



Chamber Happenings

Dr. Gary Smuts, Olympia Chen, Celia Spitzer, and Dr. Noelia Vela at the annual State of the District luncheon

► See page 3

State of the State

Presented by: Senator Alan Lowenthal & Assembly Member Tony Mendoza

Thursday, November 1, 2007

11:30 am - 1:00 pm

Sheraton Cerritos Hotel

Lunch is \$30/person - Sponsorship Tables are available

Turkey Bowl

5th Annual Bowling Tournament

Thursday, November 15, 2007

3:00 pm - 6:00 pm

AMF Cerritos Lanes

*Individual Bowlers: \$25 * Teams of 6: \$150*

Holiday Luncheon

Wednesday, December 5, 2007

11:30 am - 1:00 pm

Sheraton Cerritos Hotel

Lunch is \$30/person - Sponsorship Tables are available

Holiday Mixer

Black Angus Steakhouse

Thursday, December 13, 2007

5:00 pm - 7:00 pm

11255 183rd Street - Cerritos

*Members: Please be our guest * Non-Members: \$20*

Civil Rights Act of 2007 Discrimination & Harassment Laws

By: Catherine Gaughen, Executive Director

Federal and state laws prohibit discrimination or harassment in the workplace. Charges of discrimination or harassment can lead to costly and severe penalties, as well as demoralized employees. As an employer, it is important to learn the potential types of discrimination that can occur and take steps to safeguard against them. It is equally important to ensure that harassment is not tolerated in any form.

The California State Legislature recently passed AB 14 – The Civil Rights Act of 2007. Also known as the “Unruh Civil Rights Act”, this piece of legislation entitles all people in California to full and equal accommodations, advantages, facilities, privileges or services in all business establishments regardless of sex, race, color, religion, ancestry, national origin, disability, medical condition, marital status or sexual orientation. Many of these protections have been in place for years, however the Civil Rights Act of 2007 expands these protections in the following circumstances (in short, discrimination on these bases is unlawful):

- All licensees under the Business and Professions code
- Parties to business transactions involving a third party
- Persons granting credit or transfer of funds or goods
- Ejection/Exclusion from horse racing enclosures by the Horse Racing Board
- Tennis, handball, racquetball and beach and athletic clubs
- Alcoholic beverage or other clubs with restricted memberships must include a printed statement on all receipts that expenditures are not tax-deductible
- Fair Dealership Law
- Credit Card Issuers (Song-Beverly Credit Card Act of 1971)
- Jury service
- Nonprofit directors serving without compensation - no immunity
- Post-secondary institutions
- Cal Grant Program
- Public colleges/university contributions
- County elections officials' deputizing function
- State/local government use of private facilities
- Public beaches
- Judicial Council training
- Emergency services
- County alcohol and drug programs
- State contracts
- State park concessions
- Public utility rates
- Municipal Utility District contracts

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President's Report



Allen Wood
2007-2008
Chamber President

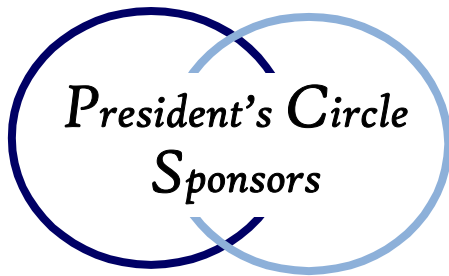
Your Cerritos Regional Chamber of Commerce has been very active, and our staff has been working very hard for you. In addition to our October monthly luncheon featuring ABC School District Superintendent Dr. Gary Smuts, we sponsored a candidate forum for the ABC School District Board and Cerritos College Board of Trustees. We have some excellent candidates, and if you reside in their districts, make sure you vote on November 6. Our kids and young adults deserve the very best leadership we can give them!

In November, we are thrilled to be holding our first State of the State luncheon. Senator Alan Lowenthal and Assembly Member Tony Mendoza will be on hand to let us know what is going on in Sacramento and answer your questions.

The Chamber is growing. In addition to our Executive Director Catherine Gaughen, the staff includes Operations Manager Jill Ovard, Membership Relations Melody Sandoval, Information Specialist Cory Wesselman, and part-time Bookkeeper Clarence Fuqua.

We are excited to be hosting seven ("count 'em"), grand openings this month. This underscores the importance the Chamber plays in the success of a new business venture; and testimony to the business friendly atmosphere we enjoy in our area. In that vein, I want to congratulate the City of Cerritos for being named one of the most business friendly cities in Los Angeles County.

Don't forget our Turkey Bowl coming up on November 15th. Do you have your team together yet? It is a great time to "let your hair (or feathers) down" and have some fun, win some great prizes and support your Chamber. I hope to see you at one of our events. Remember, the greatest value we can give your business is the opportunity to network and develop relationships that can help you achieve success.

DIAMOND

*City of Cerritos
City of Hawaiian Gardens*

SILVER

*CalMet Services * Events by Noonan
Los Cerritos Center * Sheraton Cerritos Hotel
Hawaiian Gardens Casino*

BRONZE

*Cerritos College * Southern California Edison
Wal-Mart * Ford West * ABC Unified School District
Merriwood Management Company * Vicencia & Buckley Insurance * Edward Jones*

CRYSTAL

*UPS * ECC INK * Lexus of Cerritos
Rose Hills Memorial Park & Mortuary * Southern California Gas Company
Atkinson, Andelson, Loya, Ruud, & Romo*

Executive Committee

President

ALLEN WOOD
Merriwood Management Company

President-Elect

KEN KRAUS
Los Cerritos Center

Vice-President

BRIANA KNABE
CalMet Services

Vice-President

RICHARD GAINES
Sheraton Cerritos Hotel

Vice-President

JIM RICHARDSON
Rose Hills Memorial Park & Mortuary

Past President

JOHN MEINERT
Edward Jones

Board Members

BOB BUELL

B & B Stables

EMIL ALI

ECC INK

DIANA NEEDHAM

Prudential CA Realty

MARIANNE HUGHLETT

Civic Member

THERESA BRUNELLA

American Red Cross

DAN PADEFORD

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

LINDA FRISBEY

Frsibey Accountancy

ANN SMITH

Atkinson, Andelson, Loya, Ruud, & Romo

PETER LYDON

Hawaiian Gardens Casino

TODD LEUTHEUSER

Southland Motor Car Dealers Association

KATHY FRAZIER

ABC Unified School District

Staff

CATHERINE GAUGHEN

Executive Director

Jill Ovard, Operations Manager

Melody Sandoval, Membership Relations

Cory Wesselman, Information Specialist

Clarence Fuqua, Bookkeeper

Business & Education Partnerships Emphasized at the Chamber's State of the District Luncheon

Dr. Gary Smuts, ABC Unified School District Superintendent, presented the district's strategic plan at the Chamber's monthly luncheon on October 4th at the Sheraton. The strategic plan includes 5 components: academic excellence, student health, parent & community involvement, effective resources & facilities management, and employee professional growth. Sponsors for the luncheon included ABC Unified School District, AALRR, Southeast Regional Occupational Program, Club Z In-Home Tutoring Services, Korean-American Chamber of Commerce, Edward Jones, Eagle Graphics, and Retirement Distribution Specialists.



Chamber President Allen Wood, Mary Ann Wood, and ABCUSD Superintendent Dr. Gary Smuts



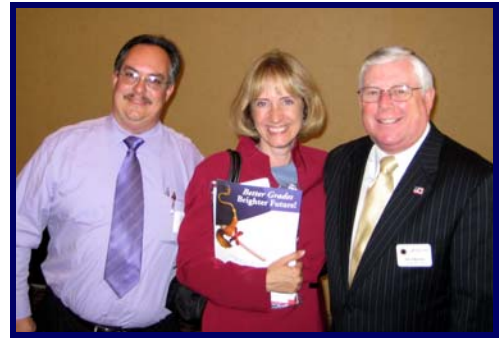
President-Elect Ken Kraus with Past President John Meinert



School Board Member Louise Dodson and Anna Titus



Board Member Linda Frisbey with Gary Chomiack



Joseph Derthick with Julia Emerson and Cerritos Mayor Pro Tem Jim Edwards



Alisa Taggart, Ambassador Chair Karen Baker, and Megan Richardson



Bob Buell, Past President Melanie Broad, and Maynard Law



Chamber Vice-President Jim Richardson and his staff from Rose Hills



Cerritos Mayor Laura Lee with Jim Baca and Edward Ho



Helen Bouquet, Stephanie Agudo, Bernice Sandoval, & Christine Lastrilla



The staff from Southeast ROP



City Manager Art Gallucci with Chamber President Allen Wood

Upcoming Events

NOVEMBER

- 1 STATE OF THE STATE LUNCHEON**
Senator Lowenthal & Assembly Member Mendoza
11:30 am - 1:00 pm - Sheraton Cerritos Hotel
Lunch is \$30/person - *Sponsorship Tables are available!*
- 8 AMBASSADORS COMMITTEE**
12:00 pm - 1:00 pm - Chamber Board Room
- 12 OFFICE CLOSED - Veterans Day Holiday**
- 15 TURKEY BOWL "5th Annual Bowling Tournament"**
3:00 pm - 6:00 pm - AMF Cerritos Lanes
Individual Bowlers: \$25 - Team of 6: \$150
- 22-23 OFFICE CLOSED - Thanksgiving Holiday**
- 28 GOVERNMENT AFFAIRS COUNCIL**
10:00 am - 11:00 am - Chamber Board Room

DECEMBER

- 5 HOLIDAY LUNCHEON**
11:30 am - 1:00 pm - Sheraton Cerritos Hotel
Lunch is \$30/person - *Sponsorship Tables are available!*
- 13 HOLIDAY MIXER "Black Angus Steakhouse"**
5:00 pm - 7:00 pm - 11255 183rd Street - Cerritos
Chamber Members: Please be our guest!
- 24-25 OFFICE CLOSED - Christmas Holiday**
- 31-1 OFFICE CLOSED - New Years Holiday**

JANUARY

- 9 STATE OF THE COUNTY LUNCHEON**
LA County Supervisor Don Knabe
11:30 am - 1:00 pm - Cerritos Performing Arts Center
Lunch is \$30/person - *Sponsorship Tables are available!*
- 17 NETWORKING MIXER "Cerritos Dodge"**
5:00 pm - 7:00 pm - 18803 Studebaker Road - Cerritos
Chamber Members: Please be our guest!
- 17 AMBASSADORS COMMITTEE**
12:00 pm - 1:00 pm - Chamber Board Room
- 21 OFFICE CLOSED - Martin Luther King Jr. Holiday**
- 23 2008 LABOR LAW UPDATE**
7:30 am - 10:00 am - Cerritos Library Skyline Room
\$25/person - includes continental breakfast
- 31 HOME BASED BUSINESS COMMITTEE**
12:00 pm - 1:00 pm - Chamber Board Room

HOLIDAY LUNCHEON

The 12 Days of Christmas

WEDNESDAY, DECEMBER 5, 2007

11:30 am - 1:00 pm
Sheraton Cerritos Hotel

Lunch is \$30

Reserved Sponsor Table of 10: \$400
Reserved Half-Table of 5: \$250
Event Sponsor: \$100

RSVP: 562/467-0800



STATE OF THE COUNTY LUNCHEON

Presented by:

Los Angeles County Supervisor

Don Knabe



WEDNESDAY, JANUARY 9, 2008

11:30 am - 1:00 pm

Cerritos Center for the Performing Arts

Lunch is \$30

Reserved Sponsor Table of 10: \$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.

FIRST COMMERCIAL BANK

Yao-der Chen
17808 Pioneer Blvd. Unit 107-108
Artesia, CA 90701

EUROPEAN TAILORING

Serafettin Bayraktar
17709 Pioneer Blvd.
Artesia, CA 90701
562-924-5364

PINOY BISTRO

Gabe Bautista
11305 183rd St.
Cerritos, CA 90703
562-865-0300

THE LAW OFFICES OF DUARTE, GRESSIER, AND MENEZES, LLP

Paul Menezes
17215 Studebaker Rd. Ste. 240
Cerritos, CA 90703
562-860-1900

SEPHORA

Danielle Mathieu
161 Los Cerritos Center
Cerritos, CA 90703
562-860-4499

CITY NATIONAL BANK

Shari West
1 Centerpointe Dr. Suite 150
La Palma, CA 90623
714-228-7765

FIRESTONE COMPLETE AUTO CARE

Richard Salazar
11524 South St.
Cerritos, CA 90703
562-924-5546

FARMERS & MERCHANTS BANK

Joel Friedland
12535 Seal Beach Blvd.
Seal Beach, CA 90740
562-577-1461

Member Anniversaries

*We appreciate the continued
support of our renewing Members.*

20 Years or More

Evans Kitchen & Bath Remodeling
Ben Bridge Jewelers

15 Years or More

Frantone's Pizza & Spaghetti Villa

10 Years or More

Office Depot
Press-Telegram
Wal-Mart

5 Years or More

Sara's Travel
Fineline Printing
Pioneer Medical Group
California Overnight
Cea-Pack Services, Inc.
CareMore Medical Group
Eddie Goldstein/C-21 Real Estate Store

1 Year or More

Helen Bouquet/Pre-Paid Legal Services

Advertising Space is Available!

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

CONTACT THE CHAMBER:

562/467-0800 or chamber@cerritos.org



11435 South Street Cerritos, CA 90703
Tel: (562) 924-3159 (562) 924-6825 Fax: (562) 924-6827
customerservice@vivapomodoro.com www.vivapomodoro.com

> > > fmb.com



Joel B. Friedland
Senior Account Executive



12535 Seal Beach Boulevard • Seal Beach, CA 90740
Tel: (562) 799-2002 • Cell: (562) 577-1461
Joel.Friedland@fmb.com

Civil Rights Act of 2007

► Continued from page 1



Catherine Gaughen
Executive Director

- Regional centers for developmentally disabled
- Assisted outpatient treatment services
- Service plans for mentally disabled
- Women, Infants, and Children aid
- Admission criteria for youth assisted housing
- Food stamps

DISCRIMINATION DEFINED

Discrimination, legally speaking, covers only actions taken against people because of their membership or perceived membership in a certain "protected class," or because the person associates with members of a protected class. Discrimination means treating those people differently and disadvantageously compared with other people not in the same class. Remember that everyone is part of a protected class. Everyone has a race and a marital status, is perceived as one gender or another and associates with people in protected classes.

DISCRIMINATION BASED ON A PROTECTED CLASS

Age. In general, you may not discriminate against employees or applicants older than 40 years of age.

AIDS or HIV-Positive Status. Federal and state laws protect employees from any discriminatory employment actions due to their having AIDS or being HIV-positive.

Marital Status. You may not base employment or employee benefit decisions on marital or nonmarital status.

Domestic Partnership. You may not discriminate against a person because he or she is participating in a domestic partnership.

Medical Condition and Genetic Characteristics. You may not base an employment decision on the employee's medical condition, if related to a diagnosis of cancer.

Race or National Origin. An employee may sue for discrimination if an employment decision was based on an issue involving race or national origin, including language abilities or accents, unless a legitimate business reason can be shown.

Pregnancy. You may not base employment or employee benefit decisions on whether an employee is pregnant.

Religion. You may not base employment or employee benefit decisions on an employee's religious creed or lack of one.

Gender or Sexual Orientation. It is illegal to discriminate against an employee based on his/her actual or perceived gender or sexual orientation. Employees may dress according to self-identified gender, but must meet reasonable workplace standards of dress.

Harassment, Sexual and Otherwise. You must take reasonable steps to prevent any form of harassment in the workplace. If you are aware that harassment is occurring, you can be held liable for failing to stop the harassment.

DISCRIMINATION BASED ON ACTIVITIES

While most anti-discrimination statutes relate to protected classes of individuals, there are also a number of specific employee activities that you may not use as a basis for job-related discrimination.

Lawful Off-duty Conduct. You may not discriminate based on lawful conduct employees or applicants engage in during nonworking hours away from the company. Lawful conduct includes free speech, political activities and moonlighting.

Union Membership. Employees have the right to organize and form unions, with which you must bargain.

Whistleblowing. You may not take any retaliatory actions against an employee who reports suspected illegal activity on the part of their employers.

Making a Workers' Compensation Claim. You may not discharge, threaten or discriminate in any way against an employee because he or she has received an award from, has filed or even intends to file a workers' compensation claim.

DISCRIMINATION IN STATE-FUNDED PROGRAMS

As of 2007, sexual orientation has been added to existing law that prohibits discrimination on the basis of race, national origin, ethnic group identification, religion, age, sex, color or disability against any person in any program or activity conducted, operated or administered by the state or by any state agency, or that is funded directly by the state, or that receives any financial assistance from the state. This includes unemployment insurance, disability insurance and workers' comp. It also defines "sex" and "sexual orientation" as having the same meaning as under the FEHA. The law expands the definition of discrimination to include a perception that a person has any of these characteristics or that the person is associated with a person who has any of these characteristics.

UNLAWFUL HARASSMENT

Sexual harassment is the most common type of workplace harassment and has garnered the most attention, but you must discourage all forms of harassment in the clearest terms. Sexual harassment is a pattern of unwelcome behavior attributable to an employee's gender or gender identification. Workplace harassment is also unlawful if it occurs because of the victim's race, age, religion, ethnicity or any other protected class membership or association. All workers in any size company are legally protected from unlawful harassment.

DISCRIMINATION BASED ON DISABILITY

The Americans with Disabilities Act and other state and federal statutes provide significant protections for employees with disabilities. You are not only required to avoid discrimination; you must also provide reasonable accommodation for employees with disabilities.

AVOIDING DISCRIMINATION CLAIMS

To avoid discrimination and sexual harassment lawsuits, learn what behavior is considered discrimination and harassment. Take steps to prevent these acts in your place of business. If discrimination or harassment occurs, immediately stop the activity and remedy the situation.

To receive additional information on legislation affecting the business community, please contact the Cerritos Chamber's Executive Director, Catherine Gaughen: 562/467-0800 or catherine@cerritos.org.

Chamber Hosts ABC Unified & Cerritos College Candidates Forum

The Cerritos Regional Chamber of Commerce hosted the Candidates Forum Breakfast on October 24, 2007 at the Cerritos Library. Participating in the forum were Cerritos College Board of Trustees Candidates Bob Arthur, Rosa Barragan, Tom Chavez, Tina Cho, Ted Edmiston, Javier Garza, and Tom Jackson. Also participating were ABC Unified School District Candidates Louise Dodson, Sally Havice, Paul Kahng, Howard Kim, Maynard Law, David Shaffer, Celia Spitzer, and Sophia Tse. Allen Wood, Cerritos Chamber President, facilitated the forum as moderator. Candidates were given an opportunity to respond to the question regarding what they perceive to be the most pressing challenges facing Cerritos College or ABCUSD and how they would address those issues. They were also asked to explain the steps they would take to continue a business and education partnership within the region. The event was sponsored by Fremont College.



ABC Unified School District Board Candidates:

Louise Dodson, Sally Havice, Paul Kahng, Howard Kim, Maynard Law, Celia Spitzer, Sophia Tse, and David Shaffer with Cerritos Regional Chamber President Allen Wood

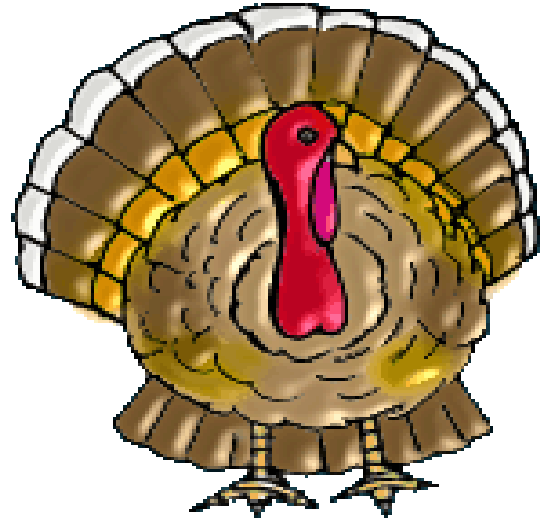


Cerritos College Board of Trustees Candidates:

Bob Arthur, Rosa Barragan, Tom Chavez, Tina Cho, Ted Edmiston, Javier Garza, and Tom Jackson with Cerritos Regional Chamber President Allen Wood

CERRITOS REGIONAL CHAMBER OF COMMERCE

Turkey Bowl



5th Annual Bowling Tournament

**THURSDAY,
NOVEMBER 15, 2007**

3:00 pm - 6:00 pm

AMF Cerritos Lanes

What is a Turkey Bowl?

The 5th Annual Bowling Tournament is an opportunity for employers, employees, coworkers, associates, families & friends to enjoy an afternoon of bowling, great food, networking, fun & friendly competition, team building, & staff development.

The Wattle Award - Best Team Shirt

Gutter "Butterball" Award - Lowest Individual Score

Frozen Turkey Award - Best Individual Score

Fowl Flock Award - Best Team Score

SPACE IS LIMITED:

562/467-0800

Chamber Welcomes New Businesses to the Region

THE MORALES LAW GROUP

17315 Studebaker Rd. Suite 102 - Cerritos, CA 90703
562-869-1896 - www.moraleslegal.com

A Grand Opening Ceremony was held on October 25th at The Morales Law Group, headed by attorney Mauro Albert Morales, Esquire. Mr. Morales is an experienced, bilingual attorney who has practiced law for over 15 years in California and Washington, DC. He has worked for two Members of Congress and represented the interests of numerous public agencies. The Morales Law Group is available to discuss the legal problems affecting you or your family.



CURVES OF CERRITOS

11345 183rd St. - Cerritos, CA 90703
562-924-6401 - www.curves.com

A Ribbon Cutting and Grand Re-Opening of Curves of Cerritos was held on October 26, 2007. Chamber members were able to see first hand the process of the workout program while Curves' members eagerly worked out in the exercise circuit. Dedicated to women's fitness, the Curves fitness program offers a 30-minute workout that combines aerobic and strength training while using machines designed especially for women.

MY SPA JOURNEYS

11616 South St. - Artesia, CA 90701
562-860-1397 - www.myspajourneys.com

A Ribbon Cutting & Grand Opening Ceremony was held on October 17th at My Spa Journeys. My Spa Journeys prides itself on providing the premier spa experience. Its mission is to provide their clients a sanctuary where they can journey through the states of relaxation, peacefulness, and rejuvenation. My Spa Journey provides a combination of extraordinary service, luxury, affordability, and a tranquil, soothing experience.



NEW IMAGE CLINIC

11660 South St. Suite 110 - Artesia, CA 90701
562-403-8813 - www.mynewimageclinic.com

A Ribbon Cutting and Grand Opening Ceremony was held on October 30, 2007 for The New Image Clinic. Upon entering the clinic, guests enjoyed the relaxing, tranquil setting of waterfalls and lush foliage. New Image Clinic personnel were on hand to explain the various procedures they provide such as botox, laser hair removal, microdermabrasion, and non-surgical face lift just to name a few.

Chamber Happenings

Businesses Networked and Made New Contacts at the October Networking Mixer Hosted by Viva Pomodoro

Viva Pomodoro Restaurant hosted the Chamber's monthly Networking Mixer on October 11th. Guests enjoyed sampling items from Viva Pomodoro's delicious Italian menu while relaxing in the newly remodeled dining area. A special thank you to owner Bipin Morari for graciously hosting this wonderful event.



Guests enjoyed great food and wonderful company at the Viva Pomodoro Mixer



Owner Bipin Morari with Ambassador Karen Baker



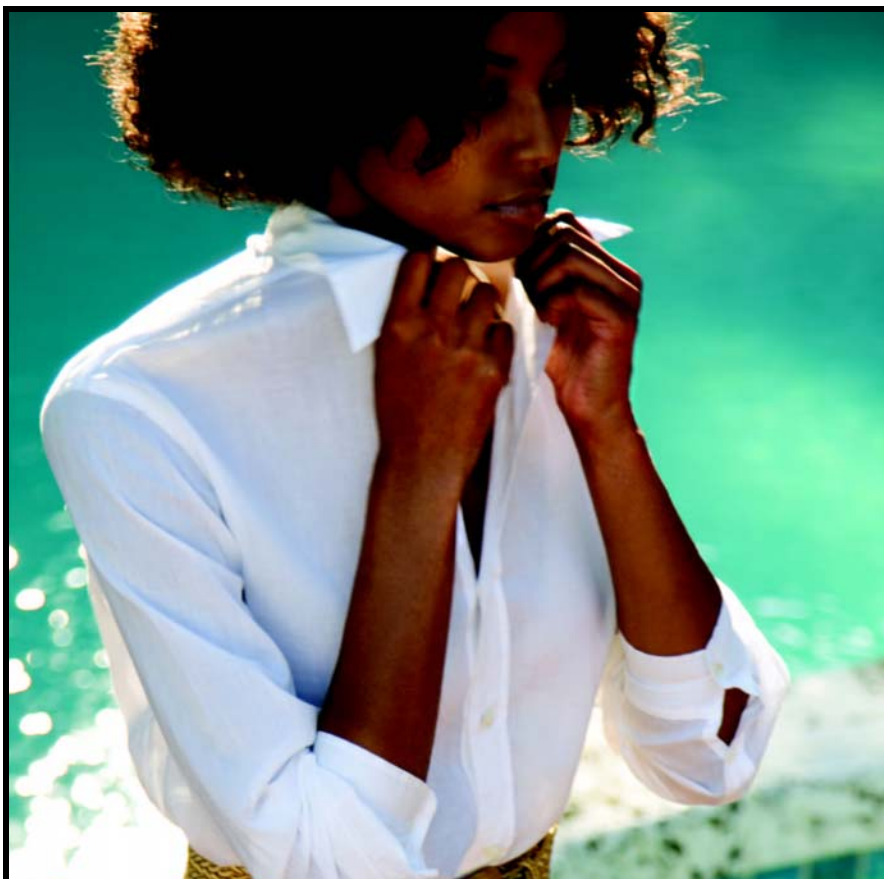
James Hinkle, Joel Friedland, Russ Collins, and Hamlet Ong



Larry Caballero, AJ Funk, Stephanie Yu, and Steve Chen



Dana Hindman and Steve Richardson



ANN TAYLOR BATH & BODY WORKS BEBE BEN BRIDGE JEWELERS GUESS NINE WEST + MORE

I AM TRADITIONAL. I CAN BE FORMAL OR DELIGHTFULLY CASUAL. I AM YOUR CLASSIC WHITE SHIRT, AND I AM A BLANK CANVAS FOR ANY OUTFIT.

THE LIFE OF STYLE.™

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MACY'S, MERVYN'S, NORDSTROM, SEARS, AND MORE THAN 200 SPECIALTY STORES AND RESTAURANTS. LOCATED OFF THE 605 FREEWAY AT SOUTH STREET IN CERRITOS. 562.402.SHOP | WWW.SHOPLOSCERRITOS.COM

Members in the News

Los Cerritos Center Introduces Segway For Security Team

Los Cerritos Center is rolling out a dynamic new tool for its shopping center security team, the original personal electric transporter, the Segway® PT. The Segway® Personal Transporter (PT) is the first two-wheeled, self-balancing, electric transportation device using a unique stabilization technology. “We’re finding the Segway not only helps our security officers respond quickly when they need to, but it also invites interaction with our customers. This kind of positive connection with our visitors promotes the welcoming, secure environment we know is important to our consumers,” said Ken Kraus, Senior Property Manager. The Segway helps property teams cover the retail ground quickly when necessary. The Segway PT offers a quiet, eco-friendly – and interesting – mode of transportation that fits with the shopping environment of Los Cerritos Center.



AAA Encourages Passport Renewals

Additional passport rules for U.S. citizens are scheduled to take effect next summer and will require American travelers to carry passports on every international trip – even car trips to Mexico or Canada. The Automobile Club of Southern California’s Cerritos office is recommending that citizens obtain or renew their passports now instead of waiting. Passport applications are available at any Auto Club office or a U.S. Post Office, and can also be downloaded at the State Department’s Web site, www.travel.state.gov. Citizens who wish to either renew or apply for a new passport must submit passport photos with their application, and those can be taken at the Cerritos Auto Club office, 18642 S. Gridley Road, for a fee of \$8 - \$15. First-time passports cost \$82 - \$97 and a renewal costs \$67. U.S. passports are valid for 10 years. For more information visit: www.AAA.com.



Balance By Touch \$50 Massage Special



Balance by Touch
Wellness Group

Physical and Massage Therapy

Balance by Touch is a wellness group that collectively has experience in healthcare, education, physical and massage therapy. Located in Buena Park at 6131 Orangethorpe # 104, Balance by Touch is having a "November Special for \$50" on a 55-minute full body relaxation massage. Contact Cindy Castro at 714-739-2117 to make an appointment.

CareMore Names New CIO



CAREMORE
MEDICAL GROUP

Veteran health care technology executive Kerry Matsumoto has been named the new Chief Information Officer (CIO) for CareMore, a leader in providing senior health care and Medicare Advantage plans in southern California. Most recently, Matsumoto served as Senior Vice President and CIO for United Behavioral Health, a unit of United Health. He spent more than 12 years with different health care units of PacifiCare. CareMore Health Plan, based in Cerritos, provides Medicare Advantage health plans with a strong focus on enhanced quality of life, wellness and the management of chronic conditions.

City of Cerritos Veterans Day Ceremony



The community is invited to attend the City of Cerritos’ Veterans Day ceremony in honor of those who have defended our nation’s freedom by serving in the United States Armed Forces. In an effort to support the men and women in the military and their families, the Cerritos City Council is happy to announce that this year’s event will include the Adoption Ceremony of the US Marine Corps 1st Combat Engineers Battalion (CEB) stationed at Camp Pendelton. The ceremony will be on Sunday, November 11th at 12:45 pm at the Cerritos Civic Center. For more info, call 562/865-8101.

CITY NATIONAL BANK

The way up.™

Shari West

Vice President
Orange County
Commercial Banking Services
T: 714.228.7765
F: 714.228.7759
C: 714.293.5633

One Centerpointe Drive
Suite 150
La Palma, CA 90623

shari.west@cnb.com

EUROPEAN TAILORING

TUXEDO

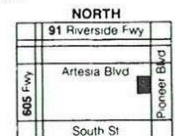
Men’s Wear & Cleaners

We Carry Sansbelt



RENTALS

Serafettin Bayraktar
(Sheriff)



17709 Pioneer Blvd. • Artesia, California 90701 • (562) 924-5364

C.A.R.E. Award Program

Chamber Appreciation and Recognition of Employees


Congratulations to Veronica Moran of Rose Hills Memorial Park



Veronica Moran was honored and presented with the Chamber's October C.A.R.E. Award for her outstanding work at Rose Hills Memorial Park & Mortuary. The Chamber's C.A.R.E. Award Program, hosted by the Ambassadors, is designed to honor and recognized employees for their outstanding service in the workplace. Nominated by Jim

Richardson, Veronica Moran was acknowledged as an employee who always works hard to make a difference at Rose Hills by finding ways to recognize her fellow co-workers. She goes out of her way to help others and gives generously of herself. Veronica inspires her co-workers in a positive way with enthusiasm, charm, and an outstanding attitude. She is a problem solver who works to seek solutions.

Members of the Cerritos Regional Chamber of Commerce are invited to nominate individuals (Chamber members only please) who deserve special recognition. Nomination forms will be available at all Chamber events, or feel free to send us an email stating the reasons why your nominee deserves the "C.A.R.E." Award. Each month, an individual will be honored and recognized at our luncheon and in our Newsletter as well. Send your nominations to the Chamber by fax: (562) 467-0840, email: chamber@cerritos.org, or mail: 13259 East South Street, Cerritos, CA 90703.



SOUTHCOAST DENTAL

DOUGLAS L. URBAN, D.D.S.

10945 South Street, Suite 200A
Cerritos, CA 90703

562.924.1523

socoastdental.com

GABE D. BAUTISTA
Chief Consultant

Pinoy Bistro

562.865.0300
949.294.2801 - hotline
gabebautista@hotmail.com

11305 183rd Street • Cerritos, CA 90703

Lily Kuo
Public Relations Director



562-403-8813 (Office)
562-924-2879 (Fax)

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1700 Westwood Blvd
Los Angeles, CA 90024

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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

John Meinert	2006-2007
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 Mangan	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

