



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 10

October 2007

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Global Warming Forum

By: Cal Chamber

Leaders Discuss Local Challenges Presented by Climate Change and the Promise of Green Collar Jobs

Congresswoman Hilda L. Solis hosted the “2007 Los Angeles Global Warming Forum: Challenges and Opportunities” at California State University, Los Angeles. The event brought together government officials, labor unions, schools, businesses, advocates and residents to discuss the local impacts of global warming, efforts underway in the region to address it, and the millions of new jobs that could be created through investment in clean technology, such as solar and wind power.

“This forum was an important opportunity for our community to discuss global warming, one of the most important issues facing our nation and our world,” said Solis. “It’s important that we recognize the local impact of climate change on our families and that the United States, the largest emitter of greenhouse gases, take a leading role in reducing emissions.”

(Global Warming-continued on page 17)

DMV Helps Californians Save Time

By: Cal Chamber



Newly Launched Web Site Offers Free, Convenient Services Online

Whether you need to renew your driver license, renew your vehicle registration or file a change of address, going online with the DMV (instead of waiting in line) is making it easier than ever to do business with the DMV. Just log on the DMV.ca.gov and take care of most of your DMV business with a simple click of the mouse!

The newly renovated, user-friendly Web site is available to consumers 24 hours a day, seven days a week.

Browse through the Web site and you’ll find a variety of personalized and special interest license plates and DMV forms which can be downloaded instantly! Even make an appointment at your local DMV at a time that is convenient for you and speed up the waiting process before you ever get there, if your business requires an in-person visit.

If you simply need to brush up on road safety and regulations, look for the California Driver Handbook online as it contains important information to keep you safe and responsible on the roads. You can also get information on the California Commercial Motor Vehicle

(DMV-continued on page 5)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **Milestone Breakfast** ★
★ **October 25, 2007** ★
★ **@ Edison CTAC** ★
★ **7:30 a.m.-9:00 a.m.** ★
★ **Presenting Sponsor:** ★
★ **Picasso’s Cafe** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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Calendar of Events

October 2007

"Nothing beats a haunted moonlit night on

All Hallows Eve .-Kim Elizabeth-



2	Ambassador Meeting	8:00 a.m.	Vineyard Bank
3	Environmental Committee	Noon	Chamber Office
4	Business Development Committee	9:00 a.m.	Chamber Office
4	Mixer with Baldwin Park Chamber	5:30 p.m.	SCE Federal Credit Union
9	Irwindale Education Foundation	7:30 a.m.	Chamber Office
11	Let's Do Lunch Topic: Improving Employee Benefits Presenting Sponsor: Southern California Edison	11:30 a.m.-1:30 p.m.	DoubleTree Monrovia
17	Board Retreat	10:00 a.m.-4:00 p.m.	Sierra La Verne Country Club
25	Milestone Breakfast Presenting Sponsor: Picasso's Cafe, Bakery & Catering	7:30 a.m.-9:00 a.m.	Edison CTAC

November 2007

*As we express our gratitude, we must never forget
that the highest appreciation is not to utter words,
but to live by them. - John Fitzgerald Kennedy-*



1	Business Development Committee	7:30 a.m.	Chamber Office
6	Ambassador Meeting	8:00 a.m.	Vineyard Bank
7	Environmental Committee	Noon	Chamber Office
8	Let's Do Lunch Presenting Sponsor: Vulcan Materials Topic: Business Card Bingo	11:30 a.m.-1:30 p.m.	Irwindale Community Center
13	Irwindale Education Foundation	7:30 a.m.	Chamber Office
15	GMI/Mini Expo Presenting Sponsor: Picasso's Cafe, Bakery & Catering	7:30 a.m.-9:00 a.m.	Picasso's Cafe
15	Mixer - 35 Year Anniversary	5:00 p.m.-7:00 p.m.	Partee Insurance Covina
19	Board of Directors Meeting	3:00 p.m.	Chamber Office
22 & 23	Thanksgiving	CHAMBER CLOSED	
28	HR Roundtable Topic: Recruiting as Marketing	11:30 a.m.-1:30 p.m.	Irwindale Community Center

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

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

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Member News



(L-R) Kevin McDonald, Foothill Transit; Betty Futter, Arbonne Int.; and Lisa Bailey, Irwindale Chamber

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Member News

Candy Warehouse

September Business of the Month:

CANDY WAREHOUSE

Less than 10 years ago, a young engineer began selling candy on the internet out of his apartment as an experiment. Four months later, Chris Pratt quit his "day job" to work on the business full time. In the last few years, Candy Warehouse's growth has exploded with sales growing to almost \$2 million in 2004 and to \$4.5 million in 2006. They may now be the largest retailer of candy over the Internet.

They certainly have the largest variety. Located in Irwindale on Third Street, Candy Warehouse stocks and sells over 3000 different colors and makes of candy including your favorite brand from childhood. If your wedding color is Royal Blue or Canary Yellow, Candy Warehouse has the colored confection to match the event.

Their sweet tooth extends beyond their customers as Candy Warehouse regularly supports both the community and the Irwindale Chamber of Commerce with time, money, and of course, product. The Irwindale Police Department, Fire Department, and local schools have all asked for and received donations. Candy Warehouse is a major supporter of Breast Cancer research including recent involvement in the City of Hope's Breast Cancer event.

While the majority of their involvement is local, the company does make one exception – the troops overseas. The company regularly receives and grants requests from soldiers overseas for a little taste of home to be sent over – on the company, of course. Candy Warehouse will be listed in Fortune Magazine's upcoming issue on the Fastest Growing Companies.

.....
DMV-continued from coverage)

Safety Program, which was enacted in the interest of improving traffic safety on California roadways. As a result, California had developed licensing and testing requirements for drivers of commercial vehicles which equals or exceeds federal standards – check out DMV.ca.gov for information on several commercial driver programs including: Employer Pull Notice Program, Motor Carrier Permit Program, how to apply for a commercial driver licensed and sample test questions for Class A and B licenses.

The DMV wants to make it easier for you to take care of your DMV-related business on your own time, not theirs. So take advantage of DMV.ca.gov and avoid the hassle of trying to squeeze in a DMV visit on your lunch hour. It's fast, it's easy and it's secure so same time, go online!



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Chamber Membership Inspires Confidence

A national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers, as well as among other businesses. A scientific survey of 2000 U.S. adults, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network, Inc., and Market Street Services, found positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation, and likelihood of future patronage.

The study showed that when respondents were told that a particular small business was a member of its local chamber, they were 44% more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63% more likely to want to purchase goods or services from a small business that is a chamber member.

Respondents were 63% more likely to want to purchase goods or services from a small business that is a chamber member.

To tap into this reservoir of goodwill, a small business should not only join the local chamber of commerce and participate, but also make sure consumers and other businesses are aware of that chamber affiliation.

The positive impact of perceived chamber membership is felt by big businesses, too. For example, when consumers believed that a restaurant chain was a member of the local chamber of commerce, they were 40% more likely to eat at the franchise in the future. And if a consumer believed that one of the major automobile manufacturers was a member of its local chamber, that consumer was 9% more likely to consider purchasing his or her next car from that automaker.

The study results had good news for chambers themselves, where 82% of respondents indicated that a local chamber of commerce "creates jobs and promotes economic development."

"The message from this national study is as simple as it is ground-breaking," said Jim Blasingame, small business expert and president of Small Business Network, Inc. "Join your local chamber, be an active participant in your chamber's programs and be sure to let your customers and prospects know you're a proud chamber supporter when they come in your business and when they see your marketing material."

J. Mac Holladay, CEO of Market Street Services, an economic development consulting firm based in Atlanta that helped create the study, said, "It is refreshing to learn what we have suspected for years -- that chamber membership and community involvement are good investments."



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Third Quarter Renewals

Thank you to the following members who have invested in the Irwindale Chamber of Commerce once again. We value your membership and look forward to a continuing relationship.



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Canyon City BBQ Restaurant & Catering in Azusa hosted a mixer with the Azusa and Irwindale Chambers. The event was held on Patriot Day with all American BBQ and super fun Pig Races. Pictured Lisa Bailey cheers on her piggy "Silly Willy" in race number six!

The Green Pages

October 2007



Smoke Alarms & Children - New Advice

Submitted By: April Kelcy, Earthquake SOLUTIONS



While smoke alarms have helped save countless lives over the past 30 years, research has shown that children younger than 16 may not reliably wake up when the alarm goes off. The fact that children may sleep through the sound of a smoke alarm must be taken into account

when creating the family fire escape plan.

CPSC, USFA, the National Fire Protection Association, International Association of Fire Chiefs, and International Association of Fire Fighters all recommend that families conduct a fire escape drill either late at night or early in the morning. This drill will help parents determine if their child/children are awakened by and able to respond to the sound of a smoke alarm. For those children who do not respond, the traditional fire escape plan of everyone meeting at a common location outside the home may leave them at risk. The fire safety community encourages parents and caregivers to assist children in getting to a safe location when an alarm activates at a time when they are asleep.

“Smoke alarms save lives - everyone should have working alarms on each floor of their house and inside every bedroom,” said CPSC Acting Chairman Nancy Nord. “So that even more lives can be saved in the future, the fire safety community is currently working to improve smoke alarm audibility for children.”

Consumers should replace their smoke alarms every 10 years since the sensors in these devices can degrade because of environmental contamination and from age. In addition to replacing batteries in smoke alarms at least once every year,

CPSC and USFA recommend testing them monthly. Battery backup is an important consideration for those alarms that are powered by your home’s electrical system.

Between 1999 and 2003, there were an estimated 356,000 unintentionally set residential fires reported to fire departments annually. These fires resulted in an estimated annual average of 2,500 deaths and 14,000 injuries.

CPSC staff came to the following conclusions about children and smoke alarms in a 2004 report on this issue:

- Children under the age of 16 have longer periods of deep sleep compared to adults.
- Current smoke alarms do not reliably wake children under the age of 16.
- Various home configurations and locations of smoke alarms can limit the transmission of sound though out the house.
- Interconnected smoke alarms can provide earlier warning of smoke and fire and placing them INSIDE bedrooms may provide improved warning when bedroom doors are closed.

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Safety Tips For Living In A Brush Area

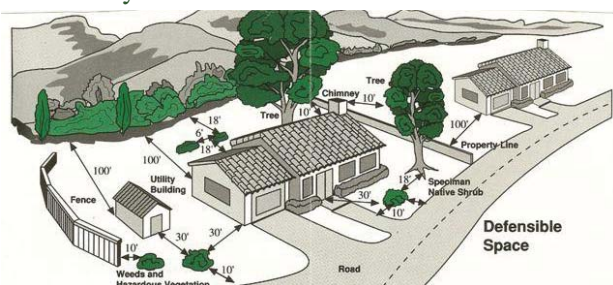
By: Los Angeles County Fire Department

Home Landscaping and Yard

- Remove flammable vegetation deadmaterial and other combustible growth within 30 ft. of any structures. Increase to 50 ft. in high hazard areas. Thin out or remove other vegetation an additional 70 ft. from structures for a total of 100 ft. (200 ft. in high hazard areas).
- Single trees, ornamental shrubbery and ground covers may be permitted provided they do not readily transmit fire from native vegetation to structures.
- Landscape with plants that are drought tolerant and fire resistant.
- Space small trees and large shrubs a minimum of 15 ft. between canopies or three times their height for smaller shrubs.
- Large trees should be spaced a minimum of 30 ft. between canopies at maturity.
- Trees taller than 18 ft, remove lower branches within 6 ft. of the ground.
- For trees and shrubs of less than 18 ft. remove lower branches to one-third of their height.
- Maintain all plants by regularly removing dead branches and leaves.
- Remove all stacks of combustible materials
- Remove debris from rain gutters.
- Stack wood at least 30 ft. from structures. Remove flammable vegetation within 10 ft. of woodpiles.
- Locate fixed butane/propane tanks at least 10 ft. from any structure and maintain 10 ft. of clearance.

Home Access

- Identify at least two exit routes from your neighborhood.
- Post road signs to show traffic restrictions such as dead-end roads and height and weight limits.
- Clear flammable vegetation at least 10 ft. from roads and driveways.
- Cut overhanging tree branches above roads to provide minimum of 16 ft. of vertical clearance.
- Make sure street names and numbers are visible at intersections.
- Post address on front of house. If your house is not visible from street, post sign next to the vehicle entrance or have your address on the curb.



Forest Fire Season

By AQMD Advisor



This summer is shaping up to be a very active fire season after the Southland suffered from its driest rain season on record. With the expected brush fires comes the challenge of how to protect your family from the toxic brew of gasses and particulates that can inundate a neighborhood

even miles from a fire.

Following are some general tips to follow when you are experiencing the smoke effects of a brush fire:

- Follow directions of all state and local authorities.
- Stay indoors. Keep your windows and doors closed. Use your air conditioning system and place it on recirculation mode, if available.
- Reduce outdoor activity. Curtail outdoor activities and events that require prolonged exposure and strenuous exercise or sports participation.
- Stay alert. Listen to your local news and weather forecasts and air quality alerts provided by the South Coast Air AQMD. If the air quality in your area worsens take necessary precautions and plan your activities accordingly.

Children are especially sensitive to air pollution because their lungs are still developing and their immune system is not fully established. The following additional precautions should be taken to protect children from unhealthful air:

- Play indoors. Choose indoor options for children, who live and play in areas that have unhealthful pollution levels.
- Consult their physician. If your child suffers from a heart or lung ailment, talk with a doctor. Call the doctor immediately if your child's condition worsens.
- Have a plan. Keep an adequate supply of your child's medications (5 days or more) on hand. If your child suffers from asthma, have a written asthma management plan available.

If you or a family member suffer from a heart or lung ailment, talk with your doctor. He or she can advise you on treatment or whether and when you should leave the area. Always remember to keep an adequate supply.

Fire Resistant California Plants

By: Bewaterwise.com

California Friendly plants aren't only drought-tolerant. They're beautiful, too, and many are fire-resistant as well. Dozens of varieties have been endorsed for use by Southern California fire agencies.

Of course, nothing is fireproof, including plants, as the 2003 firestorms showed. But is it possible to have plants that save water and protect against fire at the same time? Absolutely.

However, creating a fire-resistant barrier around your home involves far more than picking out the right plants.

Keeping them pruned and maintained is an important fire protection tool. Keep low-growing plants within 30 feet of the home; remove dead and dying vegetation and keep plants properly spaced. The closer the plants are to the house, the more care that needs to be taken.

Some of our favorite California natives are also fire-resistant. We've included the Latin botanical names, because that is often how the plants are listed in government guides to fire-resistant varieties.

We strongly encourage you to check the detailed guidelines provided by agencies such as the [Los Angeles County Fire Department](#), the [Orange County Fire Authority](#), and the [San Diego County Land Use and Environment Department](#). Another great resource is the [Firewise Web site](#), created by the National Wildlife Coordinating Group; and the [State of California Web site](#).

Time to Get Serious About Saving Water

By: Bewaterwise.com

California's main water sources have been severely impacted by record dry conditions. And we're already using our reserves to supply our everyday water. Our water situation is serious. But here's how you can help.

Indoor

1. Turn off the water when you brush your teeth. Save 3 gallons a day.
2. Shorten your showers by one or two minutes and save up to 5 gallons.
3. Save 20 gallons a day for every leak you fix.
4. Save between 15 and 50 gallons each time by only washing full loads of laundry.
5. Talk to your family and friends about saving water. If everyone does a little, we all benefit a lot.

Outdoor

1. Water your yard only before 8 a.m. to reduce evaporation and interference from wind. Save up to 25 gallons a day.
2. Save 40 gallons a day by installing a smart sprinkler controller.
3. Mulch! Save hundreds of gallons a year by using organic mulch around plants to reduce evaporation.
4. Use a broom instead of a hose to clean driveways and sidewalks. You'll save 150 gallons each time.
5. Check your sprinkler system for leaks, overspray and broken sprinkler heads, and save 500 gallons a month.

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**
 Irene Ramirez- **San Gabriel Valley Tribune**
 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)

E-mail: EnviroCommittee@irwindalechamber.org

Website: www.EnviroCommittee.com

California's Fire Hazard Severity Zone Update and Building Standards Revision

By: California Department of Forestry and Fire Protection

The Department of Forestry and Fire Protection (CAL FIRE) is revising maps that identify wildfire hazard in areas for which the State has financial responsibility for wildland fire protection (state responsibility areas). Early next year recommendations will be made for very high fire hazard zones in areas where locals provide fire protection (local responsibility areas).

CAL FIRE is mandated by Public Resources Code 4201-4204 and Govt. Code 51175-89 to identify fire hazard severity zones statewide. These are areas of significant fire hazard based on fuels, terrain, weather, and other relevant factors. In state responsibility area, CAL FIRE has mapped three hazard ranges – moderate, high and very high. In local responsibility area, the law only requires identification of very high fire hazard severity zones. These state statutes arose out of legislation following large, catastrophic urban conflagrations and are designed to implement mitigations to reduce damages from wildfires.

The existing fire hazard severity zone maps in state responsibility area were last approved in the mid-1980s. Maps in local responsibility area were completed in the mid 1990s. CAL FIRE is now updating the maps because they will be used to implement the new wildland-urban interface building standards adopted by the California Building Standards Commission. The new building codes establish ignition-resistant construction for roofing, walls, decks, windows and other building elements for homes in the wildland-urban interface based upon the area's fire hazard severity zone classification.

The maps will be the basis of legal requirements affecting property owners in state responsibility areas, very high fire hazard severity zones in local responsibility areas, and other fire-prone areas zoned by local government. The updated fire hazard severity zones will influence choice of construction materials and techniques for new buildings in the wildland urban interface. The new wildland-urban interface building codes will increase the cost for new construction an average of \$1,800 per home.

The updated zones will also be used by property owners to comply with natural hazards disclosure requirements at time of sale of property. In addition, it is possible that the fire hazard severity zones will be used by local governments as they update the safety element of general plans. The re-mapping project is funded in part by a \$250,000 Federal Emergency Management Agency grant facilitated by the Governor's Office of Emergency Services.

There are separate maps for state responsibility area and local responsibility area; each requires a different adoption process. The adoption process for the *state responsibility area maps* will include public hearings in the 56 counties that have state responsibility areas.

The hearings will be conducted throughout the summer and the maps are scheduled for adoption under CCR Title 14 regulation by December 31, 2007. Following the hearings, the CAL FIRE Director may elect to amend the maps or adopt them without revision.

Release of the *local responsibility area maps*, which only identify very high fire hazard severity zones, will follow next year. Local governments will conduct public hearings and adopt local ordinances based on recommendations from the Director for implementing the ignition-resistant construction standard.

The draft state responsibility area maps have been reviewed by the 21 CAL FIRE units statewide and six contract counties. Recommendations for changes have been provided. The recommendations were reviewed by Cal FIRE technical staff, and all the state responsibility area maps have been released.

The existing state responsibility area maps were developed in the mid-1980s, using available mapping techniques and information. Local responsibility area maps were developed in the mid-1990s. For several reasons, existing maps have been updated and now reflect improved fire science, mapping techniques, and data. The most significant new factor is ember production and the intrusion of embers into buildings through vents, or collecting/gathering in areas that ignite combustible materials. The assumptions used were developed to create a scientifically-based hazard map for one use – to reduce structure losses in the case of wildland fires by instituting more protective ignition-resistant building requirements in areas where the fire hazard is greater.

The fire hazard severity zone maps evaluate hazard, not risk. Hazard is based on the physical conditions that give us a likelihood that an area will burn over a 30- to 50-year period without considering modifications such as fuel reduction efforts. Risk is the potential damage a fire can do to the area under existing conditions, including any mitigation taken. The model used to develop the fire hazard severity zone maps focuses on hazard alone, which only takes into account the probability of the area burning and potential fire behavior in the area based on elements such as fire history, potential fuel over a 30- to 50-year period, blowing embers, terrain and weather. It is not an evaluation of the level of risk the area faces because it does not consider modifications such as defensible space, community-based fuel modification or fire breaks, building construction, irrigation and sprinklers.

Representatives from stakeholder groups including the California Building Officials Association, the California Building Industry Association, California Fire Chiefs Association, California League of Cities, Regional Council of Rural Counties, product manufacturers, the insurance industry and the Sierra Club have been involved in development and implementation of the building standards throughout the process.

Fight The Fakes

By: U.S. Chamber of Commerce

Can you tell a fake from the real thing? Are you sure? Maybe, if it's a watch sold on a street corner. But what if they're brake pads installed by your mechanic?

It's not just fake watches and handbags. Worldwide in 2005, 35 percent of all software purchased for PCs was pirated. Counterfeit auto parts are a \$12 billion business annually, \$3 billion in the U.S. alone. And 10 percent of all prescription drugs sold globally are counterfeit--at a cost of nearly \$33 billion a year. These counterfeiters and pirates don't just harm our economy; they endanger our health and safety. For example:

- Several years ago the Food and Drug Administration (FDA) recalled 20 million doses of fake Lipitor, a drug used to treat high cholesterol.
- In one recent New York City raid, \$700,000 worth of bogus auto parts were seized from six auto parts stores. The knockoffs were being sold as name brands like Chrysler and Ford and included ignition coils, sway bars, and brake pads.
- Last month, Underwriters Laboratories (UL) notified electricians and regulatory authorities that certain ground rods sold at hardware stores bear a counterfeit UL Mark. The ground rods haven't been evaluated for safety and their mechanical properties are unknown.
- Also last month, 4,400 flashlights were recalled because their counterfeit batteries, labeled "Panasonic CR123A Industrial Lithium," can overheat, causing a burn and fire hazard. At least one consumer was burned because the battery ignited.
- Again last month, more than 700 tubes of toothpaste containing a chemical used in antifreeze were removed from six stores in Connecticut. The chemical, diethylene glycol, can cause liver and kidney damage. The toothpaste was labeled "Colgate."

The list of unsafe knockoffs goes on and on, and even when the pirated goods are things like DVDs, clothing, and jewelry, the economic damage is very real. The FBI estimates that counterfeiting and piracy cost American businesses \$200 billion per year, and have resulted in the loss of 750,000 jobs.

When it comes to fighting the fakes, all of the bad news might give the impression that nothing can be done; it's a lost cause. That's simply not true. Beginning closest to home, you can protect yourself and your family by being careful when you buy.

Much of the problem originates overseas, where many of our least-wanted imports are made. The U.S. Chamber is working in China, India, Russia, and eight Latin American countries to ensure that rules protecting intellectual property

rights are respected and enforced. We are making headway but have a long way to go.

Back home, our own governments could do more. Last year, the federal government enacted H.R. 32, the Stop Counterfeiting in Manufactured Goods Act. It holds counterfeiters responsible for their crimes by imposing penalties of up to 20 years in prison and \$15 million in fines. But many state statutes are much weaker, so that criminals prosecuted under state anti-counterfeiting laws are often treated far more leniently.

For that reason, the U.S. Chamber supports a model state anti-counterfeiting bill drafted by the International Anti-Counterfeiting Coalition, the International Trademark Association, and the National Foundation for Women Legislators. Their bill would:

- **Bring state penalties for counterfeiting and piracy into line with federal standards.** Counterfeiters shouldn't be able to sidestep the serious nature of their crimes simply because they're prosecuted under state law.
- **Provide enhanced state penalties for crimes involving threats to health, safety, and welfare.** Counterfeit goods such as pharmaceuticals, electronics, auto parts, and food pose major risks to public health and safety. State law should provide greater penalties for counterfeiting crimes that result in injury or death.
- **Require mandatory forfeiture and destruction of counterfeit goods and restitution to victims.** Counterfeiters should forfeit any claim to their illicit products and the materials and equipment used to produce them. All should be destroyed. Counterfeiters should also forfeit the proceeds from their crimes and pay restitution to their victims.

Taken together, these provisions would hit counterfeiters where it hurts the most--in their pocketbooks. States that enact it would send a strong and important message to counterfeiters that they are not welcome here. The bill was introduced in Pennsylvania, Missouri, New Jersey, and Tennessee this year, and the groundwork for action in other states in 2008 is being prepared now. If you are interested in helping in your state, contact your U.S. Chamber regional office.

Finally, the U.S. Chamber is actively engaged in the **Coalition Against Counterfeiting and Piracy**. Already more than 400 members strong, the CACP is fighting counterfeiting and piracy on all fronts. To learn more about CACP and all aspects of this destructive problem, visit TheTrueCosts.org.

IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff

Council Round-Up – August 8, 21, 22, & September 12, 2007

- Council approved the 50th Anniversary Commemorative Coin and authorized its purchase.
- Council adopted an agreement with the City of Pomona for firing range services.
- Council authorized entering into an agreement for the construction of El Nido Neighborhood Park Improvement Project.
- Council authorized entering into an agreement for the street rehabilitation of Live Oak Avenue/Arrow Highway from Peck Road to the east intersection of Live Oak Avenue and Arrow Highway.

Two years ago, the Irwindale Teen Club requested the use of the old weight room located behind the stage in the Dan Diaz Recreation Center. They were hoping to find a space they could use to hang out and hold their regular Teen Meetings. The teens came in and in less than an hour cleaned out the room that was filled with years of storage. A total of 14 teens showed up for clean-up day. They then began looking for furniture donations. Southern California Edison offered filing cabinets and a meeting table with chairs and Councilmember Mark Breceda donated new couches. The Public Works Department painted the room, put in new windows, stairs and even a wall. Eager and willing to see the room come to its completion, the teens went shopping for furniture and accessories and finally saw the fruits of their labor realized when the new Teen Club room was officially opened on August 4, 2007.

The new room appropriately named “Backstage”, includes a big screen TV complete with surround sound, DVD player, stereo, Xbox and Playstation 2, purchased with funds appropriated by the City Council and through fundraising efforts. It also has a workstation, refrigerator and microwave. The teens will begin raising additional funds to purchase a laptop computer, printer and the money needed to have “Irwindale Teen Club” painted on the wall. “Backstage” was completely designed by the teens and for the teens and is open to all active Teen Club members who possess an Irwindale Teen Club membership card with a valid Backstage pass. The Teen Club members worked really hard for this room and would love to be able to share it with you. Please feel free to stop by and check it out if you missed the Grand Opening.



“Backstage” is Open

Pictured (L-R): Mayor Manuel Ortiz, Teen Club members Alex Zepeda, Teen Club Vice President; Victor Dominguez, Teen Club Treasurer; and Parks and Recreation Chairman Dan Diaz

IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff



City of Hope

At the City Council meeting of August 21, 2007, the City of Hope was presented a plaque in recognition of being named the Business of the Month for August by the Chamber of Commerce. Pictured from left are Mayor Pro Tem Fuentes (back) Lisa Bailey, President/CEO of the Chamber of Commerce, Councilwoman Gomez, Elizabeth Bagwell, representing the City of Hope, Councilman Miranda, Mayor Ortiz and Councilman Breceda.



Camping Trip

The overnight camping trips are an incredible opportunity for the children in our community to build relationships, work together, learn to be successful and have a great time outside the comforts of Irwindale. Together with the Champions organization, the Recreation Department took a group of 27 teens (Aug 10 – 12th) and 17 youth (Aug 24th – 26th) to Big Bear. The campers had the opportunity to kayak in the lake, hike, rock climb and mountain bike. The memories these kids have made will last a lifetime and they can't wait for next year's outing.

Pictured above are teens who attended this year's weekend camping trip.

IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff

Swimming Lessons

During the summer months, swim lessons are provided at our Recreation Center pool for children ages four and up. Lessons are for beginner, intermediate and advanced. Many of our local residents take advantage of this great opportunity. Our instructors are trained, certified in CPRS for the Professional and follow the Red Cross program for swimming instruction.



Pictured above is Lifeguard Jacob Fraijo and swimmer Peter Herrera.



Pictured are a group of students practicing their swimming in our beautiful, clearly inviting pool.



Tiny Tots

Our Recreation Department offers many fun events for kids of all ages during the summer. One of the events was a visit by our Summer Tot Program to the Kodak Theater in Hollywood on Wednesday, August 8th, to see the live stage show production of "Go Diego Go". Pictured from left to right are Elijah Zepeda, Ian Zepeda, Rosa Chengman and Allyson Avila.

(Global Warming-continued from coverage)

Speakers at the forum included Mary Nichols, Chairwoman of the California Air Resources Board, Long Beach Mayor Bob Foster, Dr. Jim Gauderman, a USC professor of preventive medicine, and our own Celia Smith, Chair of the Irwindale Chamber of Commerce Environmental Committee.

Solis serves on the newly created House Select Committee on Energy Independence and Global Warming. On August 2nd, the U.S. House of Representatives passed The Green Jobs Act of 2007 (H.R. 2847), legislation introduced by Solis to authorize \$125 million for work force training for the green economy. A major investment in renewable energy and energy efficiency could create 3 million new, quality, high paying jobs over the next ten years. H.R. 2847 was passed as part of H.R. 3221, the New Direction for Energy Independence, National Security, and Consumer Protection Act.

“Global warming is not only about the environment, but also about public health, job security, innovation and technology. Green collar jobs will not only advance the energy security of our nation, but also the economic security of our families,” said Solis. “I am proud that the U.S. House passed legislation I introduced to support both our nation’s innovation and technological leadership and lift people out of poverty.”



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Air Handling Systems Efficiency * ♦

Thursday, October 18, 2007 #15926
8:30 am – 4:00 pm with lunch

Efficient Technologies for Commercial Refrigeration * ♦

Tuesday, October 30, 2007 #15929
8:30 am – 4:00 pm with lunch

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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

By: Cal Chamber

What to Do If Social Security Number ‘No Match’ Notice Arrives

I have read the articles about the federal crackdown on illegal immigrants, based on Social Security numbers. The “no match” letters from the Social Security Administration warn against terminating someone because of the receipt of the letter. But it sounds like the Department of Homeland Security is going to take a different view. What should an employer do if it receives a “no match” letter for one of its employees?

The current crackdown by the Department of Homeland Security (DHS) is not a change to the law or the I-9 process. DHS is merely stepping up enforcement of current law while waiting to finalize regulations on this issue that were first released last year.

The “no match” letters from Social Security Administration are not new and have always advised employers not to terminate someone because of the letter.

There are several reasons such a letter might be issued, such as transposing numbers, making honest mistakes about your Social Security number or failing to change your name for Social Security purposes.

Some employers ask for a Social Security number on their employment application, and other applications may ask if the employee is able to provide documentation of his/her ability to work in the United States. Oftentimes the application also will contain a statement that the employee has to sign, attesting to the truthfulness of the information on the application.

If the employee has signed such a statement and used a false Social Security number, the employee has falsified employment documents, which alone may be grounds for termination.

The problem for the employer occurs when the Social Security number has been used for purposes of I-9 verification. The Form I-9 must be completed by all new hires and this has been the law since 1986. The new employee must present documentation that verifies identity and employment eligibility. One document that can be used to prove employment eligibility is a Social Security card.

Once the employer is on notice of the “no match” on the Social Security number, the employer should check that employee’s I-9 form. If the employee has used a falsified document for identification or employment eligibility purposes, the individual has engaged in fraud — the individual completing the I-9 form has to attest under penalty of perjury their status as a citizen, lawful permanent resident, or alien. The I-9 form also contains a statement warning that federal law prohibits false statements and the use of false documents and that imprisonment or fines are permitted for such violations.

If the employee is not eligible to work in the United States and/or cannot provide documentation of their ability to do so, the employer can no longer continue to employ that person.

Rescinding Offer of Employment Could Penalize Employer

We have made an offer of employment to an applicant and now find that we do not really need to fill this position. What are the risks of rescinding an offer of employment at this stage? Would the response be different if the individual was already working for us?

Depending on the circumstances, there may be a lot of risk involved in rescinding a job offer to someone who has accepted and already given notice to a current employer.

Before Making an Offer

It is wise to confirm with all concerned — supervisors, managers, anyone who must approve the offer — before making an offer of employment.

You should also make offers in writing, with a statement of employment at-will and any contingencies upon which the offer depends, such as successful completion of pre-employment physical, drug screen, reference, credit or background check.

In either of these examples, if you induced the employee to move to, from or within California by misrepresenting the nature, length or physical conditions of employment, then you would be exposed to liability double the amount of any cost incurred by the employee taking the job with your company. These costs include moving expenses, purchase of a new home and loss of wages.

Employer Penalties

If this employee can demonstrate that you made promises you did not keep, such as term of employment or job duties, then you could be exposed to penalties under the fraudulent inducement provisions of California law, as well as wrongful termination.

If the applicant or employee quit his/her current position in order to accept yours and cannot rescind the resignation or find another equivalent job, the potential future damages — loss of salary, benefits, etc. — will be greater. You may be liable for these future damages as well as the other costs listed above that the individual incurred in accepting the job with your organization. All supervisors and managers should be trained as to appropriate interviewing questions and techniques and information to be given to applicants. The use of interviewing guidelines and consistent information about the position will help eliminate the possibility of misrepresentation about the job and/or the company.

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

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Kim Travanty *Vineyard Bank*

Directors Robert Griego *Interim 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: H. Manuel Ortiz
Mayor Pro Tem: David Fuentes
Council Members: Mark A. Breceda,
Suzanne Gomez, and Julian A. Miranda

City Council Meetings

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

City Staff

Interim 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

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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


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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.