



Chamber Happenings

Chamber Vice-President Ken Kraus, Past Chamber President Sherman Kappe, New Chamber Member Efran Baca, and Chamber President John Meinert at the Chamber's Cerritos City Council Candidates Forum in March ▶ See page 3

4-Day Workweek Benefits Businesses & Employees

By: Catherine Gaughen, Executive Director

The Cerritos Regional Chamber of Commerce is supporting legislation that will help individual employees achieve greater flexibility in their work schedules. AB 510 (Benoit) will allow employees to work four 10-hour days a week if the employee desires the schedule and the employer agrees to the compressed schedule.

Under the current law, individual employees do not have the right to seek and arrange flexible schedules with their employers. California overtime law requires premium pay for an hourly employee who works more than eight hours in a single day or more than 40 hours in a single workweek. Due to the state's strict overtime premium pay requirements, an employer who currently agrees to permit a four-day compressed workweek schedule would incur additional costs because the employee must be paid at time-and-a-half wage rates for the last two hours of each 10-hour workday.

However, if the proposed legislation passes, then an employee can request and the employer can agree to the proposed four-day workweek schedule and the ten hours per day for 4 days will be paid at straight time rates without any overtime fees. Of course, any work performed beyond the 40-hour workweek schedule would remain subject to current California overtime requirements.

There are many benefits to allowing an employee to work a flex-schedule. Working a compressed four-day workweek provides for up to 50 extra days off from work each year for the average full-time employee. That will be time for the employee to spend with family, attend children's school activities, take care of dependent elders, go to medical appointments, go back to school or attend to other private matters that usually cannot be accomplished on a weekend. The benefit to the employer is that a flexible work schedule will improve employee morale and lower employee absentee rates.

Perhaps the most significant benefit is that greater flexibility would also contribute to a reduction in traffic congestion at peak traffic hours and less air pollution. For a community such as Cerritos where almost 90% of the workforce lives out of the area and commutes, flexible work schedules could have a positive impact on our local freeways. The standard 9 to 5 rush hour traffic will be reduced as work schedules are staggered and thus commuting times will stagger as well.

AB 510 also contains important protections for employees. The bills prohibit any employer from offering an employment benefit to an employee as an incentive to seek flexible schedules, or retaliating against an employee who does not seek a flexible schedule. Ultimately the decision to work a flex-schedule must be mutually agreed upon by both the employee and the employer. In short, the proposed legislation is beneficial because it gives

▶ Continued on page 6

Hiring & Firing Employees Workshop

Wednesday, April 18, 2007

7:30 am - 10:00 am

Cerritos Library - Skyline Room

\$25/person - includes continental breakfast

11th Annual Mega Mixer

Tuesday, April 24, 2007

5:00 pm - 8:00 pm

Cerritos College - Student Center

Please be our guest!

Cerritos State of the City Luncheon

Presented by Mayor Laura Lee & City Manager Art Gallucci

Thursday, May 3, 2007

11:30 am - 1:00 pm

Cerritos Center for the Performing Arts - Sierra Room

Lunch is \$30/person

Sponsorship Tables are available

President's Report



John Meinert
2006-2007

New Chamber Member...Thai Issan Restaurant...go have lunch or dinner there...the food is delicious!...family atmosphere... prepared by Mom in the kitchen...can't beat it! This month I just want to pass on the following from Steve Siebold's book "177 Mental Toughness Secrets of the World Class." In his book, Steve writes that there are five major playing levels for us:

Level 1- PLAYING TO NOT LOSE: People on this level are watching life go by. In their careers, they work only to keep from "getting in trouble" and venture little beyond this goal.

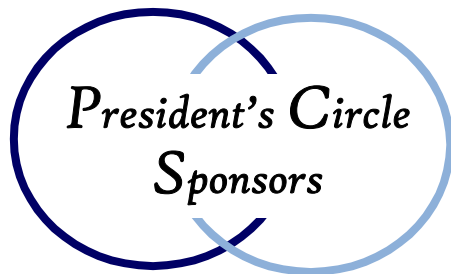
Level 2- PLAYING TO CRUISE: These people have achieved "comfort" and find it quite satisfactory. They have come to a plateau & pitched camp. They won't lose, but they'll never win.

Level 3- PLAYING TO IMPROVE: These people have gotten the first spark of light. Now they're thinking, "Hey, I might be able to do this." At this level, the question is whether they will continue to move forward or fall back into "comfort."

Level 4- PLAYING TO COMPETE: Now we are thinking, "I can be the best!" We see competition as the measure of our success. But competition alone is illusory because it gives to others the power to define our progress. We haven't formulated what it is we're competing for, so we fail to derive satisfaction from our wins and become frustrated.

Level 5- PLAYING TO CREATE: This is the functional equivalent of Maslow's concept of self-actualization. Now we have ceased to worry. We believe, "I cannot fail - I can only learn and grow." Fear dissipates and in its place we discover gratitude. We realize that our true competition is our own potential, and our goals become a lifelong guiding beacon.

So where are you on the playing field? I know where I am. I still visit all of the "levels," depending on the day. Maybe that's my challenge - to make up my mind once and for all. We seldom progress as quickly as we'd like, but our forward movement can be inexorable - and joyous! It's up to us. So get out there and CREATE - create new opportunities, new business relationships and "wins" for your customers, your business and yourselves.

DIAMOND
City of Cerritos
City of Hawaiian Gardens

SILVER
CalMet Services
Events by Noonan
Hawaiian Gardens Casino
Los Cerritos Center

BRONZE
*Wal-Mart * Cerritos College * Southern California Edison*
*Ford West * Edward Jones * ABC Unified School District*

CRYSTAL
*ECC INK * Rose Hills Memorial Park & Mortuary * Lexus of Cerritos*
*Vicencia & Buckley Insurance * HealthFirst Medical Group * JD Knabe & Associates*
*Union Development Company * Atkinson, Andelson, Loya, Ruud, & Romo*
*Southern California Gas Company * Merriwood Management Company*

Executive Committee

- President**
JOHN MEINERT
Edward Jones
- President-Elect**
ALLEN WOOD
Merriwood Management Company
- Vice-President**
KEN KRAUS
Los Cerritos Center
- Vice-President**
BOB WESS
Union Development Company
- Vice-President**
BRIANA BLACKMAN
CalMet Services
- Past President**
KATHY FRAZIER
ABC Unified School District

Board Members

- HOWARD ABRAMS**
Ford West
- EMIL ALI**
ECC INK
- SUMITA BATRA**
Ziba Beauty Center
- RICHARD GAINES**
Sheraton Cerritos Hotel
- THERESA BRUNELLA**
American Red Cross
- BRANDON EMMONS**
AJ Padelford & Son
- MARY LOU LANDES**
Tri City Regional Medical Center
- NANCY NARIKAWA**
ASAP Products
- LOLA RIZKALLAH**
Cerritos College
- LINDA SMITH**
HealthFirst Medical Group
- CONNIE TURNER**
Southern California Edison
- MARCIA VERKAIK**
Dr. Timothy J. Kelemen
- ANTHONY WOODS**
Power Toyota of Cerritos
- JIM RICHARDSON**
Rose Hills Memorial Park & Mortuary
- PETER LYDON**
Hawaiian Gardens Casino
- TODD LEUTHEUSER**
Southland Motor Car Dealers Association

Staff

- CATHERINE GAUGHEN**
Executive Director
- Jill Ovard**, Operations Manager
- Adrianna Gardner**, Office Assistant
- John Cordova**, Membership Relations
- Clarence Fuqua**, Bookkeeper

Chamber Happenings

Candidate's Forum Luncheon Spotlights Nine City Council Candidates

The Cerritos Regional Chamber hosted the Cerritos City Council Candidates Forum Luncheon on March 1, 2007 at the Sheraton Cerritos Hotel. Participating in the forum were City Council Candidates Bruce Barrows, Joseph Cho, Carol Chen, Cecy Groom, Anna Titus, Kitt Ho, Laura Lee, Maynard Law, and Paul Teuerle. Allen Wood, Chamber Government Affairs Council Chair, facilitated the forum as moderator. Event sponsors included Rancho Southeast Association of Realtors, L & J Development and Management, Rose Hills Memorial Park & Mortuary, CalMet Services, and Southland Motor Car Dealer Association.



Cerritos City Council Candidates: Bruce Barrows, Carol Chen, Joseph Cho, Cecy Groom, Kitt Ho, Maynard Law, Laura Lee, Paul Teuerle, and Anna Titus



Bob Wess, Efran Baca, and Economic Development Commissioner Bob Buell



Geneve Villacres of Senator Lowenthal's Office & Mary Donovan



Nancy Narikawa, President-Elect Allen Wood, 2007 Princess Stephanie Agudo, and Dr. Bob Hughlett



Chamber VP Briana Blackman with Dr. Bob Hughlett



Natalie Neufeld, Jae Lee, and Jim Richardson of Rose Hills Memorial Park



Jeff Green of CHS, Ray Lovell, with Cerritos Mayor Pro Tem Jim Edwards



Past Presidents Joe Julien and Steve Vicencia



Jorge Gandara and Jason Guerra from Sam's Club



Steve Richardson & Lola Rizkallah of Cerritos College

Upcoming Events

APRIL

- 4 GOVERNMENT AFFAIRS COUNCIL**
9:00 am - 10:00 am
Chamber Board Room - 13259 East South St
- 5 STAFF APPRECIATION LUNCHEON**
Chamber Luau
11:30 am - 1:00 pm - Sheraton Cerritos Hotel
Lunch is \$30/person - *Sponsorships are available!*
- 18 HIRING & FIRING EMPLOYEES WORKSHOP**
7:30 am - 10:00 am
Cerritos Library - Skyline Room
\$25/person - *includes continental breakfast*
- 19 AMBASSADORS COMMITTEE**
12:00 pm - 1:00 pm
Chamber Board Room - 13259 East South St
- 24 11TH ANNUAL MEGA MIXER**
"It's a Jungle Out There"
5:00 pm - 7:00 pm
Cerritos College - Student Center
Please be our guest!

MAY

- 2 GOVERNMENT AFFAIRS COUNCIL**
9:00 am - 10:00 am
Chamber Board Room - 13259 East South St
- 3 STATE OF THE CITY LUNCHEON**
11:30 am - 1:00 pm
Cerritos Performing Arts Center - Sierra Room
Lunch is \$30/person
Sponsorship Tables are available!
- 7 CINCO DE MAYO GOLF CLASSIC**
Westridge Golf Club - La Habra
Registration: 10:00 am
Shot-Gun Start: 12:00 noon
Banquet: 5:00 pm
Player Packages & Sponsorship Opportunities are available
- 7 GOLF NETWORKING MIXER**
Westridge Golf Club
5:00 pm
\$35/person - includes Mexican Buffet Dinner
- 17 AMBASSADORS COMMITTEE**
12:00 pm - 1:00 pm
Chamber Board Room - 13259 East South St

HIRING & FIRING EMPLOYEES WORKSHOP

Wednesday, April 18, 2007

7:30 am - 10:00 am

Cerritos Library - Skyline Room

Presented by: Ann Smith, AALRR

\$25/person
includes continental breakfast

Non-Members: \$30

RSVP:
562/467-0800



2007 STATE OF THE CITY LUNCHEON

Presented by:



Cerritos Mayor
LAURA LEE



City Manager
ART GALLUCCI

WEDNESDAY, MAY 3, 2007

11:30 am - 1:00 pm

Cerritos Center for the Performing Arts
Sierra Room

Lunch is \$30

Reserved Sponsor Table of 8: \$400
Reserved Half-Table of 5: \$250
Event Sponsor: \$100

RSVP:
562/467-0800

New Chamber Members

Please join us in welcoming these new Members to the Cerritos Regional Chamber of Commerce. Stop by their respective locations and welcome them to our business community! If you would like information on joining the Chamber, please contact our office at 562/ 467-0800 or join online at www.cerritos.org.

NATIONAL CINEMEDIA

Sonia Salloum
22982 La Ladena Ste. #211
Laguna Hills, CA 92653
949-481-2191

SELECT COMFORT

Sue Salazar
431 Los Cerritos Center
Cerritos, CA 90703
562-402-1034

IMAGE MEDICAL CLINIC

Michael C. Chan, M.D.
11660 South St. #110
Artesia, CA 90701
562-403-8813

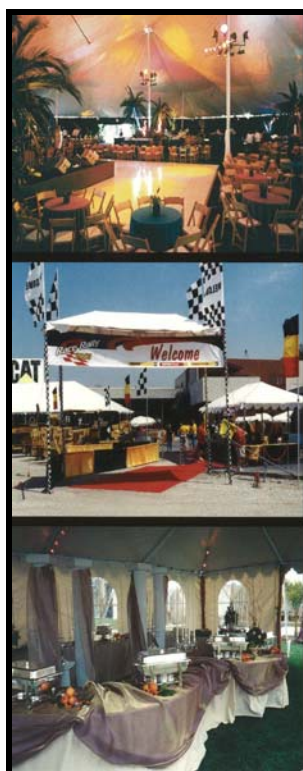
CROWSHAW PRINTING & DIRECT MAIL, INC.

Randy Terrell
1220 East Fourth St.
Long Beach, CA 90802
562-437-8330

Advertising Space is Available!

1/8 page ad: \$25/month
1/4 page ad: \$50/month
1/2 page ad: \$100/month

Contact the Chamber:
562/467-0800
or chamber@cerritos.org



Events By Noonan

Full Service Event Rental Company

From Creation to Completion!

Theme Decor + Props + Staging
Tents + Catering + Entertainment...

Big on Impact - Big on Ideas!

(562) 802-1431 phone

(562) 802-9600 fax

www.eventsbynoonan.com

16045 Valley View Ave. Santa Fe Springs, CA 90670
Just need a few items, we'll be happy to deliver that too!

Member Anniversaries

We appreciate the continued support of our renewing Members. Please stop by their respective locations and thank them for their Membership Investment in the Cerritos Regional Chamber of Commerce!

20 Years or More

S & J Chevrolet
Cerritos Florist
Fujimoto & Associates
Los Cerritos YMCA
Civic Members Bob and Marianne Hughlett
Southern Wine & Spirits of California

15 Years or More

Lilacs & Lace
Best Label Co., Inc.
John F. Crawley- City of Cerritos
Woman's Club of Artesia-Cerritos

10 Years or More

ABC Unified School District
Los Cerritos Community News
Steven Y.C. Kang, CPA & Associates

5 Years or More

ASAP Products
A.J. Padelford & Son, Inc.
America's Tire Company
California Overnight
Daiwa Corporation
Erhart's Custom Catering
United Parcel Service
Insta Graphic Systems
Phoenix Warehouse of CA., LLC
Southern California Edison Co.
Wells Fargo Bank - Cerritos Mall
Girl Scout Council of Greater Long Beach
Nationwide Insurance and Financial Services
Norwalk-La Mirada Plumbing, Heating & Air
Diana Needham/ Prudential California Realty

1 Year or More

CTX Mortgage Company
FSAdamo Enterprises
Kabuki Japanese Restaurant
SoCal Computer Guys
Norwalk Marriott Hotel
L & J Development and Management, Inc.
Rose Hills Memorial Park & Mortuary

Chamber Welcomes Thai Issan Restaurant

Thai Issan

14419 Pioneer Blvd.
Norwalk, CA 90650
562/863-5575
www.thaiissanfood.com

At Thai Issan Restaurant, located on Pioneer Blvd in Norwalk, “it’s all about the experience.” The Cerritos Regional Chamber welcomed owners Samone and Tom Keo as new members with a Grand Opening Ribbon Cutting Ceremony on March 22, 2007. Participants at the ceremony were served some of Thai Issan’s specialties: Pad Thai and Fried rice. The restaurant’s name was inspired by the owner, Samone Keo, and her mother – who’s native hometown is Issan, a region located in



Thailand, South Asia. The family boasts of an “authentic” Thai cuisine menu which features Nuah Dad Deaw (Beef Jerky) and Red Curry. Thai Issan is a family owned and operated restaurant and catering service that has been in operation for 9 months. The Keo Family, who are residents of Cerritos, invites the local business community in all surrounding areas to experience Thai Issan for themselves. The restaurant also delivers for customers within a 3-mile radius.

4-Day Workweek

► Continued from page 1



Catherine Gaughen
Executive Director

control back to the local businesses and provides flexible options for both employers and employees.

AB 510 is scheduled for a committee hearing later this month. The Cerritos Chamber Government Affairs Council will continue to support this important legislation and monitor this bill as it moves forward. To receive additional information on legislation affecting the business community, please attend the Chamber’s monthly Government Affairs Council meetings – held the

first Wednesday of each month at 9:00 am at the Chamber office. Or contact the Chamber’s Executive Director, Catherine Gaughen, at 562/467-0800 or catherine@cerritos.org.




City of Cerritos Community Spring Festival

| | |
|--------------------------------------------------|----------------------------------------------------|
| Friday, April 27th 5:00 pm - 11:00 pm | Saturday, April 28th 12:00 pm - 11:00 pm |
| Sunday, April 29th 12:00 pm - 10:00 pm | |


At the Cerritos Sports Complex

For info call: 562/916-1254




divine
STAFFING SERVICES
QUALITY • GUARANTEE • EXPERTISE

Paul Han
President & CEO
han@divinestaffing.com
Mobile: (562) 879-3611



divine
STAFFING SERVICES
QUALITY • GUARANTEE • EXPERTISE

Corporate Headquarters
18000 Studebaker Rd., Suite 285 | Cerritos, CA 90703
T: (562) 809-0090 | F: (562) 809-2015 | www.divinestaffing.com
Los Angeles | Long Beach | Cerritos | Orange County



11th Annual Mega Mixer

“It’s a Jungle Out There”



The Cerritos College Foundation will host its 11th annual Chamber Mega Mixer on Tuesday, April 24th from 5-8 p.m. in the Cerritos College Student Center. The mixer will feature a “It’s a Jungle Out There,” theme and participating chambers include Bellflower, Cerritos, Downey, Lakewood, La Mirada, Norwalk, Paramount and Santa Fe Springs.

Since it began, the Chamber Mega Mixer has grown each year to feature booths from local businesses, along with several of the college’s award-winning programs. The mixer’s traditionally casual and entertaining atmosphere provides networking opportunities, door prizes and drawings, and a delicious cuisine prepared by the Cerritos College Culinary Arts Program. Admission and parking for the event is free. For more information, please contact Janice Cole at (562) 860-5451 ext. 2526 or jcole@cerritos.edu.



CERRITOS
Cinco De Mayo
GOLF CLASSIC

Sponsored by:
CALMET SERVICES, INC.

Monday, May 7, 2007
Westridge Golf Club

CONTACT THE CHAMBER FOR RATES:
562/467-0800

model employees

Mixing Business With Pleasure

When you look good you feel good, and no place is this more important than around the office. With over 200 great stores and specialty shops filled with the latest trends, climbing the ladder of success has never looked so stylish at Los Cerritos Center.

- | | |
|------------------------|-------------------------------|
| Aldo Shoes | Limited |
| Ann Taylor | New York & Company |
| Banana Republic | Nine West |
| bebe | Nordstrom |
| Caché | One Thousand Steps |

LOS CERRITOS CENTER

Macy's, Mervyn's, Nordstrom, Sears, and more than 200 specialty stores, restaurants and services. Located off the 605 Freeway at South Street in Cerritos.

562.402.SHOP • www.ShopLosCerritos.com
A Macerich Property



**SUCCESS
STARTS IN THE
WARDROBE.**

Members in the News

Ambassador Bernice Sandoval of Edward Jones Runs LA Marathon

On March 4, 2007, Chamber Ambassador Bernice Sandoval, the Branch Office Administrator of Edward Jones, participated in the Los Angeles Marathon – a 26.2 mile course downtown L.A. Of the 25,000 runners/walkers, Bernice placed 5586 overall & 1279 in the female division, completing the marathon in 4 hours & 51 minutes. This was her second LA Marathon – running last year for ‘Team in Training’ raising funds for the Leukemia & Lymphoma Society. Bernice plans on running the marathon again next year and will run in the Disneyland 1/2 Marathon (13 miles) in September 2007.



Friends Gala “Remember When”

Remember When... is the theme for the 14th Annual Friends of Arts Education Gala on Saturday, April 21 to benefit educational outreach programs. This year’s event boasts two evenings in one – guests can purchase a concert-only ticket for a musical tribute to Buddy Holly, Ritchie Valens, and the Big Bopper, or enjoy the full-evening festivities which also include cabaret seating for the performance, an elegant dinner by Becky’s Catering Connection, and silent and live auctions. Full-evening Gala tickets are \$175 and are available by calling the Friends of Arts Education at (562) 916-1293. Concert-only tickets are \$37 and \$27 and can be purchased at the Cerritos Center for the Performing Arts Ticket Office, by calling (562) 467-8818, or at www.cerritoscenter.com. All proceeds support Friends arts education programs.



Cerritos Career Day

Vendors are sought for the 2007 Cerritos Career Day to be held Tuesday, May 1, 2007, on the Cerritos High School campus. A cooperative effort with the City of Cerritos and Cerritos, Gahr and Whitney High Schools, organizers are planning to include at least 50 vendors at this event. Cerritos businesses – including retailers, restaurants, specialty stores, trade schools and colleges – are invited to participate in the Career Day. More than 800 high school seniors from the three high schools in Cerritos will be in attendance to visit with vendors and discuss job opportunities and potential career paths. The event is a great opportunity for businesses and schools to recruit employees and applicants. For more information, contact Heide Xitco at: heide_xitco@ci.cerritos.ca.us or 562-916-8570.



The Chatman Group Free Business Breakfast Event

Dan Chatman of the Chatman Groups invites you to a FREE breakfast networking event, "Breakfast with Fran." The breakfast is designed to help small businesspeople to grow and protect their businesses through networking with other small business owners and by providing valuable information from Fran Tarkenton and his guest speakers. This month's Breakfast with Fran speaker will be Dr. Timothy Mescon, one of the most renowned business experts in North America. The event is on Thursday, April 19, 2007 at 7:30 am at Carrows Restaurant in Cerritos. Contact Dan at: 562/215-4842 or ddchatman@earthlink.net.



City of Cerritos Hosts ‘Relay for Life’ Community Walk

The City of Cerritos Recreation Services Department is hosting a Relay for Life Community Walk on Saturday, April 28th at 8:45 am at the Cerritos Sports Complex. Relay for Life is the signature fundraising event of the American Cancer Society. Designed to spread awareness of Cancer prevention, treatment, celebrate survivorship and generate money for research to find a cure. For information, contact Arcy Hinojosa at: (562)916-1236.



Sheraton Cerritos Named Hotel of the Year

For the third consecutive year, Starwood Hotels has recognized the Sheraton Cerritos as a Hotel of the Year. The award is given to recognize a hotel team for achieving the highest guest satisfaction score year-end 2006 for the franchise Sheraton/Westins in the Southern California/Nevada Region. The Sheraton Cerritos is located at 12725 Center Court Drive South in the Cerritos Towne Center. The hotel features concierge service, a heated outdoor swimming pool, whirlpool spa, 24-hour fitness facility, Grille 91 Restaurant and bar, and over 12,000 square feet of flexible meeting space. For additional information or reservations, contact the Sheraton Cerritos at 562.809.1500 or visit www.sheraton-cerritos.com.



Vicencia & Buckley Hosts Web-Based “Bizinars”

Vicencia and Buckley Insurance, in partnership with BizAssure Premium Business Consulting, invite the business community to participate in two upcoming web-based “Bizinars”. The first is “Customer Service: Really Help Me!” on April 24th from 10:00-11:00 am. The second is ‘Sexual Harassment for Managers’ on April 19th at 2:00 pm. The cost is \$75. For information contact Vicencia & Buckley at 714/739-3177.



Member Spotlight



Bellflower Unified School District

Message From Board Of Education President
Michael L. Hersek

Is the Bellflower Unified School District progressing toward its goal, "Providing a Quality Education for All Students?" As I travel throughout our district visiting schools and attending student activities, that question is always with me. I see exemplary teaching occurring in classrooms by skilled teachers, students actively engaged, PTA parents giving so generously of themselves, administrators working to make their schools and programs successful, and the loyalty and pride of our support staff to make our schools and other facilities efficient and well-maintained. More and more I have come to better understand and appreciate how important every person's role is toward providing that "Quality Education for All Students." There is no deficiency of effort being made toward that goal. It's all about teamwork, each of us giving his or her personal best and doing what we can to help others succeed. We know that teams cannot succeed without talent, confidence, mutual respect, support and good morale.

I see much evidence of great teamwork in the BUSD. Two of our elementary schools, Esther Lindstrom and Craig Williams have again been identified as CA Distinguished Schools. Albert Baxter and Craig Williams were recognized for the second year as Title I Improvement Schools. This March, Somerset Continuation High School was visited by State Superintendent of Public Instruction, Jack O'Connell and formally recognized for the third time as a CA Model Continuation High School. Both Mayfair and Bellflower High Schools are having successful sports seasons. Both schools' football teams made the CIF playoffs, Mayfair as Suburban League champs. Mayfair's girls are league volleyball and soccer champs. Bellflower boys took league in soccer. Our students are well-engaged in the performing arts, with Bellflower producing "A Midsummer Night's Dream" and Mayfair a series of one act plays based upon Shakespeare's life and works. Instrumental and vocal music groups from both schools are successfully involved in festivals, competitions and tours.

These are significant, but just a few examples of our "teams" of students, parents and staff working toward our goal to "Providing a Quality Education for All Students." Indeed this is a most lofty goal, certainly idealistic. Given the complexity and difficulty of education our young, it might no seem possible to achieve, but our best efforts must be directed toward that ideal. To this we are committed.



SONIA SALLOUM
REGIONAL ACCOUNT DIRECTOR

21700 Oxnard Street, Suite #640
Woodland Hills, CA 91367
P 949-481-2191 C 949-842-8530
F 949-481-2360

sum@ncm.com



MARY KAY®

Karen M. Baker
Independent Sales Director

(562) 809-8865
(562) 833-2063
kmbaker@marykay.com
www.marykay.com/kmbaker

select comfort.
CREATOR OF THE SLEEP NUMBER® BED

Sue Salazar
Store Manager

Los Cerritos Center
431 Los Cerritos Center
Cerritos, CA 90703
(p) 562.402.1034

My
Sleep Number®

25



Public Affairs • Land Use • Law

901 Dove Street, Suite 140
Newport Beach, CA 92660
phone 949-777-9400
fax 949-777-9410
mobile 949-230-7170
e-mail steve@sheldongrp.com
web www.sheldongrp.com

Stephen R. Sheldon
President

Riverside 951-788-3090
San Diego 619-231-2030

Promote Your Business: Become a Chamber Ambassador

Serving as an Ambassador provides a rewarding opportunity to act as a public relations representative to the Cerritos Regional Chamber of Commerce, while at the same time, being able to promote your own business.

The Ambassadors' role is to encourage interaction and involvement of all Chamber members, especially welcoming our new members. Ambassadors meet and greet members and guests at Chamber functions such as luncheons, ribbon cuttings, and mixers, making everyone feel welcomed and involved. At the same time, Ambassadors are able to expand their own business contacts and develop new business relationships. Ambassadors are promoted and featured at all events and in the Chamber's publications.

Because being an Ambassador is a privilege, we do require that your business be a current member and in good standing with the Chamber. Ambassador Committee Meetings are held once a month in the Chamber office. To get involved and become a Chamber Ambassador, contact Catherine Gaughen, Executive Director at 562/467-0800 or catherine@cerritos.org.



2007 Chamber Ambassadors

Helen Bouquet, *Pre-Paid Legal Services*
 Andy PenaRedondo, *Remax Select*
 Bernice Sandoval, *Edward Jones*
 Dan Chatman, *The Chatman Group*
 Dr. Tom Ontiveros, *Curry Chiropractic*
 Frank S. Adamo/*FSAdam Enterprises*
 Kunal Gorakshaker, *Cartridge World*
 Geneve Villacres, *Senator Lowenthal*
 Larry Caballero, *Assemblyman Mendoza*
 Karen Dominguez, *ABC Adult School*

Kori Chapman, *Accountants, Inc.*
 Linda Pun, *J & L Signs*
 Mario Zoida, *Washington Mutual*
 Patricia Dupree, *Press Telegram*
 Shu-Wen Pi, *First Choice Bank*
 Steve Chen, *LA National Bank*
 Karen Baker, *Mary Kay*
 Joe Culbert, *American City Pest*
 James Yu, *StormForce*
 Eve Cervantes, *AppleOne*



**...AND THE WINNER
FOR BEST
PROMOTIONAL PRODUCTS
AND CUSTOM APPAREL IS**

StormForce
 • Embroidery
 • Silkscreening
 • Promotional Products
 • Signs
 • Banners

**ON THE LOT AT
DOWNEY
STUDIOS**

**NEED T-SHIRTS QUICK?
WE SILKSCREEN IN-HOUSE!**

StormForce
 12214 Lakewood Boulevard
 Building #11
 Downey, CA 90242
 562-922-8095



Edward Jones®

John E. Meinert
 Investment Representative

13334 South St.
 Cerritos, CA 90703-7309
 Bus 562-809-9580 Fax 888-759-8107
 Cell 562-673-9674 www.edwardjones.com
 California Insurance License 0C24309

MAKING SENSE OF INVESTING




**MERRIWOOD
MANAGEMENT
Company**

ALLEN G. WOOD • CPM®
 (562) 861-7317 • FAX: (562) 860-1126
 11090 ARTESIA BLVD., SUITE G • CERRITOS, CA 90703
 WWW.MERRIWOODMGMT.COM
 "Management that Cares"

Are You Involved? *Join a Committee & maximize your Membership!*

Government Affairs Council Meets the first Wednesday of each month at 9:00 am to discuss legislative issues and to make recommendations for action on behalf of local business

Small Business Committee Provides a forum for the exchange of ideas, fosters programs for professional development, and promotes small business growth and profitability.

Home Based Business Committee Provides resources, information, and an accessible forum for home-based businesses to grow and succeed

Ambassadors Committee Acting as public relations representatives for the Chamber, Ambassadors encourage interaction and involvement of all members at functions and events

Business & Education Council Brings business, education, and community leaders together as effective partners to build a quality workforce

Multi-Cultural Council Creates and develops a stronger link, partnership, and voice between the Chamber and the existing Asian and Indian communities of businesses in Cerritos

Industrial Council Provides outreach and business services to the industrial sector

Special Projects & Events Numerous events and projects provide networking opportunities, quality information and resources that help businesses grow and succeed

About the Chamber

The Cerritos Regional Chamber of Commerce is a member-driven, non-profit association of business professionals and civic-minded residents committed to improving the business climate and quality of life in the Cerritos area. The Cerritos Chamber provides support, resources, services, and opportunities for all existing and prospective businesses. The Chamber's goal is to help create and sustain successful business ventures that will benefit the economic vitality of the entire region.

Mission Statement

The mission of the Cerritos Regional Chamber of Commerce is to promote and enhance business within Cerritos and the surrounding area.

Vision Statement

The Cerritos Regional Chamber of Commerce, as the unified voice and advocate for business, promotes economic development and business retention, enhances government relations and community development, advances collaborative partnerships and alliances, and provides key resources for the entire community.

Why Join?

GOVERNMENT ADVOCACY
and political action to represent and protect your business from regulations and undue taxation

NETWORKING OPPORTUNITIES
and referrals to help you make new business contacts

A PRO-BUSINESS AGENDA
to help strengthen the local economy and stimulate economic growth

DISCOUNTS AND BENEFITS
to save you and your business money and time

PROFESSIONAL DEVELOPMENT
programs to help grow your business

Past Presidents

| | |
|--------------------|-----------|
| Kathy Frazier | 2005-2006 |
| Melanie Broad | 2004-2005 |
| Elizabeth Gadbois | 2003-2004 |
| Steve Vicencia | 2002-2003 |
| Margaret Pashko | 2001-2002 |
| Lou Banas | 2000-2001 |
| Gabe Loya | 1999-2000 |
| Jim Bockholt | 1998-1999 |
| LeeAnne Krusemark | 1997-1998 |
| Sharon Sidener | 1996-1997 |
| Waldo Arballo | 1995-1996 |
| Joe Julien | 1994-1995 |
| Sharon Sidener | 1993-1994 |
| Rose Reets | 1992-1993 |
| Julie Knabe | 1991-1992 |
| Philip Kress, DMD | 1990-1991 |
| Mike Mortl | 1989-1990 |
| Guy Hammond | 1988-1989 |
| Julie Knabe | 1987-1988 |
| Frank Scott | 1986-1987 |
| Sherman Kappe | 1985-1986 |
| Mary Alice Soares | 1984-1985 |
| Richard Boudreau | 1983-1984 |
| Jack Boyster | 1983-1984 |
| Steve Pope | 1982-1983 |
| Al Witt | 1981-1982 |
| Richard Boudreau | 1980-1981 |
| G. Anthony Rector | 1979-1980 |
| Angel Rivas | 1978-1979 |
| Paul Mangán | 1977-1978 |
| Dick Judson | 1976-1977 |
| Mildred Knost | 1975-1976 |
| Bill Woods | 1974-1975 |
| Don Nehlson | 1973-1974 |
| Ronald Call | 1972-1973 |
| Edward Rindahl, Jr | 1971-1972 |
| Jack Bettencourt | 1970-1971 |
| Juan de Cordova | 1968-1970 |
| Al Highstreet | 1966-1968 |
| Ray Hanson | 1963-1966 |

