



# 2007 Irwindale Educational Foundation BBQ

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## **Irwindale Educational Foundation Provides 35 Scholarships!**

For the past nine years the Irwindale Educational Foundation has hosted an annual barbecue to raise funds for continuing education scholarships. By investing in our scholarship program you are investing in the future of your children, employees and potential leaders of our community.

The Irwindale Educational Foundation held its 8<sup>th</sup> Annual BBQ Fundraiser on the spacious grounds of Miller Brewing Company on July 20, 2007. Approximately 325 people attended this worthwhile fundraiser. The crowd enjoyed good food, good company and some "cool" jazz entertainment by the Basoco Group. The delicious meal of chicken and tri-tip dinner was catered by Patron Sponsor -Picasso's Café, Bakery, and Catering. Miller Brewing, Pepsi Cola Company and Starbucks Coffee-Irwindale sponsored the beverages.

Past scholarship recipient, Christina Davila, spoke from her heart about how the Irwindale Education Foundation has helped her realize her dream of becoming a nurse.

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West Coast Environmental & Engineering

Raffle, auction and cash prizes were drawn throughout the evening by emcee Gilbert Ruiz of Miller Brewing who is always a delight for the crowd. The evening culminated with the drawing of the winning ticket for a \$5,000 cash grand prize, which went to

(BBQ-continued on page 17)

# Calendar of Events

## September 2007



*Man is so made that he can only find relaxation from one kind of labor by taking up another. -Anatole France-*

- 3 Labor Day **CHAMBER CLOSED**
- 4 Ambassador Meeting 8:00 a.m. Vineyard Bank
- 5 Environmental Committee Noon Chamber Office
- 6 Business Development Committee 7:30 a.m. Chamber Office
- 11 Irwindale Education Foundation 7:30 a.m. Chamber Office
- 11 Patriot Day Mixer 5:30 p.m. Canyon City BBQ
- 18 Fall Forum 11:00 a.m.-2:00 p.m. City of Hope  
Topic: GERMS-They're nothing to sneeze at.  
Presenting Sponsor: Veolia ES Technical Solutions
- 24 Board of Directors Meeting NO MEETING
- 27 GMI/Mini Expo 7:30 a.m.-9:00 a.m. Picasso's Cafe  
Presenting Sponsor: Picasso's Cafe, Bakery & Catering
- 27 Multi-Chamber Mixer 5:00 p.m.-7:00 p.m. Stellar Business Bank  
With Covina, Glendora, San Dimas & W. Covina

## 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 9:30 a.m. Chamber Office
- 9 Irwindale Education Foundation 7:30 a.m. Chamber Office
- 11 Let's Do Lunch 11:30 a.m.-1:30 p.m. DoubleTree Monrovia  
Topic: Improving Employee Benefits
- 22 Board of Directors Meeting 3:00 p.m. Chamber Office
- 25 Milestone Breakfast 7:30 a.m.-9:00 a.m. Edison CTAC  
Presenting Sponsor: Picasso's Cafe, Bakery & Catering

## 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 11:30 a.m.-1:30 p.m. Irwindale Community Center  
Presenting Sponsor: Vulcan Materials  
Topic: Business Card Bingo
- 13 Irwindale Education Foundation 7:30 a.m. Chamber Office
- 15 GMI/Mini Expo 7:30 a.m.-9:00 a.m. Picasso's Cafe  
Presenting Sponsor: Picasso's Cafe, Bakery & Catering
- 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**

**For more details and future events please visit our online calendar at: [irwindalechamber.org](http://irwindalechamber.org)**

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## Member News



(L-R) Kevin McDonald, Foothill Transit; Gina Crome, **Lifestyle Management Solutions**; Lisa Bailey, Irwindale Chamber.

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# Member News



**Stellar Business Bank** is the only community bank headquartered in the Covina Valley and is building its brand of banking with businesses and consumers alike who are recognizing the Bank as a new source to turn to for their financial needs. With a full comprehensive product and service line, Stellar is able to compete with larger institutions while maintaining a true community bank strategy. "Because Good Isn't Good Enough," **Stellar Business Bank** seeks opportunities to outperform competitors and establish an entirely new level of service and responsiveness that exceeds traditional expectations.

**Stellar Business Bank** is located at 100 N. Azusa Avenue in Covina and may be contacted at 626.214.1760 or visit [www.stellarbusinessbank.com](http://www.stellarbusinessbank.com).



Linda Apodaca, Foothill Transit

## JULY GMI

The Good Morning Irwindale Breakfast & Mini Expo was held at **Picasso's Café, Bakery & Catering** on July 26, 2007. The Presenting Sponsor was **Foothill Transit**. Linda Apodaca, Community Outreach and Special Events Coordinator for **Foothill Transit**, spoke to the group about the benefits of riding the bus. Linda explained that members can save money, health, and the environment all by riding the bus to work or school a few days a week.

Mini Expo participants: Jon Cline, **Enthusiast, Inc.**; Jamie Menetrey, **Curves in Irwindale**; Sarah Parker, **K & S Snaks**; and Donna Kreutz, **LA Racing Experience** each gave a three-minute presentation on their products and/or services.

The breakfast began with the Pledge of Allegiance and the recognition of sponsors and Cornerstone Club members. Next came the presentation of plaques to new Chamber Members: Betty Futter of **Arbonne International**, and Gina Crome of **Lifestyle Management Solutions**. Each attendee was then given the opportunity to introduce himself or herself, and share a little about their company's summertime promotions and/or benefits.

Thank you to the following businesses for donating door prizes at the breakfast: **Arbonne International-Betty Futter, A T & T, Calwax, Citrus College, Curves of Irwindale, Irwindale Speedway, Jan's Towing, Maraman and Assoc., Picasso's Café, Bakery & Catering, Rancho Duarte Florist, and Royal Coaches Auto Body & Towing.**



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(L-R) Mayor Manuel Ortiz, City of Irwindale; Albert Orona, DeLeesa Herrera, Victor Dominguez & Councilmember Julian Miranda, City of Irwindale.

### Albert Orona named Irwindale's 2007 Young Citizen of the Year!

Congratulations to three of Irwindale's outstanding teenagers: Victor Dominguez, DeLeesa Herrera, and Albert Orona. Each was honored in the Irwindale Chamber's annual Young Citizen of the Year competition, which was held at the Irwindale Senior Center on July 12, 2007. Presenting sponsor for this event was **Vineyard Bank**. Speech sponsors were **1st Centennial Bank, City of Hope, Foothill Transit and United Rock Products** and the dinner sponsor was **Picasso's Café, Bakery & Catering**.

First place winner, Albert Orona, was awarded a \$1000.00 cash prize and \$1000.00 savings bond from presenting sponsor **Vineyard Bank**. Second place winner, DeLeesa Herrera, received a \$300.00 cash prize while third place winner, Victor Dominguez, received \$200.00. All three contestants received Certificates of Recognition from Congresswoman Hilda Solis, Assemblyman Dr. Ed Hernandez, and Supervisor Gloria Molina.

This year's essay question was "Are you motivated more by external rewards (such as money or grades) or internal rewards (such as self-esteem or integrity)?" Each contestant presented their essay as well as their most recent school report card and was required to attend three pre-competition meetings to be eligible to participate in the competition.



(L-R) Dominique Yates, Irwindale Chamber; April Kelcy, Earthquake Solutions; Victor Dominguez, DeLeesa Herrera & Albert Orona, Contestants; and Maria DeRosa, Picasso's Cafe Bakery & Catering

April Kelcy of **Earthquake SOLUTIONS** and **Irwindale Toastmasters Club** spent time with the contestants working on presentation skills and self-confidence to prepare them for the oral presentation of their written essays. The contestants who are between 15 and 18 years old also had to participate in an oral interview and answer

impromptu questions before a judging panel and an audience of family, friends and community leaders.

Special thanks to Maria DeRosa for acting as emcee for this event, and to committee members Jackie Delgado, Dan Grijalva, and Priscilla Zepeda for their time and effort in preparing for this event.

## Business of the Month



City of Hope is a biomedical research and treatment center dedicated to the prevention, treatment and cure of cancer and other life-threatening diseases. Since its founding in 1913, City of Hope has achieved numerous scientific breakthroughs and pioneered many lifesaving procedures that have impacted treatment worldwide.

Their research and treatment achievements include the following:

They have performed more than 8,000 bone marrow and stem cell transplants, and today operate one of the largest, most successful programs of its kind in the world.

Millions of people with diabetes worldwide benefit from synthetic human insulin developed through patented research conducted at City of Hope.

City of Hope surgeons were among the first to utilize robotic technology to treat cancer, significantly improving the outcomes for patients with prostate cancer and other malignancies.

Additionally, The City of Hope has consistently supported the City of Irwindale and The Irwindale Chamber of Commerce. Current activities include having Elizabeth Bagwell, Community Relations Manager, serve as a member on the Irwindale Chamber's Environmental Committee assisting the development of health events for Chamber members, as well as hosting the upcoming Irwindale Fall Forum on "Germs". Diego de la Garza, Director State Relations, serves on the chamber's legislative committee to plan briefings with SGV elected officials. And, The City of Hope is a major sponsor of several fund-raising events including the annual golf tournament.

The City of Hope offers numerous programs to benefit the local community including the City of Hope Regional Occupational Program (ROP) Summer High School program and a lecture series called "Ask the Experts". This free community lecture series on cancers and other medical topics is held once a month and features leading physicians and researchers. The City of Hope also participates in numerous local health fairs and other civic events.

From global health breakthroughs to local sponsorship and education, the City of Hope is one of the Valley's most involved, committed, and successful institutions and is this month's Business of the Month.



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**MARK YOUR CALENDAR**

**Milestone Breakfast**

Please join us and support this year's honorees.

Admission is \$10 per person for breakfast.

Please RSVP by October 19, 2007 to 626-960-6606.

**October 25, 2007**

7:30 a.m. - 9:30 a.m.

Edison CTAC 6090 N Irwindale Ave, Irwindale

**Presenting Sponsor**

**Picasso's Café, Catering and Bakery**



George & Lisa Bailey's first grandchild has arrived. Devan Clanton was born on Friday, July 13, 2007 and weighed 7 pounds even. Proud parents Nick & Sharon Clanton are thrilled with their new bundle of joy. CONGRATULATIONS!

## Back to Basics

By Nancy Friedman Telephone Doctor



It's a well known fact. That first voice you hear when you call a company sets the tone - makes the

first impression - and welcomes the caller. Few will argue that point.

Sadly, one of the most important and overlooked techniques for hiring people who are going to be answering the phones for your company is not done as often as it should be. And that is - to interview them by phone first. That's right. If you're interviewing for someone to handle your calls, have them call you and talk with them BEFORE you bring them in to the office to do the interview.

A good way to start is simply: "Tell me about yourself." If the applicants have any difficulty talking about the one topic they should know the most about, how will they be able to talk about your company? And answer questions about it effectively?

Be on the look out for those who only answer your questions with one word answers; like "YES" or "NO." One-word answers are considered cold and unfriendly. And listen to hear the tone of their voice. You, as owners and managers, know you can hear a smile. Is it there? Because if it's not there at this point, chances are, it never will be. The old adage about first impressions is so true, especially in the interview.

You'd be much better with an over enthusiastic individual and ask them to "tone down" than to have a mild, unenthusiastic person who needs to be "turned up." Tell them at the time of your phone interview to be the best they can be, because this will determine if they get a second, personal interview. Since the job is that of primarily being on the phone, it's an excellent way to "test" a candidate.

Don't be surprised or disappointed if you run through several before one comes up that will have the credentials you need. Just keep at it. Don't lower your standards just because you're busy. Once you do, the competition has an edge over you.

After they have passed the initial screening, what Telephone Doctor calls the "smile test," then you can ask them to come in for further interviewing. At that point, you can give them the other important skill testing you need to do. Remember, most of the calls they will be taking are from people who will never see them. And while I am not advocating hiring those that look like bag ladies, what I mean is we don't

# The Green Pages

September 2007



## Illegal Dumping

Submitted By: Celia Smith, Sanctuary Shack



Illegal dumping and littering are a major problem with significant social, environmental, and economic impacts for many jurisdictions in California. The amount of resources local jurisdictions spend annually on abating illegally dumped materials is estimated in the hundreds of millions of dollars, and private property owners also incur costs in cleaning up litter and waste materials deposited on their property.

Illegal dumping is usually not handled as a solid waste issue, but more often as a nuisance/litter abatement effort. The nature, depth and effectiveness of local responses is highly variable. In some cases, local code enforcement has taken a major role, in other cases public works departments have taken a lead, and in other instances there has been little response. Local enforcement agencies (LEA) have typically focused more on permitting, inspection, and enforcement of regulated facilities and on remediation and enforcement of known illegal disposal sites, but not on investigative activities related to illegal dumping.

Public Resources Code charges the California Integrated Waste Management Board (CIWMB) with the responsibility and authority to investigate, remediate and enforce illegal solid waste disposal sites. The Penal Code (Sections 370-374) defines both littering and illegal dumping and defines violations as being punishable by an infraction or misdemeanor, but does not charge a specific state or local agency with the responsibility of a comprehensive program. Local and state agencies with police power can and will cite persons caught illegally dumping, but are not responsible for the remediation of the problem. No state agency is charged with the responsibility to deliver programs in litter

and illegal dumping that include enforcement, remediation, coordination, education and evaluation. The CIWMB Solid Waste Disposal and Codisposal Site Cleanup Program (PRC Section 48020) is authorized to remediate threats to public health and safety or the environment at sites where the responsible parties either cannot be identified or are unable or unwilling to pay for timely remediation. The CIWMB Farm and Ranch Solid Waste Cleanup and Abatement Grant Program (PRC Section 48100) provides grants for cleaning up and abating the effects of illegally disposed solid waste on farm and ranch property.

### Illegal Dumping Enforcement Task Force

The CIWMB has established a high-level state and local illegal dumping enforcement task force, the purpose of which will be to assess the extent of the illegal dumping problem and develop recommendations to the CIWMB to enhance the effectiveness of local and state responses to the problem. The task force recommendations will be presented to the Board in March 2007.

The County of Sacramento hauls away more than 1,500 tons of junk and rubbish from the public right-of-way every year. From construction debris to refrigerators,  
(Illegal Dumping-continued on page 12)

### Some Things are Too Toxic To Trash!

Free Household Hazardous & E-Waste Roundup

**Saturday, September 22, 2007**

9:00 a.m. – 3:00 p.m.

@ Walmart Overflow Parking Lot  
1275 N Azusa Ave, Covina

Hazardous Waste includes paints, glues, pesticides, oils, solvents, cleansers, old medicine, and car and dry-cell batteries. E-Waste includes computer monitors, TV's, VCRs, stereos, fax machines, computer keyboards and cellular telephones. Improper disposal of these materials can pollute the environment and endanger children and pets.

- Limit of 15 gallons or 125 lbs. per vehicle
- Don't mix materials, keep original labels on containers
- Put in a sturdy box in the trunk of your car
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# Irwindale Chamber of Commerce Environmental Committee 2007 Fall Forum and Luncheon

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Dr. Sadina Reynaldo, Pandemic Influenza Unit, L.A. County Department of Public Health  
Mr. Brian Zomorodi, VP of Quality, Technology & Research, Ready Pac Produce

## TUESDAY, SEPTEMBER 18, 2007

11:00 a.m. - 2:00 p.m.

City of Hope/Cooper Auditorium  
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Chamber Members \$20.00 Non-Members \$25.00

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For information and reservations, visit [www.irwindalechamber.org](http://www.irwindalechamber.org) or call  
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## What is Illegal Dumping?

Submitted by: Craig Doerr, American Reclamation  
(Excerpts from <http://ladpw.org/epd/illdump/>)

Illegal dumping is any unauthorized disposal of waste on any public or private property. Usually, people dump illegally to avoid collection and disposal fees, or because they believe proper disposal is just “too much trouble.” Why is Illegal Dumping a Serious Problem for the Community?

There are three reasons: money, health, and the environment.

Specifically, illegal dumping:

- Is a community eyesore
- Decreases neighborhood property values
- Costs taxpayers millions of dollars in clean-up costs
- Negatively impacts plants and wildlife
- Poses safety hazards to people, especially children
- Provides a breeding ground for disease carrying rodents, insects and other vermin
- Disrupts natural land and water processes and ruins wildlife habitat
- Pollutes surface and ground water
- In general, lowers the quality of life for residents

**What is the Penalty For Illegal Dumping?** California Penal Code 374.3 makes illegal dumping on public and private property punishable by a fine up to \$10,000. Also, pursuant to Section 117555 of the California health and Safety Code, a person who dumps illegally is punishable by up to six months in jail.

In addition in August 2005, the County of Los Angeles adopted an ordinance that would allow the Sheriff to seize a vehicle if it is used in the act of illegal dumping.

## “Clearing Up” Spill Response

By: Safety News

Spills in the workplace cause hazards from slips and falls, exposure to the spilled material, and accidental release into the environment. Know the proper storage, handling, use, and spill response for the materials in your workplace.

Get training on your worksite spill response plan and the materials that you use and store. Read the material safety data sheets (MSDS) that explain correct spill response techniques, cleanup methods, and disposal. Know when it is safe for you to clean up a spill yourself and when to call your supervisor, the company spill response team, or an outside resource for assistance. Know what equipment you will need to clean up property. Use appropriate personal protective equipment (PPE) for spill response such as gloves, safety glasses, overalls, and/or respirators. Know where your spill response materials are located at work and how to use them.

Limit the amount of new and hazardous materials stored on your site to minimize the risk and size of spills. Place materials out of the path of foot and vehicle traffic to prevent accidental spills. Store materials indoors and away from exterior doors and sewer drains to prevent accidental releases into the environment. Consider double containers for materials stored in large quantities, that may create a difficult cleanup task, or that can be toxic or hazardous even if spilled in small amounts.

If you cause a spill or find a spill, immediately notify your supervisor and coworkers in the area. If the spilled material is flammable or volatile, shut off flame sources and air the

(Spills-continued on page 12)

## 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](mailto:EnviroCommittee@irwindalechamber.org)

**Website:** [www.EnviroCommittee.com](http://www.EnviroCommittee.com)

## Member Profile



With 30 plus years of working experience, a mother to two teenage boys and guardian to several pets of a variety of species, I have found, the same practices that have contributed to the successes in my business have contributed to the positive impacts in my “personal” life and vice versa. The acknowledgement that all that we do carries impact from one area

of our lives to the others has been evident with my participation with the Irwindale Chamber of Commerce.

Our expectation of business development and/or economic success is the inherent reason we join Chambers. The Chamber in Irwindale does more than most, offering networking venues, events, advertising, shared information, relevant political and business forums just to mention a few. However the most important factor in meeting our “expectation” is our participation. This is true with business, parenting or good dogs, results are only as much as we contribute to them.

My participation has been proactive, productive and worthwhile. I have gotten more business being involved than had I not joined. I have developed relationships that would not have been available to me. I gained insights and intellectual properties otherwise unattainable to me. Most important personally, I have been an active participant to the practice of stewardship and as Chair to the Environmental Committee this has been my personal highlight. A self proclaimed environmentalist, it has been this committee that has allowed me to make more clear to more people the cross over impact of environmental and economics. This is not “tree hugging”, although I feel all good trees need a hug, this is business, good business, with impact and importance, not to mention my participation has indeed brought me business and isn’t that the [first] reason we join!

My message, join, participate, impact and recognize the links, you will prosper, your business and your community will prosper and all under an umbrella of economic influence!

### **Celia M. Smith, The Sanctuary Shack:**

The Sanctuary Shack is made up of two divisions. Sanctuary Shots provides professional photography services, Corporate shoots, scenic photographic slideshows, landscape and wildlife photography is gallery displayed for Corporate settings. As well, I have an established reputation as a Wedding, Portrait, Pet and Family Photographer.

Sanctuary Consulting Green encompasses consultation and strategic planning services for corporations implementing or desiring environmental “green” processes and sustainability practices.

(Spills-continued from page 11)

area out if it is safe to do so. If possible, protect floor drains or outside access area for the spill. Cordon off the spill area to prevent further access and potential exposures. If you or a coworker are exposed to the spilled material, use emergency eye washes or showers for at least 15 minutes, get to a well ventilated area, and seek medical attention, if needed. Using your worksite spill response plan and information about the material, determine if the spill is small enough and of the type that you can clean up yourself. Generally, spills of one cup or less can be wiped up with paper toweling or absorbent spill kit materials. Spills of approximately one gallon can be cleaned up with spill kit materials such as spill socks, pads, or absorbents. If you use loose absorbent materials, spread them around the spill and work toward the inside to reduce splashing or spreading the spill. Spills over 2 gallons in size may require emergency cleanup from a worksite spill response team or an outside resource.

Spell out the safest spill procedures using a worksite spill response plan.

(Illegal Dumping-continued from page 9)



this trashing blights our neighborhoods, sullies our rivers and streams, drives down property values, and costs County tax and rate payers hundreds of thousands of dollars each year.

In an effort to combat and reduce illegal dumping, the County of Sacramento and the California Integrated Waste Management Board joined forces to launch a progressive program to test various prevention, enforcement and clean-up techniques.

### *Why is Illegal Dumping a Serious Problem for the Community?*

Due to the success of efforts including installation of signs at chronic dumping spots and barriers at frequently abused alleys, development of a reward program and increased outreach, the tonnage of illegally dumped materials picked up by the Department is decreasing.

Since the launching of the program, hundreds of calls eligible for reward have been received and 49 citations have been issued. Complaints about illegally dumped piles in the community have drastically reduced. Fourteen rewards have been given to residents who provided information that led to citation of people for illegal dumping in the unincorporated region.

With your help, we can continue to reduce blight of illegal dumping in our communities.

(Water-continued from coverage)

Despite significant advances in water conservation, California's water needs will grow over the next 25 years as our population expands, particularly in hotter, drier inland areas where housing is more affordable.

**Challenges in Delta:** Climate change and the aging state of our infrastructure add to the challenge. The Sacramento-San Joaquin Delta is a case in point. The Delta — unfortunately better known as the name of an airline than as a key source of water for 25 million Californians and some of our most productive farmland — is at risk from a major flood or earthquake that would disrupt water deliveries for months or years at a time.

Aging levees that protect the Delta are in disrepair, and experts agree they are vulnerable to widespread failure that would be comparable to the disaster in New Orleans that followed Hurricane Katrina. In fact, scientists say there is a two-thirds chance of a catastrophic levee failure in the Delta during the next 30 years.

A major flood or 6.5-magnitude earthquake could cause a breach in the levees that would render the Delta unusable as a source of clean water. Such an event would shut off water delivery to Southern California for as long as two years — with a predictably devastating impact on the region's economy.

The Delta itself also has a host of environmental problems, including pollution and the decline of numerous fish species. Experts agree that the Delta in its present state can no longer meet the current needs of people or fish, let alone accommodate future demands.

**Climate Change Concerns:** Our aging water infrastructure is further compromised by the possibility of climate change that could produce longer droughts and more severe floods. Warmer winters mean more rain and less snow in the Sierras. More rain means less “natural” water storage, i.e., the Sierra snowpack, and more runoff than our system can possibly capture and store. The excess water could overrun our flood control system, and send precious water out to the ocean in times of heavy storms.

We are at a critical juncture and need to make urgent repairs and essential improvements today to guard against catastrophes while also putting in place the needed long-term solutions to our state's water supply and quality.

Without sustainable, long-term solutions to our looming water crisis, investors' confidence in our state could erode. In the wake of Hurricane Katrina, we know too well what can happen without serious forethought and planning.

**Protect Environment, Economy:** This is why Governor Schwarzenegger is traveling the state to call attention to this problem we all face and to urge action on a solution. It is not often that we are presented with a “win-win” scenario that can protect both our environment and our economy.

The time to act is now; let's not miss this chance to do what's needed before it's too late.

(Back to Basics-continued from page 8)

need a movie star in that position. However, you do need a clean, well-kept person who has a great smile and great attitude.

Some of the questions you might want to ask in an interview for these positions are:

How long can you stay at one area and still be comfortable? Ask them to tell you about the times they needed to stay in one area and how it made them feel. Reason: This position usually means staying at the one area, answering phones and not running all over the office. If the applicant likes to be all over the office, it may not be a good match.

And while there might be times that the person answering the phones may be asked to do some ‘nonessential’ jobs (i.e., folding letters, stuffing envelopes), please remember “you cannot do two things well at once.” Be sure they know the phone is a priority and the folding and stuffing can hold. The callers shouldn't!

Another good question to ask the applicant is how they feel about the position. How important is answering the phones to them? When we feel something is important, we will do much better at that job. Let the applicant tell, and sell, you on how key that position is for your company. (In other words, don't tell them how important it is; let them tell you.)

An additional question to ask the applicant is how much telephone training they've had in the past. Where and what? Get specific. Employees who value training will be good ones for you and they will want to continue being trained. They will expect to be trained. It's a known fact that employees feel more secure in their position when they have been trained. They realize and appreciate that your time and money is being spent on them. Training is good job insurance for both parties.

Unfortunately, not everyone is a good candidate for answering phones. Please don't just hire someone, sit them in an area with the phones, and tell them, “OK, now be nice.” They will need to know how you want it done. Answering phones is an art and a science.

Carefully consider the following: How do you want your phones to be answered? Company name only? What about a “GOOD MORNING” or “THANKS FOR CALLING?” How about using the name of the person who answers the phone? There are things to be considered. Is there a company standard? How are calls transferred? Is voice mail an option? Are all employees well trained on the system?

Telephone skills training should not be ignored. And yet, it is. Unfortunately, this position is usually a lower paid position. It shouldn't be. Employ people with good work ethics; with a happy attitude; and pay them well. It will be well worth it for you and your company.

# IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff



## Council Round-Up – July 11, and August 1, 2007

- Council authorized the donation of surplus police vehicles to Rio Hondo Police Academy and sale by auction.
- Council approved a request to the Board of Supervisors of the County of Los Angeles to provide specified services to the City relating to a general municipal election to be held on Tuesday, November 6, 2007.
- Council approved the Recreation Department Policies and Procedures Manual as amended.
- Council approved the adoption of a Code of Ethics for City Council members and City Commissioners.
- Council approved the no parking restrictions during certain hours on Alice Rodriguez Circle specified for the purposes of street sweeping.
- Council approved “Little Park of Irwindale” as the name for the park located at 2419 Alice Rodriguez Circle.
- Council approved an agreement to include our City as a participant in the Los Angeles Regional Terrorism Information and Integration System.

## Happy Birthday Irwindale

On Monday, August 6, 2007, the City celebrated its 50th birthday. A memorable event which included past and present Councilmembers was held in front of our City Hall. Several events will be held throughout the year with a parade and fiesta on August 2nd, 2008 as the closing ceremony. Helping us to celebrate our birthday were several dignitaries from neighboring cities.



### Duarte

Presenting a plaque to our Councilmembers is Lois Gaston, Mayor of the City of Duarte.



### Assemblyman Hernandez

Assemblyman Ed Hernandez attended our celebration and congratulated the City on its 50th year.



### West Covina

Mike Touhey, Mayor of the City of Covina, is pictured presenting a plaque to our Councilmembers.



### Baldwin Park

Mayor Manuel Lozano and Marlen Garcia, Mayor Pro Tem of the City of Baldwin Park were also on hand to present their plaque to our Councilmembers.



### Congresswoman Solis

The City was especially honored to have Congresswoman Hilda Solis take time from her busy schedule to attend our event. She spoke about her special bond with the City of Irwindale and promised to continue working on our behalf.



### Covina

Representing the City of Covina was Paul Phillips, City Manager, who also presented a token of congratulations to our Councilmembers.

# IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff



**50th Anniversary Annual Flame**



**Past & Present Councilmembers**

It was an honor to include past councilmembers in our birthday celebration. They are truly the backbone of our great City. Pictured front row r-l : Mike Miranda, Richard Chico, Michael Miranda, Sal Castellanos, Robert Diaz, Fred Barbosa, Jacquelyn Breceda, back row: l-r Raymond Chavez, Dorina Castellanos, Manuel Garcia, Julian Miranda, Mark Breceda, Suzanne Gomez, David Fuentes and Manuel Ortiz.

Each councilmember commemorated this special day by passing on the torch which lit the annual flame.



**Miller Brewing**

Accepting the commendation for Business of the Month for July was Paul Savastano, of Miller Brewing Company. Pictured from left are Mayor Pro Tem Fuentes, Councilmember Gomez, Paul Savastano, Councilmember Miranda, Mayor Ortiz and Councilmember Breceda.



**Renaissance Faire**

Honored as the Business of the Month for June was the Renaissance Faire. Representing the faire was Andrew Elkins who accepted the City plaque. Pictured from left are Mayor Pro Tem Fuentes, Councilmember Gomez, Andrew Elkins, Mayor Ortiz, Councilmember Miranda, and Councilmember Breceda.



**Sister City**

Pictured are our Councilmembers displaying the gifts received from the delegation of the Sister City Association from Salvatierra, Mexico. During their visit, they enjoyed several of the local attractions and had a great time.

# IRWINDALE ROCKS

(Previously the City Corner)

As Provided by City Staff



## NIMS (NATIONAL INCIDENT MANAGEMENT SYSTEM)

The National Incident Management System (NIMS) establishes standardized incident management processes, protocols, and procedures that all responders -- Federal, state, tribal, and local -- will use to coordinate and conduct response actions. With responders using the same standardized procedures, they will all share a common focus, and will be able to place full emphasis on incident management when a homeland security incident occurs -- whether terrorism or natural disaster. In addition, national preparedness and readiness in responding to and recovering from an incident is enhanced since all of the Nation's emergency teams and authorities are using a common language and set of procedures.

## PRIVATE SECTOR NIMS IMPLEMENTATION ACTIVITIES

Local government handles most emergencies. However, when a community's resources are insufficient to respond to an incident, local government may call on the private sector for assistance. As required under Homeland Security Presidential Directive (HSPD)-5, the NIMS enables responders from different communities with a variety of job responsibilities to better work together. Everyone has a role to play in NIMS implementation—fire and rescue, law enforcement, hospitals and healthcare systems, transportation systems, public works, voluntary agencies, private industry and many others—not only in responding to an event, but in ongoing preparedness activities as well.

For further information and recommended activities for the private sector please follow the link: [http://www.fema.gov/pdf/emergency/nims/ps\\_fs.pdf](http://www.fema.gov/pdf/emergency/nims/ps_fs.pdf)



### Summer Youth

Our Summer Youth Program is now winding down. On June 25th, 30 young students were hired to work for our City. Their last day of work will be August 23rd. These young students have been a great help to staff and we truly appreciate them. Pictured are the summer workers who were assigned to the Senior Center. They are in back, Adrain Beltran and Robert Diaz, in front from left are Marguerite Briones, Bernida Martinez and Gabina Sanchez.



Isaid Arteaga and Eustacio Sanchez working in Recreation.



Vanessa Olivares helping out in Recreation.



### Senior Prom

On July 13, 2007, the Senior Center held its annual prom. This is an event that the seniors truly look forward to. They dress up, have a great meal, dance and choose a king and queen. This year the seniors selected Dave and Birdie Martinez as the King and Queen.



Maria Marquez working in our Finance Department.



Victor Dominguez & Jackie Fuentes were assigned to our Police Department.



Ally Velasco working in our Library.

(BBQ-continued from page 2)



Past Recipient Christina Davila

George Bailey of **Bailey Construction** a Patron Sponsor of the BBQ for the past two years.

All this fun supported a very worthy cause – helping deserving students fund their continuing education. The net proceeds of the event along with other generous donations were used to award 35 students more than \$42,500 in scholarships for the 2007-2008 academic year.

This event could not have been possible without the generous support of our sponsors, contributors, attendees and volunteers. For the past eight years, **Miller Brewing Company** has provided the beautiful site, contributed the beer and has been a platinum sponsor! Special thanks to the **City of Irwindale** and **Vulcan Materials** who were also platinum sponsors and special recognition goes to the **Irwindale Lions Club** for their long-standing support.

Many thanks also go to **Explorer Post 496** from the Irwindale Police Department who assisted by directing traffic and helping with the raffle. Thank you for your commitment to education in the Irwindale community!

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 Tuesday, September 18, 2007 #15921  
 8:30 am – 4:00 pm with lunch

**Package Unit HVAC Efficiency \*♦**  
 Tuesday, September 25, 2007 #15925  
 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



## *Customer Preference Not an Excuse for Discrimination*

I'm hiring for customer service positions, and our customers really prefer people they can identify with. Can I refuse to hire applicants who have heavy foreign accents or who are not highly fluent in English? What about applicants who wear turbans, veils or other ethnic clothing?

Both state and federal law protect against national origin discrimination, including discrimination based on foreign accent, fluency and cultural traits including clothing. While there are limited circumstances where an employer may take these factors into account in making employment decisions, customer preference is never a defense to a claim of national origin discrimination.

## **Accent**

Generally, employment decisions may be based on a person's accent only when:

- effective oral communication in English is required to perform job duties; and
- the individual's foreign accent materially interferes with his or her ability to communicate orally in English.

It is important to distinguish between a merely noticeable foreign accent and one that interferes with communication skills necessary to perform job duties.

While the federal Equal Employment Opportunity Commission specifically recognizes that effective oral communication is required for positions such as customer service, teaching and telemarketing, an employer still must determine whether the particular individual's accent interferes with the ability to perform the job duties involved.

For example, a hotel hiring a concierge may take an applicant's heavy accent into account since effective communication with hotel guests, both in person and over the telephone, is essential to the position. The same applicant may be able to work in the data entry department, since his heavy accent should not affect his ability to perform those duties.

## **Fluency**

An employer may wish to establish minimum English fluency requirements for all employees. However, a fluency requirement is permissible only if required for the effective performance of a particular position.

The employer must be prepared to show that a certain level of fluency is necessary to do the job. For example, an applicant may be turned down for a sales position in a primarily English-speaking community due to his limited ability to speak English, if the employer can show he would not be able to effectively assist customers.

However, the same applicant might be qualified for a job in the stock room where there is limited contact with customers.

## **Cultural Traits**

It is illegal to discriminate against a person because of his or her cultural traits, including wearing items of clothing such as turbans and veils. While this style of dress may be different from what a customer is wearing, again, customer preference is not a defense.

However, an employer could impose the same dress code on all workers in similar jobs, regardless of their national origin, as long as the policy was not adopted for discriminatory reasons and is enforced evenhandedly.

Reasonable accommodation must be made if an employee wears a particular garment for religious reasons, unless the employer can show a valid safety-related reason for refusing to allow the religious garment. For example, employees who must wear hard-hats can be required to remove turbans or other head-coverings that would interfere with the safety gear.

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### **Southern California September 2007**

**September 20 - 9:00 am to 12:00 pm**

*Federal Contract Negotiation*

Lakewood Chamber of Commerce  
4010 Watson Plaza Drive, Suite 130  
Lakewood, CA 90712

**September 21 - 9:00 am to 12:00 pm**

*Getting Started with Government Contracting*

Santa Ana Chamber of Commerce  
2020 North Broadway, 2nd Floor  
Santa Ana, CA 92706

**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**

Chair of the Board: Kevin McDonald *Foothill Transit*  
1st Vice Chair: Marissa Buckisch *Picasso's Cafe\*Bakery\*Catering*  
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*

**Directors:** 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 *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, 6:30 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**

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  
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