

## Dunn-Edwards Paint and Applebee's Neighborhood Bar & Grill Co-Host Successful Mixer



Photos from L-R, Mark Campos, Store Manager and Al Thomas, Sales Representative for Dunn-Edwards Paint providing useful information to guests; Chamber Members and Dunn Edwards Staff get a look at special products.

The Norwalk Chamber members and guests were treated to a dynamic duo of a mixer by visiting both Dunn-Edwards Paint and Applebee's at our October evening mixer. The night started with guests arriving at Dunn-Edwards where they were treated to refreshments and a "mini" workshop on effective painting techniques. Mark Campos, Store Manager and Al Thomas, Sales Representative, presented a

unique perspective on how to most effectively use their paint products to create a satisfactory outcome at your home or business. They also shared that Dunn-Edwards offers a Member to Member Discount of 40% on all paint products to Chamber members. After giving the attendees a tour of their store, Norwalk Chamber members then moved next door to Applebee's for some light appetizers, and social

networking. Eric Phillips, Manager of Applebee's welcomed all of the Chamber members and guests who spent the next hour mixing and networking. Thank you to both Dunn-Edwards Paint and Applebee's Restaurant for hosting such a great event for the Norwalk Chamber of Commerce!

**Visti these locations:**

**Applebee's Neighborhood Bar & Grill**  
12129 Imperial Highway  
Norwalk, CA 90650  
(562) 863-0798

**Dunn Edwards Paint**  
12125 Imperial Highway  
Norwalk, CA 90650

## NORWALK CHAMBER ORGANIZES A "CASH MOB"

Burger Basket owner Spiros Hondrogiannis was pleasantly surprised the morning of November 7th, as Norwalk Chamber Ambassadors showed up en masse to hold a "Cash Mob" at his business. "Cash Mobs" are similar to the well known "Flash Mobs" that seem to pop up out of nowhere.

The difference is that local Chamber of Commerce Ambassadors and members show up as a group at a predetermined local business and all spend a few dollars that day to support that local business. After presenting Mr. Hondrogiannis with his 33 year Membership Plaque, the group all had lunch together and then back to work for all! The next "Cash Mob" date and location will be posted on the Norwalk Chamber of Commerce Facebook page, so be sure to "like" our page so you can be informed about this and many other events for the Norwalk Chamber of Commerce.



Norwalk Chamber members, left to right, Karla Butler, Thompson Bookkeeping, Tracy Polley, Kelco Sales, Michael Batory, Walgreens, Toni Grijalva, Cerritos College, President Lynda Fisher, Walmart, Chamber Executive Director Vivian Hansen and Joseph Derthick AFLAC as they are getting ready to "cash mob" Burger Basket.

## MESSAGE FROM THE PRESIDENT



I can't believe how quickly the year seems to be passing. It's already December and we are in full swing for the Holiday Season! During this time of joyous celebration I hope you will continue to support our Norwalk Chamber businesses by visiting them in person, online and over the phone. Shopping Norwalk makes sense as it helps keep our community strong and vibrant, so I encourage you to continue to shop Norwalk

during the holiday season.

Our Annual Holiday Mixer is fast approaching. Thursday, December 13th, from 6pm to 8pm we will be celebrating the holidays and invite you to come celebrate with us! Our host this year, is Gabriel Ramirez and Tacos Don Chente. Located in Paddison Square at 12505 Norwalk Blvd. Norwalk CA, Tacos Don Chente is a new location for our mixer. We are excited to have Tacos Don Chente host this year, and can't wait to welcome you all to the event. Refreshments will be served and we are asking you to bring a donation of canned or boxed food for the Norwalk Food Pantry. This event will feature the music of "Touch of Class" DJ, and you will have an opportunity to purchase tickets for our "Party Wagon of Holiday Cheer."

I want to thank you all for your continuous support of the Norwalk Chamber of Commerce. Your support allows the Norwalk Chamber to support our businesses and the community through the many networking events, workshops and fundraisers we hold throughout the year. Be sure and visit [www.norwalkchamber.com](http://www.norwalkchamber.com) for information on the Norwalk Chamber and check out our calendar of events for the 2013 year.

With that in mind, I wish you all a happy holiday season! May all of your wishes come true and may you have a prosperous and productive 2013.

*Lynda Fisher*  
President  
Norwalk Chamber of Commerce

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**Norwalk Chamber of Commerce**

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•••

**NEW & RENEWING MEMBERS**

**Renewing Members**

The following companies and individuals renewed their membership with the Norwalk Chamber of Commerce and the services we provide are made possible by their support.

**33 Years**

**Norwalk Auto Auction**  
Louis Rudich  
562-864-7464

**15 Years**

**Norwalk Union 76 Station**  
Jacques Labejian  
562-868-8659

**13 Years**

**Norwalk Plaza Dentistry**  
Flora Navarro  
562-929-4542

**11 Years**

**F.O.C.I.S.**  
Reggie Bowie  
562-807-6464

**4 Years**

**Capistrano Garden Apartment Homes**  
Nejyredth Velasquez  
562-921-4704

**3 Years**

**Office Depot**  
Katherine Leflore  
562-406-8686

**MEMBER TO MEMBER DISCOUNTS**

The Member-to-Member Discount Program is a special Chamber program that encourages members to do business with fellow Chamber members. The program helps our members to save money and to increase their exposure. These businesses are offering discounts to Norwalk Chamber Members. Your current Chamber Membership Card must be presented when requesting the discount

CAR SALES

**BUDGET RENT-A-CAR AND TRUCK & SALES**  
**Phil Arey OR Craig Wicks**  
12541 Rosecrans Ave.  
Norwalk (562) 407-2800  
**\$500 Gas Voucher with purchase of car.**  
**While supplies last.**

LODGING

**RED LION HOTEL**  
**Yani Lopez**  
1850 S. Harbor Blvd  
Anaheim (714) 383-6185  
**\$79 Single-Double Occupancy + 17% Occupancy tax & \$1 CA Tourism Resort Fee. Includes 2 full breakfasts and Parking. Call: 1-800-733-5464 Pride Rate code: CM6**

PAINT

**DUNN EDWARDS PAINTS**  
**Mark Campos**  
12125 Imperial Hwy, Unit B  
Norwalk (562) 864-7162  
(in Paddison Square - next to Applebee's)  
**A 40% discount on paint only. It's Simple - Just mention that you are a Norwalk Chamber Member**

SEWING & VACUUM SERVICES

**NORWALK VACUUM & SEWING MACHINE - SALES & SERVICE**  
**Bill Sanning**  
14529 S. Pioneer Blvd.  
Norwalk (562) 864-7781  
**15% OFF on service for vacuum & sewing machines.**

FLORIST

**NORWALK FLORIST**  
**Gary Murphy**  
11947 Firestone Blvd.  
Norwalk (562) 863-4478  
www.floristnorwalk.com  
**15% discount off all telephone or walk-in floral orders.**

OFFICE MACHINES

**FIRST CLASS COPIERS**  
**Isaac or Tammie**  
Downey (562) 928-5091  
**10% off First Service Call**  
**10% off 1st Supply Order**

PAYROLL SERVICES

**PAY ADVANCE PAYROLL**  
**Dean Harako**  
721 W. Whittier Blvd. Ste. O  
La Habra (562) 697-7920  
**New Clients receive one month of Free Payroll Services.**

TIRE SERVICES

**PRO TIRE & PREMIER TIRE**  
**Rudy Garcia**  
16102 Pioneer Blvd  
Norwalk (562) 404-8558  
**No Sales Tax on Purchases.**

BICYCLE SHOP/PARTS

**PAT'S 605 CYCLERY**  
**Ron Patterson**  
12310 Studebaker Road  
Norwalk (562) 864-0740  
**10% of all products. Show Chamber Membership Card for Discount.**

HALL RENTAL

**NORWALK MOOSE LODGE**  
**Don Luepritz**  
11305 Imperial Hwy.  
S. Whittier (562) 864-6867  
**\$100 off Hall Rental + 1/2 off Yearly Membership - only \$30 Call for more details**

OPTOMETRIST

**Dr. PAUL S. CRISMAN, O.D.**  
**Jackie Garcia**  
13800 San Antonio Dr.  
Norwalk (562) 864-6535  
**15% off Eye Exam & Glasses**

PLUMBING HVAC

**NORWALK/LA MIRADA PLUMBING HEATING & AIR CONDITIONING**  
**Teri Bazen**  
11661 Firestone Blvd  
Norwalk (562) 868-7777  
**5% off all work**

TROPHIES/AWARDS

**WEST GROVE TROPHIES**  
**Esmeralda Gallardo**  
15602 Graystone Avenue  
Norwalk (562) 650-0838  
**10% off first order. 15% off for schools & churches. On orders of \$100 & up.**

**MEMBER SPOTLIGHT**

**One Stop Implants & Dental**



Photos from L-R, The Official Ribbon Cutting of One Stop Implants and Dental, Norwalk Mayor Cheri Kelley, presents a Business Spotlight Award to One Stop Implants & Dental owners, Dr. John Cohen and Dr. Soheil Goel.

One Stop Implants & Dental, a new Norwalk Chamber member, was welcomed to the Chamber with a Ribbon Cutting ceremony at their facilities at 11005 Firestone Blvd, #106 here in Norwalk. Office Manager Carmen Brown welcomed all to the event where the Norwalk Chamber presented Dr. John Cohen and Dr. Soheil Goel with a new member

plaque and a certificate to celebrate their ribbon cutting. Norwalk Mayor, Cheri Kelley then presented the group with a business spotlight award from the City of Norwalk.

One Stop Implants & Dental is your one stop dental implant center. They also offer dental exams, cleanings and other orthodontic services.



They have evening and Saturday appointment times available and also offer same day emergency care. Visit them at www.OneStopImplants.com to find out more about their services or call them at 562-863-8888 with all of your dental questions.

**DON'T MISS THESE UPCOMING EVENTS!**

**Thursday - December 13, 2012 - 6:00pm - 8:00pm - Annual Holiday Mixer at Tacos Don Chente**  
Tacos Don Chente, 11505 Norwalk Boulevard, Norwalk

**Thursday - January 17, 2013 - 11:30am - 1:30pm - Norwalk City Council Candidate's Forum**  
Norwalk Arts and Sports Complex, 13200 Clarkdale Avenue, Norwalk  
Lunch will served. \$15 with RSVP by Tuesday, January 15, 2013 or \$20 at the door

**For More Information, please call the Norwalk Chamber of Commerce at (562) 864-7785**

## MESSAGE FROM THE EXECUTIVE DIRECTOR



### Attract more business with the Six Laws of Effortless Networking

Ask yourself this question. Would you rather make a cold call or follow up with a qualified referral; that is, someone who has already expressed some level of interest in your product? If you would rather build your business off referrals, with potential new business that you've generated through networking, then you will certainly have the opportunity to make this a reality and experience it firsthand by implementing the following strategies.

1. **Bring a Wingman:** Rather than flying solo at your next networking event, bring a friend, co-worker, or business associate along with you. This "security blanket" will boost your confidence and comfort level.

2. **Your Are Not Alone:** Most people who attend networking events have some feelings of apprehension and fear when it comes to meeting new people. Remind yourself you are amongst the majority of people who feel the same way you do.

3. **Keep Your Intentions In Focus:** To maximize your efforts, detach from the outcome of having to generate new business. Your only focus should be on having a good time, relaxing, and enjoying yourself as you meet new people and foster new relationships. If you do, the other stuff will take care of itself as a byproduct of how effectively you are managing this attitude.

4. **Lighten Up!** When you go to a networking event, there's often food, music, even a keynote speaker. They are supposed to be fun. Don't take yourself or these events so seriously. Besides, people rather do business with those who are fun to be around and extroverted, not the wallflower sitting in the corner.

5. **Make a Friend First, A Client Second** "Strangers are simple friends that are waiting to be met." At one point, all of your friends were strangers too!

6. **Make It About the Other Person:** Rely on the pull approach to networking rather than pushing for the result. Instead of talking about yourself, talk about them.

Finally, instead of asking yourself, "Why would that person want to talk to me?" change the question you are asking yourself to, "Why would I want to talk with them?" "How can I deliver value or assist them?" "What can I learn from them?" You will be amazed what you attract when you detach from the outcome of "having" to generate new business and just have fun. - *Vivian Hansen*

## Business Owners Need to be Aware of PHONY Fire Inspectors

By: Daryl L. Osby, Fire Chief ,  
County of Los Angeles Fire Department

Fire Chief Daryl Osby advises business owners and employees to be on the lookout for phony "fire inspectors."

Businesses throughout Los Angeles County and across the state have been targeted by scam artists who wear official-looking "uniforms" and perform questionable "fire safety inspections" in local businesses. These individuals typically enter businesses suggesting that they represent the fire department and state that "they need to inspect the fire protection system," or that "they need to inspect various components of the fire protection system." These components can include alarms, fire sprinklers, hood systems, and fire extinguishers. Oftentimes, these "inspectors" ask an unsuspecting employee to sign a form authorizing the inspections. Several weeks, or months, after these fraudulent inspections are completed, business owners often receive an invoice for various services that were fraudulently performed.

The County of Los Angeles Fire Department inspects businesses annually and does not charge for these inspections. Business owners, managers, and employees should not let anyone inspect their fire extinguishers, sprinkler systems, hood systems, or any other protection devices unless they have an agreement with a specific fire protection company.

Business owners should ensure that any fire inspection that is completed at their business is legitimate. This can be accomplished by following four simple steps.

1. Inspectors should introduce themselves as County of Los Angeles Fire Department employees or identify their business and produce a business card. Allowing an individual to enter your business without a clear understanding of who that person is, as well as their intentions, is not recommended.

2. Inspectors should be able to present a copy of their current County or City business license. Legitimate contractors should have a "C-10" endorsement to inspect fire alarms or a "C-16" endorsement to inspect fire sprinklers and fix fire protection systems. Licenses can be verified by checking with the Contractor's State License Board at <http://www.cslb.ca.gov>.

3. Inspectors should be able to tell you what they intend to do and what the estimated costs will be. Never pay in cash. Invoicing and recordkeeping are important for your business and help assist in establishing future legal avenues if the inspection turns out to be fraudulent.

4. Inspectors must leave any broken and/or replaced parts with you. They also must provide a signed invoice.

Remember! You may always refuse service and contact the County of Los Angeles Fire Department for guidance. We will gladly advise you of any required service schedules for your fire protection systems and assist you in verifying that the company you choose is qualified to provide the appropriate inspection, testing, and maintenance. If you suspect suspicious activity, contact law enforcement, your municipal fire department or the County of Los Angeles Fire Department's Public Affairs Section at (323) 881-2411.

## Grand Re-Opening of Norwalk Union 76 & Circle K

It is now official, the Norwalk Union 76 Station, a long time member of the Norwalk Chamber of Commerce is now Norwalk Union 76 and Circle K! Friday, November 16th was the official Grand Re-Opening of the Station with the new Circle K store. Proud owner, Jacques Labejian, was on hand to welcome all of the guests to the ceremonies. He was joined by family members, fellow Rotary Club members, Norwalk Chamber members and other guests. Circle K provided free refreshments that day and many raffle prizes were given away. The Budweiser Girls made an appearance along with representatives from the City of Norwalk. Norwalk Chamber President Lynda Fisher present Jacques with a Grand Opening Certificate and Norwalk Mayor Cheri Kelley presented a Business Spotlight



Shown are Norwalk Mayor Cheri Kelley, Norwalk Chamber President Lynda Fisher of Walmart with members of the Labejian family and Circle K representatives after receiving a Norwalk City Business Spotlight Award and Norwalk Chamber Grand Opening Certificate

Award from the City of Norwalk. Be sure and visit the new Circle K store at the corner of Studebaker Rd and Imperial Hwy, and say hello to the Labejian family while you enjoy all the store has to offer.

## ASK THE EXPERT

### Entice Employees with a Retirement Plan

Offering a retirement plan is a great way for a small business to attract and retain employees. It helps everyone, including the owner, shelter income from taxes while saving for retirement.

Because different businesses have different needs, the tax code offers several types of small business retirement plans.

Among the options are:

**Simplified Employee Pension Plan (SEP):** Under this plan, the employer establishes an IRA for each employee and contributes up to 25 percent of an employee's compensation each year. There is no employee contribution. It's simple, and it's popular with small family-owned businesses.

**Savings Incentive Match Plan for Employees (SIMPLE):** Companies with fewer than 100 employees can set up a SIMPLE IRA plan. Each employee opens an IRA account, and both employer and employee contribute money to it. There is minimal paperwork and no separate administration fees. It's an efficient way to provide a retirement plan to a large group of people? that is, large by small-business standards.

**Traditional 401(k):** This retirement plan allows employees to set aside a portion of their salary for retirement on a pre-tax basis. Designated Roth Contributions are also an available option to provide employees the ability to contribute a portion of their salary on an after-tax basis. Companies offering a 401(k) need to file paperwork each year to ensure a company's plan complies with IRS regulations. But still, a traditional 401(k) Plan is a good option for businesses that plan to grow and want flexibility in how much money the company contributes on behalf of eligible employees.

**Safe Harbor 401(k) Plan:** This type of 401(k) plan is similar to a traditional 401(k) plan in many respects. Under a Safe Harbor plan, the administration is reduced because the plan includes either a matching or an automatic employer contribution that allows all employees to potentially contribute the maximum amount each year to their accounts. Although it is less flexible than a traditional 401(k), it may be easier for a small business to operate and comply with IRS regulations.

**Individual 401(k) Plan:** A 401(k) plan for a company that only has an owner(s) and their spouse, if applicable, with no common law employees. An individual 401(k) plan may allow the owner(s) to set aside more income than other types of retirement plans.

Information provided by Beth Bettger, State Farm Insurance. 562-496-1000



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PIHHealth.org

For more information or to find a doctor for you and your family, call 1.877.285.DOCS (3627).

Convenient locations in: Cerritos, Downey, Hacienda Heights, La Habra, La Mirada, Montebello, Norwalk, Pico Rivera, Rowland Heights, Santa Fe Springs, and Whittier.