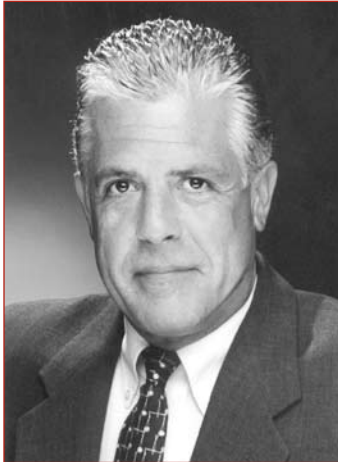


# BUSINESS REPORT

The official publication of the El Segundo Chamber

## Mayor: City is Busy, Strong—and Friendly



Mayor Kelly McDowell

The Chamber is proud to present the annual State of the City Address featuring Mayor Kelly McDowell on May 23, 2006, at the Doubletree Hotel. We hope our members take advantage of this opportunity to gain insight into the ongoings of our community.

“I have never seen a busier time in this city,” says McDowell. “Not just in City Hall but throughout businesses and the community.”

With his upcoming State of the City speech on his mind, McDowell cites major progress in several areas of the city, including Plaza El Segundo, Campus El Segundo and the El Segundo Power plant. The mayor

See Mayor – page 3

## President’s Message



Chris Powell  
President, The El Segundo Chamber

Our Chamber has been very busy this past month. We had several ribbon cuttings and I had the opportunity to meet many of our members at our New Member Orientation. A big thank you goes out to Marie Stimson and the entire Ambassador committee for organizing this very successful event. The Executive Committee has been working very hard to finalize the search for a permanent executive director for the Chamber. We are hoping to finalize that process in the near future.

I was asked the other day by one of our new Chamber members how the El Segundo Chamber could benefit their business more. It is a ques-

See President’s Message – page 4

### President’s Circle

Thanks to our generous investors, the President’s Circle members, for helping the Chamber fulfill its mission:

#### Diamond

The Boeing Company

#### Platinum

- Chevron Products Company
- Computer Sciences Corporation
- DoubleTree Hotel
- Mattel, Inc.
- Northrop Grumman

#### Gold

- Los Angeles World Airports
- Washington Iron Works

#### Silver

- Continental Development Corporation
- El Segundo Power, LLC
- Fisher Engineering
- Hacienda Hotel
- MWW Group
- Manhattan Village Shopping Center
- Plaza El Segundo
- Thomas Properties Group

## Mad March Mixer

The Chamber and the El Segundo Rotary Club would like to thank everyone who came out to support the Mad March Mixer at the LAX Flight Path Museum. The event featured great food, entertainment, and prizes. Tahiti Tourism & Happy Vacations along with United Airlines donated the grand prize, a Hawaiian getaway for two. We would like to send a big thanks to Chamber member LAWA and the Flight Path Museum for hosting the Mad March Mixer.



### Contact Us

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**EXECUTIVE COMMITTEE 2007**

- Chris Powell, President**  
*Washington Iron Works*
- James Hart, President Elect**  
*Northrop Grumman Corporation*
- Dr. Don Brann, Treasurer**  
*Wiseburn School District*
- Linda Johnson, VP**  
*Computer Sciences Corporation*
- Elyse Rothstein, VP**  
*Industrial Lock & Security*
- Charlie Smith, VP**  
*Thomas Properties Group LLC*
- Kimberly Krantz, Past President**  
*The Boeing Company*

**BOARD MEMBERS 2007**

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- Leonard E. Blakesley, Jr.**  
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- Linda Conkey**  
*Raytheon Company*
- Roy Craft**  
*El Segundo Power, LLC*
- Lily Craig**  
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*First Coastal Bank*
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- Shana Yao**  
*Manhattan Village Shopping Center*

# Faces of the Chamber

*“The chamber does a good job in the community. They make sure the businesses stay and are taken care of.”*



**Marie Stimson**  
*Ambassador Committee Chair*  
*Doubletree Hotel*  
**Member Since 1989**

What I like most about serving as Chair of the Ambassador Committee is to be able to assist new members. If they're new to the community, they don't know the benefits they can get from the Chamber. We let them know about the different committees and resources the Chamber offers—and also about the fun stuff like the mixers and networking.

*“There is a great benefit in becoming a member of the El Segundo Chamber as it connects local businesses and the community. The goal this year for the Education Committee is to focus on how local business can better serve and support the education community and vice versa.”*



**Shirley Hoffmann**  
*Education Committee Chair*  
*Los Angeles World Airports*  
**Member Since 1985**

It is such an honor to serve as Chair of the Education Committee in El Segundo. I like serving on this committee

because it connects to a lot of the educational outreach work I do with LAWA. The Education Committee is currently holding round table discussions about how we can help students find out what kind of education and experience they'd need to obtain an entry level position in a local business.

*“Membership in the El Segundo Chamber just makes good business sense.”*



**Jim Hart**  
**Chamber President-Elect**  
*Executive Committee Member*  
*Northrop Grumman Corporation*  
**Member Since 1984**

Chamber membership provides greater insight into issues that affect your business. It gives you a forum to discuss common concerns with colleagues from other companies. And it provides better access to government officials at the federal, state and local level. Through sponsorship of events like our Aerospace Outlook Luncheon and the State of the City Address, the Chamber is recognized not only in El Segundo but throughout the South Bay. Another reason to belong to the Chamber is to stay involved in the communities where your company's employees live and work, which has always been a priority at Northrop Grumman.

**VISIT OUR WEBSITE**

at [www.elsegundochamber.org](http://www.elsegundochamber.org)

## Ribbon Cuttings



**Owner of StrongProject-Modern Furniture, Jeff Pochehan (center), prepares for the ribbon cutting, of his new business on Richmond Street. Pictured from left to right are Michael Pochehan, Council Member Carl Jacobson, Jeff Pochehan (owner), Cindy Clark, Favi Rayos and Jim Hart.**

StrongProject is an El Segundo based cutting-edge resource for companies wishing to purchase Modern Office Furniture for their commercial office spaces as well as interior designers and architects who are specifying office furniture for corporate projects.



**Pictured from L-R Chris Powell, Magda Khordoc, Grace Sullivan, Councilmember Carl Jacobson, Stacy Ramsay, Richard Lundquist, Dr. Christopher J. Orenic and Mary Claire Orenic, (owners) and their son Michael Orenic, Sherry Kramer, Rebecca Wayne**

The Advanced Eyecare Center of Manhattan Beach, developed by Dr. Christopher J. Orenic offers a wide range of clinical services and the highest quality materials in eyewear, ophthalmic lenses and contact lenses. Their ribbon cutting was held at their office, 2101 Rosecrans Ave., Suite 1215, El Segundo.

## New Member Orientation



Thank you to the 35 new members who attended the New Member Orientation hosted by Doubletree Hotel on March 13. Besides providing an excellent networking opportunity, the event allowed the members to become acquainted with the Chamber and all it has to offer, including its vibrant committees. The Ambassador, Downtown El Segundo, Education, Government Affairs, and Military Affairs committees all received interest from new members. New Member Orientations will take place quarterly in 2007. We are excited to expand our business community, and we encourage all members to make the most of their association with the Chamber.

## Membership Anniversaries - Feb. & March 2007

The El Segundo Chamber of Commerce wants to acknowledge and express its appreciation to the following Chamber members for their commitment to the community and region through their membership. We are proud of them and appreciate the business you, our readers, give them.

### 45 YEARS

*The Aerospace Corporation*

### 16 YEARS

*Embassy Suites Hotel- LAX/South*

### 10 YEARS

*R.O.A.D. - Reach Out Against Drugs*

### 9 YEARS

*Triton Forwarding, Inc.*

### 6 YEARS

*Classic Party Rentals*

### 4 YEARS

*Second City Bistro*

*Grayt Idea*

### 3 YEARS

*Looking*

### 2 YEARS

*Sign\*A\*Rama*

### 1 YEAR

*Browning and Trudeau Insurance Associates*

*Worldwide Center for Organizational Development*

## The Gas Company Offers Businesses Energy-Saving Tips

Businesses throughout the state are likely to see lower natural gas bills this winter as compared with last year. Mild weather, high inventories of natural gas in storage, and no production losses due to hurricanes like last year have helped to moderate natural gas prices nationwide. Still, Southern California Gas Co. (The Gas Company) encourages its business customers to use energy wisely and offers these tips that may help businesses save money by increasing their energy efficiency:

Take advantage of available incentives and rebates for qualifying energy-efficient upgrades to the business or facility.

Take an online survey to determine your energy usage and find

out how to improve your business' energy efficiency. The survey can be found at [www.socalgas.com/business](http://www.socalgas.com/business).

Enroll in energy-efficiency training courses, such as those offered at The Gas Company's Energy Resource Center. An online calendar of business seminars and training can be viewed at [www.socalgas.com/business](http://www.socalgas.com/business).

Have a qualified, licensed technician test, clean and adjust gas-fired equipment.

During the heating season, inspect air filters once a month and clean or replace air filters at least twice, or as recommended by the manufacturer.

Repair leaky or disconnected

ducts to prevent loss of heated air.

Caulk cracks around windows, doors and other openings.

Set programmable thermostats to turn heating on 30 minutes before people arrive, and off 30 minutes to 60 minutes before they leave. Set them no higher than 68 degrees Fahrenheit during occupied periods in the winter.

Close window coverings at night and during unoccupied periods to retain heat indoors. Open window coverings during the day to allow the sun's heat indoors.

Check all lighting timers to ensure they are turning interior and exterior lights on and off at appropriate times.

For more details on money-saving, energy-efficiency opportunities, take a look at The Gas Company's energy-efficiency guide at [www.socalgas.com/business](http://www.socalgas.com/business).

The Gas Company is the nation's largest natural gas distribution utility, providing safe and reliable energy to 19.8 million consumers through 5.6 million meters. The company's service territory encompasses approximately 20,000 square miles in most of central and Southern California. The Gas Company strives to provide exceptional customer service to enhance the quality of life in the community. The Gas Company is a regulated subsidiary of Sempra Energy (NYSE: SRE). Sempra Energy, based in San Diego, is a Fortune 500 energy services holding company.

## Mayor - cont. from page 1

is also proud of the city's close working relationships with Los Angeles Air Force Base and Los Angeles International Airport as well as its commitment to develop additional senior housing.

And, of course, winning a tough competition to be named the "Most Business-Friendly City" in Los Angeles County by the Los Angeles County Economic Development Corporation (LAEDC) is never far from the mayor's thoughts. He is especially proud of the community's response to the LAEDC's request for information about the business climate of the city. "What blew them away were the letters of support they received not just from about a dozen of our local businesses but also from the Chamber of Commerce and the Air Force," McDowell says.

We hope that the State of the City provides insight into the future of El Segundo. Please contact West Enterprises at (310) 227-8100 or [lwest@westenterprises.info](mailto:lwest@westenterprises.info) for information about event or to purchase a table.

## SAVE THE DATE

The El Segundo Chamber presents

## STATE OF THE CITY

Wednesday, May 23, 2007

11:30 am- 1:00 pm

Doubletree Hotel, El Segundo

The State of the City Address will feature Mayor Kelly McDowell. This is an excellent opportunity for the business community to hear first-hand about current issues and trends.

For more information, contact West Enterprises at (310) 227-8100 or [lwest@westenterprises.info](mailto:lwest@westenterprises.info).

## BUSINESS REPORT

### Editors:

*Debra Anne Davis  
James Hart, Northrop Grumman*

### Printing:

*Computer Science Corporation*

### Graphic Design:

*Studio 444*

# New Member Profiles

## R. CHAMELEON

617 Loma Vista Street  
El Segundo, CA 90245  
Contact: Rita Gingras  
Phone: (310) 640-9271

Email: ritagingras@sbcglobal.net  
Web: www.r-chameleon.com

**Business Category: Online Retail**  
R. Chameleon sells funky yet sophisticated designer women's clothing online for 60-70% off department store retail prices.

## AUTOMOBILE DRIVING MUSEUM

610 Lairport  
El Segundo, CA 90245  
Contact: Laurie R. Lewis  
Phone: (310) 909-0950

LaurieL@automobiledrivingmuseum.org  
Web: www.automobiledrivingmuseum.org

### Business Category: Museum

The Automobile Driving Museum has over 75 classic and special interest cars on display. Visitors can view the displays and even take a short ride in the vehicles as well.

## NO PRESSURE TRAVEL

4622 West Broadway Street  
Hawthorne, CA 90250  
Contact: Betty Fisher  
Phone: (310) 263-0858

Email: bfisher3@nopressuretravel.com  
Web: www.nopressuretravel.com

### Business Category: Travel

No Pressure Travel specializes in arranging travel to the South Pacific, Hawaii and Mexico. They offer cruises, packages and low-cost airfare. They are official representatives for Sandals and Disney and have earned the Spa Specialist Designation from the Travel Institute.

## CAREER PARTNERS

214 Main Street, Suite 419  
El Segundo, CA 90245  
Contact: Kelly Watson  
Phone: (310) 322-3778

Kelly.Watson@thecareerpartners.com  
Web: www.thecareerpartners.com

### Business Category:

**Executive Search/HR Consulting**  
Career Partners supports companies that offer executive-level job sharing by recruiting the best talent for the positions. They use their proprietary matching technology to build great teams and also provide on-going coaching and support to ensure long-term success.

## MICHAEL I. BURSTEIN

11600 Washington Place, Suite 104  
Los Angeles, CA 90066  
Contact: Michael I. Burstein  
Phone: (310) 391-1311

Email: miburstein@aol.com  
Web: www.1888ezprobate.com

**Business Category: Attorney**  
Michael I. Burstein's law practice specializes in probate, living trusts, wills and estates.

## ASHCRAFT DESIGN

11832 West Pico Blvd.  
Los Angeles, CA 90064  
Contact: Daniel Ashcraft  
Phone: (310) 479-8330

dashcraft@ashcraftdesign.com  
Web: www.ashcraftdesign.com

### Business Category: Product Design

Ashcraft Design is an industrial design firm specializing in product development.

## President's Message - continued from page 1

tion any thoughtful business person should ask when they evaluate any company expenditure. After thinking for a few seconds I recommended they consider two ideas.

The first thing I suggested was to consider attending one of our monthly committee meetings. Our committees are the lifeblood of our Chamber and are really the best way to network with other businesses with similar interests. For example, our government affairs committee meets the fourth Monday of each month and gives its members an opportunity to speak personally with elected officials or their representative and hear about potential legislation. It is also the perfect opportunity to let our leaders know about regulations or issues that are affecting your company. Our ambassadorial, education, and military affairs committees are all a great place to get involved and to get helpful hints on how to leverage your Chamber membership for better business exposure and growth.

The other suggestion I had was to attend one of our Chamber mixers, expos or luncheons. These events are attended by our government officials, representatives of both large and small businesses, and also local community members. It is another important way to expose your business to potential customers. An event you may really want to consider is the annual Business Expo that is being hosted again this year by the Doubletree Hotel. The Expo gives you the chance to display your business' product or services to other members. I personally made two great contacts last year that I am now using in my company. This is the only opportunity like this in El Segundo. Keep a look out for more information in the months ahead.

If you have other ideas on how our Chamber can be more effective or would just like to "touch base" call me at the Chamber office or e-mail me at [cpowell@washingtontonon.com](mailto:cpowell@washingtontonon.com). I look forward to meeting many of you at an upcoming Chamber committee meeting or event.

## MEMBER MARKETING OPPORTUNITY

*The El Segundo Chamber offers our members another low-cost way to promote your business.*

*Provide items for Chamber-sponsored events and you can:*

- Advertise your business with promotional items
- Display your products and services at Chamber events
- Grow your customer base with coupons & gift certificates

*For more information on how you can participate in this marketing opportunity, call the Chamber at (310) 322-1220 or email us at [info@elsegundochamber.org](mailto:info@elsegundochamber.org).*

## Calendar of Events

Date	Time	Event	Location
<b>APRIL</b>			
04/18/07	8:00 am	Military Affairs Committee Meeting	Chamber office
04/20/07	8:00 am	Education Committee Meeting	Flight Path Learning Center
04/23/07	11:45 am	Government Affairs Committee Meeting	Second City Bistro
<b>MAY</b>			
05/08/07	8:30 am	Ambassador Committee Meeting	Doubletree Hotel
05/09/07	8:00 am	Downtown El Segundo Inc. (DESI) Meeting	El Segundo Chamber
05/16/07	8:00 am	Military Affairs Committee Meeting	El Segundo Chamber
05/18/07	8:00 am	Education Committee Meeting	Flight Path Learning Center
05/23/07	11:30 am-1:00 pm	State of the City	Doubletree Hotel