

California Water Supply at Risk

The water system that contributed to California's emergence as one of the world's major economic powers is faltering. It is imperative that the business community work with the State Legislature, Governor Arnold Schwarzenegger, and other interested parties to ensure that the state has sufficient facilities to capture, retain and convey the water needed to support California's growing population and economy.

The following article was written by Allan Zaremberg, President of the California Chamber of Commerce, on California's water supply.

Almost every time we all pull into traffic congestion, we're reminded that our neglected infrastructure of streets and highways has not kept up with California's growing population. When the two most-recent major California earthquakes — Loma Prieta in 1989 and Northridge in 1994 — collapsed freeways and bridges, we all recognized that we had to retrofit our transportation system.

What is much less obvious but no less critical is the vulnerability of California's water supply and quality to the same pressures — aging infrastructure, increasing population and risk of earthquakes — that threaten our transportation system. When we turn on the tap, we expect safe, clean drinking water to come out. And it does - at least for now.

As a result, we often take this precious resource for granted. That attitude must change. New projections show the state's population will hit 60 million by 2050, raising new challenges for our statewide water infrastructure. 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.

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 a 6.5-magnitude earthquake could cause a breach in the

► *Continued on page 6*



Chamber Happenings

Richard Gaines and his staff from the Sheraton Cerritos Hotel at the Taste of the Region & Business Expo ► See page 9

State of the District

Dr. Gary Smuts, ABCUSD Superintendent

Thursday, October 4, 2007

11:30 am - 1:00 pm

Sheraton Cerritos Hotel

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

Networking Mixer

Viva Pomodoro Restaurant

Thursday, October 11, 2007

5:00 pm - 7:00 pm

11435 South Street - at Gridley & South Street

Candidates Forum

ABC Unified & Cerritos College Races

Wednesday, October 24, 2007

8:00 am - 10:00 am

Cerritos Library - \$10/person - includes continental breakfast

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*

President's Report



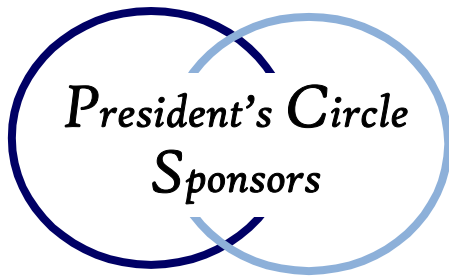
Allen Wood
2007-2008
Chamber President

In a sense, we are celebrating "local education month" here at the Chamber. On Thursday, October 4th, we will hear Dr. Gary Smuts, Superintendent of the ABC Unified School District. He will be presenting the "State of the District", an update on what is happening in our local schools. Always interesting and informational, this presentation promises to be especially timely and worthy of note due to the recent discussions within the city regarding the disposition of the District property and the proposed senior housing project.

On October 24th, the Cerritos Regional Chamber is hosting a forum for the candidates for the ABC School Board and the Cerritos College District. We have many good candidates and this forum will be an excellent opportunity to learn their viewpoints on relevant issues and to have your questions asked.

Why is education important to a business organization? Speaking as an owner of a small business, it is vitally important to be able to find employees with excellent communication skills, with the ability to think and with a good work ethic. These attributes are only obtained with a first-class educational system. It is important, even if we do not live in the district, or have children in the system to make sure we continue to have the best education available, that we elect the best representatives to represent our interests, and to keep them accountable. Not only will our children benefit, but our businesses and our local communities as well.

I hope you will take the time and effort to be present at these two events and to keep yourselves involved in our local education process.

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 PADELFORD

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

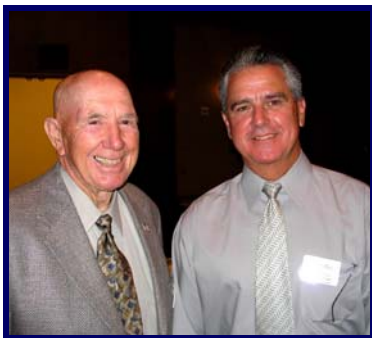
Clarence Fuqua, Bookkeeper

Your Vision, Branding, & Professional Image Luncheon Presented by Brian Tom

The “Your Vision, Branding, & Professional Image” Luncheon was presented by Brian Tom at the Chamber’s monthly luncheon on September 6th at the Sheraton Cerritos Hotel. Mr. Tom, who is President and Founder of CA Educational Centers and Blind Start of America, shared with the audience effective communication skills and how to portray a more professional and confident image. He focused on how to become more successful in business and life, and how to achieve personal and professional goals. Luncheon sponsors included Rose Hills Memorial Park & Mortuary, Eagle Graphics, California Educational Centers, and Edward Jones.



Speaker, Trainer, and Coach Brian Tom with the Chamber's Executive Director, Catherine Gaughen



Board Member Bob Buell and Chamber President-Elect Ken Kraus



Marjean Clements and Leigh Clausen



Gary and Donna from the Sheraton Cerritos Hotel



Anthony and Steve Vicencia of Vicencia & Buckley Insurance



Bernice Sandoval, Larry Lee, and 2007 Miss Cerritos Princess Stephanie Agudo



Diana Needham, Brian Hews, and Cerritos City Council Member Joseph Cho



Board Member Emil Ali with the staff of the Los Cerritos YMCA



Board Member Theresa Brunella with Don Skala and Teri Bazen



Pauline Gou, Megan Richardson, Karen Baker, and Board Member Marianne Hughlett



Linda Smith with Mary Ann Wood and Chamber President Allen Wood

Upcoming Events

OCTOBER

- 3 GOVERNMENT AFFAIRS COUNCIL**
9:00 am - 10:00 am - Chamber Board Room
- 4 STATE OF THE DISTRICT LUNCHEON**
Presented by ABC Superintendent Dr. Gary Smuts
11:30 am - 1:00 pm - Sheraton Cerritos Hotel
Lunch is \$30/person - *Sponsorship Tables are available!*
- 11 NETWORKING MIXER "Viva Pomodoro Restaurant"**
5:00 pm - 7:00 pm - 11435 South Street - Cerritos
Chamber Members: Please be our guest!
Non-Chamber Members: \$20/person
- 11 AMBASSADORS COMMITTEE**
12:00 pm - 1:00 pm - Chamber Board Room
- 24 CANDIDATES FORUM**
ABC Unified School & Cerritos College Races
8:00 am - 10:00 am - Cerritos Library - Skyline Room
\$10/person - includes continental breakfast

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
- 15 TURKEY BOWL "5th Annual Bowling Tournament"**
3:00 pm - 6:00 pm - AMF Cerritos Lanes
Individual Bowlers: \$25 - Team of 6 \$150 - Sponsorships
- 22-23 OFFICE CLOSED - Thanksgiving Holiday**

DECEMBER

- 5 HOLIDAY LUNCHEON**
11:30 am - 1:00 pm - Sheraton Cerritos Hotel
Lunch is \$30/person - *Sponsorship Tables are available!*
- 13 HOLIDAY NETWORKING MIXER**
"Black Angus Steakhouse"
5:00 pm - 7:00 pm - 11255 183rd Street - Cerritos
Chamber Members: Please be our guest!
Non-Chamber Members: \$20/person
- 13 AMBASSADORS COMMITTEE**
12:00 pm - 1:00 pm - Chamber Board Room
- 24-25 OFFICE CLOSED - Christmas Holiday**
- 31-1 OFFICE CLOSED - New Years Holiday**

CANDIDATES FORUM BREAKFAST

Cerritos College and ABC Unified School Races



WEDNESDAY, OCTOBER 24, 2007

8:00 am - 10:00 am

Cerritos Library - Skyline Room

Cost: \$30

RSVP:

Includes Continental Breakfast

Event Sponsor: \$100

562/467-0800

STATE OF THE STATE LUNCHEON

Presented by:



*CA State
Senator
Alan
Lowenthal*



*Assembly
Member
Tony
Mendoza*

THURSDAY, NOVEMBER 1, 2007

11:30 am - 1:00 pm

Sheraton Cerritos Hotel

Lunch is \$30

RSVP:

Reserved Sponsor Table of 10: \$400

Reserved Half-Table of 5: \$250

Event Sponsor: \$100

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.

APARTMENT ASSOCIATION

Nancy Ahlswede
333 W. Broadway Ste.101
Long Beach, CA 90802
562-426-8341

AFLAC

Joseph Derthick
110 Pine Avenue
Long Beach, CA 90802
562-951-5670

VICTOR DOMINGUEZ/ PRUDENTIAL CA REALTY

Victor Dominguez
11409 E. Carson St.
Lakewood, CA 90715
562-809-1331

INSTITUTE OF ART, MUSIC, & SCIENCE

Eun ji Lee
16415 Clark Ave.
Bellflower, CA 90706
562-920-7119

CURVES OF CERRITOS

Megan Brown
11345 183rd St.
Cerritos, CA 90703
562-924-6401

MY SPA JOURNEYS

Jennifer Reyes
11616 South St.
Artesia, CA 90701
562-860-1397

CIVIC MEMBER

Patricia Dupree
849 E. Victoria
Carson, CA 90746
310-920-3885

ADT SECURITY SERVICES

Mark Perez
4161 E. La Palma Ave.
Anaheim, CA 92807
714-579-6414

MIKE CHONG/ CHASE PAYMENTECH

Mike Chong
18301 Von Karman Ste.540
Irvine, CA 92312
408-646-7489

RADISSON SUITES HOTEL BUENA PARK

Meredith Delfosse
7762 Beach Blvd.
Buena Park, CA 90620
714-249-7457

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

Off Street Café
Better Beverages, Inc.
Browning Auto Group
Community Family Guidance Center
Union Development Company, Inc.
Sorooptimist International of Artesia-Cerritos
Atkinson, Andelson, Loya, Ruud & Romo

10 Years or More

Los Angeles County Office of Education
Melanie Broad/UBS Financial Services, Inc.

5 Years or More

East West Bank
Odyssey
Commercial Interior Resources
State Farm Insurance
Designing Mobility
Fantastic Café
The Chatman Group

1 Year or More

El Rocoto Peruvian Restaurant
ALLCHOICE Realty
BJ's Restaurant
Barros Family Dentistry
Indymac Bank
City of Cerritos, Bruce Barrows



POMODORO
Pizza Pasta Panini

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

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

California Water Supply

► Continued from page 1

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.

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.

Investing in our water infrastructure is essential to maintaining California's strong economy, especially given our state's naturally arid climate.

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.

This is why Gov. Arnold 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. We must all work together to put in place a solution that will give us the water we need for the future while improving our environment. The time to act is now; let's not miss this chance to do what's needed before it's too late.

The Cerritos Regional Chamber of Commerce is following the water supply closely. To receive additional information on legislation affecting the business community, please attend the Chamber's monthly Government Affairs Council meetings or contact the Chamber's Executive Director, Catherine Gaughen: 562/467-0800 or catherine@cerritos.org.

Events By Noonan



YOUR PARTY & PROP RENTAL SHOP

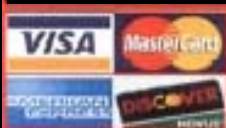


Specializing in Premiers, Screenings, Corporate Events, Fundraisers, and...

- Trade Shows & Wrap Parties
- Weddings & Funerals
- Tents/Canopies & Lighting
- Tables/Chairs & Catering
- Sound Systems/Pas & Staging
- Dance Floors & Picnics
- Theme Props & Décor

For over 20 years Events by Noonan has been servicing customers' needs from concept to completion. Let us help you in planning your next event!



(562) 802-1431

www.eventsbynoonan.com

Victor Dominguez
Realtor®
11409 East Carson St.
Lakewood, CA 90715
Cell: (562) 743-2264
Fax: (562) 809-0841
Office: (562) 809-1331 x366
Email: victord@prucarealty.com
www.SCalIHomes.com

Each Office is Independently Owned And Operated

THE MORALES LAW GROUP

MAURO ALBERT MORALES
Attorney at Law

17315 Studebaker Road, Suite 102
Cerritos, California 90703
Telephone 562-809-1896 • Facsimile 562-860-4861
Email: MMORALES@MORALESLEGAL.COM

Chamber Welcomes New Business to Cerritos

VIVA POMODORO RESTAURANT

11435 South Street
Cerritos, CA 90703
Phone: 562/924-3159 or 562/924-6825
www.vivapomodoro.com



A Ribbon Cutting & Grand Opening Ceremony was held on September 27, 2007 for Viva Pomodoro Restaurant. The aroma of fresh Italian dishes greeted Chamber members and guests as they entered the beautifully remodeled restaurant. All were treated to a delicious buffet including pizza, pasta, panini, and salads. Viva Pomodoro will also gladly provide catering service whatever the size and nature of the event. In addition to delicious food, Viva Pomodoro also has an extensive wine selection. Be sure to stop by the Chamber's Networking Mixer on Thursday, October 11th to sample Viva Pomodoro's delicious menu!



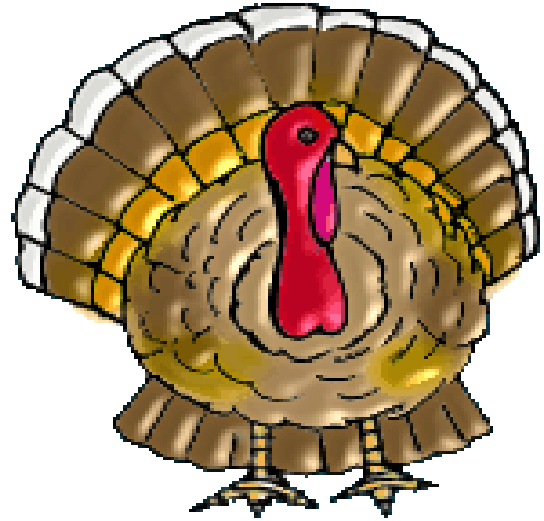
Cerritos Mayor Pro Tem Jim Edwards presents Viva Pomodoro owner Bipin Morari with a Proclamation from the Cerritos City Council



Cerritos Regional Chamber of Commerce President Allen Wood presents new Chamber Member Bipin Morari with his Chamber Membership plaque

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

Member Spotlights

AFLAC

Joe Derthick- Independent Agent
 15428 Flatbush Avenue
 Norwalk, CA, 90650
 Phone: 562/951-5670 x 322 Fax: 562/951-7131
 Email: joseph_derthick@us.aflac.com



Joe Derthick is known by many in the community as “The AFLAC Guy”. Joe retired early from SBC-Pacific Bell and chose AFLAC as his second career for very personal reasons. The 1st fully developed AFLAC product was a Cancer Indemnity Plan, and, as Joe explains, “my wife, Marcella is a 12 year Breast Cancer Survivor.” With daycare & babysitting issues to deal with, Joe was unable to work any overtime & Marcella was unable to work most of that year due to surgeries followed by chemotherapy & radiation treatments (which caused Joe to take unpaid FMLA time off work for transportation). Joe understands from personal experience how illness and accidents can devastate a family. AFLAC Insurance pays cash benefits directly to you regardless of any other insurance you may have. AFLAC helps with escalating deductibles, co-payments, out-of-network charges, and many other expenses not picked up by your major medical coverage, including travel related expenses, lost income,

and everyday living expenses (like your mortgage payment). AFLAC also helps companies save on payroll taxes & Workers Comp costs while expanding their benefits package....*all at no direct cost to the business.* You have seen the duck commercials, now come see Joe. He can help enhance your existing benefits program to attract & retain quality employees while helping to improve the company’s bottom line.

Artesia-Cerritos Lions Club

Teresa Prumatico
 17227 Stowers Avenue
 Cerritos, CA 90703
 562/714-5669



The Artesia-Cerritos Lions Club is hosting their annual Pancake Breakfast on October 13, 2007 at Artesia Park from 8:00am to 12:00 noon. Tickets are \$4.00 each and all proceeds will be going to the Sight and Hearing Conservation Programs to provided services to residents in Artesia & Cerritos. Please bring any used eyeglasses, hearing aids, and cell phones to be recycled. For more information, please contact Cece or Tessa at 562-864-7556. Thank you for your support!



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.™

LOS CERRITOS CENTER

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

Chamber Happenings

Cuisine, Culture, & Commerce at the Chamber's Taste of the Region and Business Expo

The Taste of the Region & Business Expo debuted in the Cerritos Center for the Performing Arts on September 13, 2007. This year's event showcased the best of the region's cuisine, culture, and commerce as restaurants and local businesses promoted their products and services. A special thank you to the following business sponsors: Cerritos Center for the Performing Arts, The Patina Group, Gateway Business Bank, Los Cerritos Center, Rose Hills Memorial Park & Mortuary, Retirement Distribution Specialists, Consolidated Electrical Distributors, Rejuvamed, Wilner & O'Reilly, Norwalk-La Mirada Plumbing & Heating, American First Credit Union, Highglow Jewelers, United Commercial Bank, and Los Cerritos Community News.



Premier Sponsor Patina Catering served delicious appetizers and champagne in addition to hosting the bar



Chamber Vice-President Briana and Matt Knabe



Cappriccio String Quartet provided beautiful music for the event



Guests enjoyed delicious samples from exhibitor Erhart's Catering



Past-President Julie and Supervisor Don Knabe



Mayor Pro Tem Jim Edwards with Connie Turner and Marianne Hughlett



Business Exhibitor Teri Norman of Finline Printing



Event Sponsor Norwalk La Mirada Plumbing & Heating



Stephanie Yu with entertainers Paso de Oro



Exhibitor SELACO WIB



The staff of the Cerritos Chamber



Event Sponsor Los Cerritos Center



Business Exhibitor Rejuvamed

Members in the News

Los Cerritos Center E-Waste Program

Los Cerritos Center invites local businesses and residents to make a giant leap in electronic recycling. Play your part and be Earth savvy by properly disposing of items. In California it is illegal to simply throw an unwanted television or computer monitor in the trash. Bring your electronic waste (e-waste) to Los Cerritos Center (broken or unbroken) on October 12th & 13th between 9 am – 4 pm. There is no limit on how many items you can bring to recycle, and it is FREE of charge. The center is located at 239 Los Cerritos Center in the City of Cerritos. Guests can enter the parking lot off Gridley Road next to the Chick-fil-A drive-thru. For more information, call the Los Cerritos Center Management Office at (562) 860-0341 or visit www.ShopLosCerritos.com for collection details.



College Bound's 14th Annual Walk-a-Thon

Hundreds of volunteers will be paving the way to higher education for underserved students by participating in College Bound's 14th annual Steps to Knowledge 5K Walk-A-Thon on Saturday, October 6, 2007. The fundraiser will kick off at 8:30 a.m. at Liberty Park, 19211 Studebaker Road in Cerritos. Participants, friends and families will be treated to a variety of activities in addition to the 5K Walk/Run, including a Granny and Me Kiddie Walk and Celebrity Drawing and Prizes. KNBC-TV's Rachel Boesing will be there to support College Bound's steadfast commitment to helping students realize their dreams of graduating from four-year colleges and universities. Founded in 1990 by parents Johnnie and Andy Savoy, College Bound is a privately funded, nonprofit organization dedicated to providing academic programs and services that prepare underserved students for admission to and graduation from four-year institutions of higher learning. Walk-A-Thon pledge and registration forms are available at the College Bound office at 17777 Center Court Dr., Suite 750, Cerritos. For more information contact (562) 860-2127 or walk@CollegeBoundCA.org.



Su Casa First Annual Giving Campaign

Su Casa has been gifted a new Transitional Shelter by an anonymous donor. As a result, we are launching our first Annual Giving Campaign. This year's efforts are dedicated to raising funds for furnishing and operating our new transitional shelter and to fund ongoing programs and services. We hope to use our funds where they are most needed: providing families with a safe haven, counseling, legal assistance, and living and work skills. We need your help in raising our goal of \$400,000! Will you become a partner with Su Casa and donate at least \$50 to help us reach our goal? All deductions are tax deductible (Tax ID # 95-3495175). Please join us at our Annual Giving Campaign launch on Saturday, October 6th at noon at Mayfair Park in Lakewood; the event will be catered by Outback Steakhouse. For additional information on donating to Su Casa, call 562/303-1033 or visit www.sucasadv.org.



Holiday Gift Giving Dilemmas?



It is that time of year when we need to think about customer gifts. Eagle has a multitude of ideas in all price ranges. Many companies give out food gifts each year and once the gift is gone there is nothing left with your company information on the packaging. We are spotlighting Maple Ridge farms this month. This unique packaging with a branded box stuffed with candy or nuts is a great customer or employee gift. Just call and we will send out one of our catalogs. 10% free goods before Oct. 10th. 5% free goods before Nov. 5th. Use our expertise to find a solution for holiday gifts, promotions, trade shows, golf tournaments, employee recognition, awards, and any other special event. To order, contact Kathy Rhoads at 562/467-0500 or www.eagle411.com.

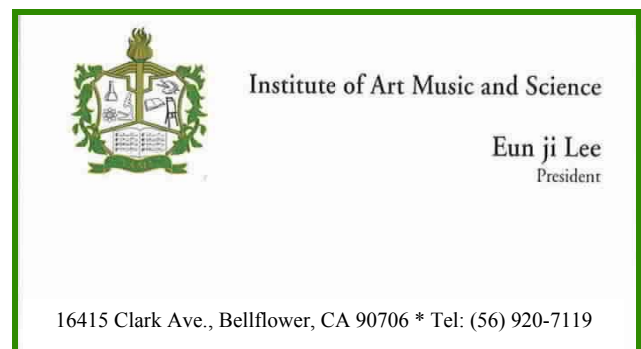
Help Decorate the City's Rose Parade Float



Cerritos residents are invited to share in the fun by helping to decorate the City of Cerritos' Rose Parade float. Volunteer decorating days will be held on November 17th and December 1st and 15th. Additional dates in December may be added. Transportation to the warehouse, lunch, and snacks will be provided. Registration is available online at www.ci.cerritos.ca.us.



www.mynewimageclinic.com
New Image Clinic
 ph: (562)403-8813
Lily Kuo
 Marketing Director
 11660 South Street
 Artesia, CA 90701
 Located In the City Plaza



Institute of Art Music and Science
Eun ji Lee
 President
 16415 Clark Ave., Bellflower, CA 90706 * Tel: (56) 920-7119

Business Leaders Discuss 'Coffee & Politics' with CA Senator Alan Lowenthal

The Cerritos Regional Chamber of Commerce's quarterly 'Coffee & Politics' series continues to be a huge success. In September, California Senator Alan Lowenthal spoke to an intimate group of 30 business and community leaders at the Chamber's office. The informal discussion session allows local business leaders to discuss business and community issues with regional elected officials in an informal, intimate roundtable format. This was the Senator's third "Coffee & Politics" event with the Chamber. The Chamber's popular quarterly series features local and regional leaders, including US Congresswoman Linda Sanchez, CA Assembly Member Tony Mendoza, and LA County Supervisor Don Knabe, who have each spoken over this past year.

The Senator began by outlining his priority issues in the Legislature with a brief 15 minute summary. Then he opened it up to a roundtable discussion with questions and a lively discussion with local business and community leaders. Topics discussed by the Senator and the business community include:

- | | |
|-------------------------|-----------------------|
| Water | Redistricting |
| Enterprise Zones | Container Fees |
| State Budget | Eminent Domain |
| Health Care | Youth Issues |
| Immigration | Bond Issues |



Chamber President Allen Wood with Senator Alan Lowenthal and Coffee & Politics Chair Diana Needham

Mark Perez
Commercial Security Representative
BA, CCTV, Fire, Access Control

ADT Security Services, Inc.
4161 E La Palma Avenue
Anaheim, CA 92807

Tele: 714-579-6414
Fax: 714-223-2359
Pager: 714-268-0827
CA Contractors License # 707408
Consumer Affairs # ACO 4227

tyco

Fire &
Security

ADT

Joseph Derthick
Agent
Writing #EQ188
CA Insurance License #OE72253
An Independent Agent Representing Aflac

Aflac™

110 Pine Avenue
Suite 650
Long Beach, California 90802
562.951.5670 Ext. 322 office
562.951.7131 fax
310.415.5693 cell
joseph_derthick@us.aflac.com
aflac.com

John Meinert
Financial Advisor

Edward Jones

MAKING SENSE OF INVESTING



13334 South St.
Cerritos, CA 90703
Ofc. 562-809-9580
Fax 888-759-8107
john.meinert@edwardjones.com
www.edwardjones.com

California Insurance License number 0C24309

Megan Brown

Fitness Technician

Curves

11345 183rd Street
Cerritos, CA 90703

562-924-6401

562-924-6403 fax

curvescerritos@yahoo.com

**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

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

