of the water in the Delta cease for certain periods of time in order to protect the smelt (small fish). This court requirement could potentially reduce the supply of water to Southern California by as much as 30%.

Our water crisis if left unresolved will have a devastating effect on the state’s economy and the people of Southern

California. The Governor’s early actions to shore up our most vulnerable levies and the projects are important first steps in dealing with our fragile infrastructure. But we must do more. That is why the Governor is pushing forward with this year’s plan. It invests in needed reservoirs above ground and storage below ground, plus other water management strategies.

It makes no sense, during wet years to lose water to the ocean when it could be stored for use when we need it the most. The reservoirs serve as a savings account we can call upon when an emergency – such as flooding or a levee breach – threatens our supply of water to Central and Southern California.

The Governor’s proposal also promotes water conservation and regional water programs which also are very important if we are to meet the water crisis challenge.

And, the plan provides dollars to begin to fix the Delta in the short term as well as taking steps that would lead to the development of an alternative system to convey water from the Delta to the Southland. A system that would not only ensure an adequate supply of clean water to Southern California, but also improve the Delta’s fragile, eco-system.

We thank Ms Billie Greer for making this presentation at our Legislative Business Affairs Breakfast, sponsored by the Gas Company. For more information on the Governor’s Plan visit <http://gov.ca.gov/issue/water-supply>. For information on the water crisis visit www.calwatercrisis.org.

Water Crisis Education
By: CalWaterCrisis.org

Water managers and environmental experts recognize that California’s statewide water system is in crisis. But despite intense media coverage and focus by the governor and legislators, the public remains unaware of the state’s water problems. That’s why the Association of California Water Agencies, a coalition of 450 public water agencies, has launched a statewide public education program, “California’s Water: A Crisis We Can’t Ignore.” This multi-faceted program will inform Californians about critical challenges now confronting the state’s water supply and delivery system.

As long as water flows when the tap is turned on, most people don’t think about what it takes to get water to their home—or whether it will always be so readily available. The truth is that California is facing serious problems that could ultimately lead to water rationing and reduced supplies throughout the state. ACWA’s public education program will educate people about these mounting problems, such as aging infrastructure, environmental concerns, drought, climate change and new pressures associated with California’s every-growing population.

One of the biggest worries is the future of the Sacramento-San Joaquin River Delta. The Delta, a key natural estuary and the pathway through which more than 25 million Californians and

(Water Education-continues on page 17)

IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff



Council Round-Up – October 24, 2007

- Council approved an agreement for contract services with the City of Brea to upgrade, support and maintain the City's computer system in an amount not to exceed \$100,000.
- Council approved a donation of funds to the Northview High School Girls Basketball and Softball Boosters.
- Council directed to return with a dress code for part time and permanent part time Recreation Department personnel



Veterans' Day Ceremony

It was standing room only for the City of Irwindale's Veterans Day Ceremony held on Sunday, November 11th in front of our Veterans Memorial. Over 200 people attended this very patriotic and emotional event. Councilmembers took part in the roll call of each of the 138 names listed on the memorial and gave the veteran or his family member a Certificate of Recognition which included a photo of the memorial bearing their name. Tony Cruz Aguilera, Gilbert Lopez and David F. Martinez, all WWII veterans, gave very moving speeches. There was not a dry eye in the house. It was a great way for the City of Irwindale to honor our veterans for the sacrifices they made in order that freedom and liberty can be enjoyed by all. We are proud to salute them.



Viewing the Monument

Pictured are two of the many residents who found the names of their loved ones.



World War II Veterans Tony Cruz Aguilera, David F. Martinez and Gilbert Lopez.

IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff



Mayor Larry G. Burrola

At the City Council meeting of November 14th, the election results were certified and two new councilmembers were sworn in. Pictured are Mrs. Barbara Burrola and first-time councilmember Larry Burrola being sworn in by Mayor Manuel Ortiz. Also at this meeting, a Council reorganization took place and Larry Burrola was selected as Mayor. Congratulations to Mayor Burrola and we look forward to working together to ensure that our City continues as a strong and vibrant community.



Mayor Pro Tem Manuel R. Garcia

Also at the City Council meeting of November 14th, Manuel Garcia was sworn in as one of the newly elected councilmembers. Pictured are Mrs. Yolanda Garcia, and Manuel Garcia being sworn in by Mayor Manuel Ortiz. As a result of the council reorganization, Manuel was selected as the Mayor Pro Tem. With his experience as a past councilmember, we are confident that our City will continue to prosper.



Mark Breceda

Councilman Mark Breceda was also sworn in as a member of the City Council making it his third term sitting on the council. Congratulations to Councilman Breceda on his re-election and we wish him continued success throughout the year. Pictured are Linda Kimbro, Deputy City Clerk, Councilman Breceda and his mother Stella Breceda.



Thank you!

At the Council meeting of November 14th, a special plaque conveying our thanks and appreciation for all they have done for our community was given to outgoing Councilmembers Julian Miranda and Suzanne Gomez. They will surely be missed!

IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff



New Cadet

At the City Council meeting of October 24, 2007, Christian Diaz was introduced as the newly hired Cadet for the Irwindale Police Department. We welcome Christian to the Irwindale community and we look forward to working with him. Pictured is Christian and our Police Chief Sol Benudiz.



Ready Pac

Congratulations to Ready Pac for being named the business of the month of October at the Council meeting of October 24, 2007. With over 1800 employees, Ready Pac is one of our largest employers in the City. We are happy to have them as part of our community and we wish them many years of success. Pictured from left are Lisa Bailey, President/CEO of the Irwindale Chamber of Commerce, Louis Ornelas, Operations Manager at Ready Pac, Jan Walker, Ready Pac, Mayor Pro Tem Fuentes, Councilwoman Gomez, Mayor Ortiz, and Councilman Miranda.



Poll Workers

Pictured are from left: Margaret Tapia, Pearlie (Tapia) Polanco, Linda Kimbro, Lina Campa, and Luz Diaz.

The success of an election relies heavily on the quality of the workers. The City of Irwindale certainly has an elite group. At the City Council meeting of November 14th, our workers were recognized for their commitment and professionalism. It was through their efforts that our election ran smoothly and efficiently.

City Hall Celebrates Halloween



Tiny Tots

One of the best traditions of Halloween here in Irwindale is that our Tiny Tots come to City Hall and visit each department. In turn they receive lots of goodies from staff and Councilmembers. Pictured is the group of little ones that came this year.



City Employees

City Hall never looked so good! Many of our employees dressed up on Halloween to celebrate this fun day. Those coming to City Hall enjoyed being served by various characters. Pictured are from left: Megan Zepeda, Iris Espino, Becky Orosco, Jeanette Duran, Grace Cox, Maricela Frymark, Claudia Galardo, Elizabeth Rodriguez, Sharmeen Bhojani, and Theresa Olivares.

(Water Education-continued from page 13)

2.5 million acres of productive farmland receive their water, is in an ecological crisis that threatens both our water supply and the environment. Experts warn that a strong earthquake or other natural disaster could damage the deteriorating levees and cripple water deliveries for up to two years.

Today, the need to balance human and environmental needs is more important than ever. But it is not always easy. A case in point is a recent ruling in federal court that will cut deliveries by the state's two largest water system by up to one-third next year to protect an endangered fish—potentially the largest court-ordered water supply reduction in California history.

And although state and local water agencies have done much to promote water conservation and efficiencies, these programs alone will not solve our problems. The collective impacts of drought, climate change, supply reductions and potential natural disasters have created a crisis that we cannot solve simply through conservation. But we cannot afford to ignore these problems—California's economy, environment and quality of life are dependent on the availability of water.

As the local face of water in their community, local water agencies have a responsibility to help educate the public about the challenges California is facing with its water supply and delivery system. ACWA's new public education program is designed to educate the public about the state's growing water crisis through television, radio and print advertising, as well as through the Internet and community outreach. The program kicked off in September and will continue through the remainder of 2007. For more information, visit www.calwatercrisis.org.




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*These programs are funded by California utility customers and administered by Southern California Edison under the auspices of the California Public Utilities Commission.

♦ These classes are jointly offered by California Energy Centers operated by CTAC (Southern California Edison Company), the Energy Resource Center (Southern California Gas Company, a Sempra Energy Utility), the Pacific Energy Center (Pacific Gas and Electric Company) and San Diego Gas & Electric, a Sempra Energy Utility.



Labor Law Corner

By: Cal Chamber



Photo By: Ben Galvin

Governor Signs Bill Granting Leave for Military Spouses

Under a new law signed by Governor Schwarzenegger, California businesses

employing 25 or more people must give up to 10 unpaid days off to any employee whose spouse is on leave from military deployment.

Governor Arnold Schwarzenegger signed **AB 392 (Lieu; D-Torrance), an urgency measure**, on October 9 and the new law takes effect immediately.

Under AB 392, a qualified employee is defined as one who works for more than 20 hours per week whose spouse is a member of the Armed Forces, National Guard or Reserves who has been deployed during a period of military conflict.

The employee must provide the employer with notice that he or she wishes to take leave within at least two business days of receiving official notice that the employee's spouse will be on leave from deployment. The employee also must provide the employer with written documentation certifying the spouse will be on leave from deployment.

The CalChamber has created a sample form - [Military Spouse Request for Leave \(25 or More Employees\)](#) - for employees to use when requesting this leave, which is available to CalChamber members now. All 2008 [CalBizCentral](#) publications will be updated with these new requirements and additional compliance information.

Southern California Fires Raise Questions on Pay for Absences

We have a few employees who did not report in to work due to the fires; are we obligated to pay them anyway?

If an employee does not report to work, there is no obligation to pay them for that day. Even if the reason is extraordinary circumstances, for example, the recent fires ravaging Southern California, there is no obligation to pay that employee.

However, exempt employees might not report in to work, but still be working from home (checking e-mails, making phone calls, etc.), and thus must be paid for that day, even if they did not physically report to the office.

Reporting Time Pay

Under the law regarding reporting time pay, if an employee does report to work and is not put to work or given less than half the usual or scheduled day's work, he/she must be paid for at least half of the hours he/she was scheduled to work, but never fewer than two hours of pay.

Reporting time pay is not due when work is interrupted by an "act of God" or other causes not within the employer's control. Current issues may arise regarding the safety of keeping the office open due to smoke inhalation and/or spreading fires — if it is not safe to keep the office open, this would fall within the "act of God" exception for reporting time pay.

Non-Exempt v. Exempt

If a non-exempt employee takes time off for personal reasons, the non-exempt employee need not be paid for the time missed. If an exempt employee takes off a complete day for personal reasons, the exempt employee need not be paid. If the exempt employee wishes to take vacation or personal time off for a partial day of absence, the time off must be four or more hours.

If you do not have a current policy about company shutdowns/closures and any requirement to use vacation or other paid time off, you may wish to implement one.

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.

Bookkeeping and understanding Financial Statements

Decemer 6, 2007

5:30 p.m. - 7:30 p.m.

Description of Workshop:

Learn basic accounting and bookkeeping terms and processes. Topics include:

Cash flow vs. accrual accounting, proper account data flow processes, the importance of budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more.

Location:

Small Business Development Center
5200 Irwindale Ave., Suite 140, Irwindale, CA 91706
626-337-2101

Cost: \$20.00

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

2007 BOARD OF DIRECTORS

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2nd Vice Chair: Dennis Chiappetta *Athens Services*
Treasurer: Robert Weil *Calwax Corporation*
Secretary: Atisthan Roach *Vulcan Materials*
Past Chair: Vee Clark *SCE Federal Credit Union*

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John Gasparian *American Reclamation*
Anita Hernandez *Miller Brewing Company*
Sam Kim *Ayutla Meat Market*
Rachel Leyba *Allstate Insurance*
John Muldoon *Securitas Security Services*
Louis Ornelas *Ready-Pac Produce*
Jesus Rodriguez *Decore-Ative Specialties*
Steven Sorell *Attorney at Law*
Kim Travanty *Vineyard Bank*

Directors Robert Griego *City Manager*
Ex-Officio: Lisa Bailey *President/CEO*
Staff: Dominique Yates *Membership Event Manager*
Veronica Orosco *Administrative Assistant*

CHAMBER MEETINGS

Ambassadors 1st Tuesday
8:00 a.m. at Vineyard Bank
Board of Directors 4th Monday
3:00 p.m. at the Chamber
Environmental Committee 1st Wednesday
12:00 noon at the Chamber
Luncheons 2nd Thursday
Location Varies
Business Development 1st Thursday at the Chamber
7:30 a.m.
Networking Breakfast 4th Thursday at Picasso's Cafe
7:30 a.m. - 9:00 a.m.
Toastmasters Every Wednesday at Irwindale Community
7:15 a.m. (Visitors always welcome!)

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 Lions Club
P.O. Box 2093, Irwindale, CA 91706
Meets Tuesdays, 11:45 a.m. at Covina Bowl
Irwindale-Salvatierra, GTO, Mexico Sister City Corporation
P.O. Box 2054, Irwindale, CA 91706
Meets 2nd Tuesday, City Council Chambers at 7:00 p.m.
Knights of Columbus
16025 E. Cypress Ave., Irwindale, CA 91706
Meets 2nd Wednesday, 8:00 p.m., at the Knights of Columbus Hall
Sociedad Progresista Mexicana, Inc.
(626) 337-1193 Antonio Salazar
Meets once a month (usually Tuesday), City Council Chambers
V.F.W. Irwindale Post 9895
P.O. Box 2054, Irwindale, CA 91706
Meets 3rd Thursday at 4117 Alderson Street, Baldwin Park, CA

City of Irwindale

City Hall
5050 Irwindale Avenue
Irwindale, CA 91706-1168

Phone: (626) 430-2200
Fax: (626) 962-4209 (City Hall)
Fax: (626) 962-2018 (Building Dept.)
Website: www.ci.irwindale.ca.us
e-mail: postoffice@ci.irwindale.ca.us

City Council

Mayor: Larry G. Burrola
Mayor Pro Tem: Manuel R. Garcia
Council Members: Mark A. Breceda,
David Fuentes, and H. Manuel Ortiz

City Council Meetings

2nd and 4th Wednesday, 7:00 p.m. at City Hall

City Staff

City Manager: Robert Griego
Assistant City Manager: Camille Diaz
Dir. of Public Works/City Engineer: Kwok Tam
Finance Director & City Treasurer: Abraham De Dios
Director of Planning: Raymond Hamada
Human Resource Manager: Sharmeen Bhojani
Economic Development Manager: Elaine Cullen
Deputy City Clerk: Linda Kimbro

Planning Commission

Chair: Richard Chico Vice Chair: Robert E. Hartman
Commissioners: Doloras Amador, Larry Burrola and Arthur R Tapia

Parks & Recreation Commission

Chair: Dan Diaz Vice Chair: Belen Zepeda
Commissioners: Erlinda Duran, Paula Fraijo,
and Carol Hernandez

Senior Citizen Commission

Chair: David Martinez Vice Chair: Maggie Guzman
Commissioners: Valinda Acevedo,
Stella Breceda, and Nellie Tapia

Library.....(626) 430-2229

City Librarian: Patricia Sullivan
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: Carol Acosta
Recreation Supervisor: Priscilla Zepeda

Senior Center.....(626) 430-2283

16116 Arrow Highway Fax: (626) 430-2275
Senior Citizen Coordinator: Jackie Delgado
Assistant To Senior Citizen Coordinator: Sara Ponce

Service Yard.....(626) 430-2280

16034 Calle del Norte
Public Works Manager: Mike Rados

Police Department

Chief Sol Benudiz

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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