

BUSINESS REPORT

The official publication of the El Segundo Chamber

The Chamber Welcomes New Executive Director



Karen Carr
Executive Director
The El Segundo Chamber

On behalf of the Board of Directors, I want to welcome Karen Carr to our team. We look forward to working with her to make the Chamber even more effective. Karen's dedication, energy and organizational skills will help to ensure our continued success."

—Jim Hart, President Elect, The El Segundo Chamber

"Hello Everyone – as your new Executive Director I am really looking forward to getting to know everyone, providing all our members with excellent support, expanding services, and growing the membership. We're currently working on the New Teacher Welcome Bags and Mini-grant program as well as gearing up for the Business Expo and Mixer on September 13. I'm also excited about the "facelift" we're planning for the Chamber office. We'll be unveiling our new look in a few months with an Open House to which everyone's invited. Please feel free to stop by the Chamber office and say hi."

Attn: Chamber Members

Please remember that our Education Committee is counting on your generosity for their latest programs:

Teacher Welcome Bags – providing donated items such as key rings, t-shirts, water bottles, gift certificates, company products, and calculators to teachers who are new to El Segundo.

Mini-grant Program – provides funds to classroom teachers for unique new classroom projects and experiences that the students otherwise would not enjoy.

For an information/donation form, or for more details, call the Chamber office (310) 322-1220.

President's Message

Partnership. It's a word that means different things to different people. An attorney will tell you it's a legal entity. Your spouse might tell you it is the successful ingredient of a long-term marriage. Ask your work associates and they might say it describes the relationship with customers, suppliers and trusted advisors. However, in reference to our El Segundo Chamber, I think of something different.

Our Chamber is strong because of our partnerships with so many different entities here in El Segundo. One of the first partners that comes to mind is our Los Angeles Air Force Base. On Friday, July 20, our partnership with the Base resulted in a successful El Segundo Dodger Night. Nearly 1,500 members of the Air Force, Aerospace Corporation, local businesses and El Segundo residents enjoyed a great night at the ballpark thanks to the partnership between your Chamber's Military Affairs Committee and the leadership at Los Angeles Air Force Base. It was heart-warming to watch members of the Air Force stationed right here in El Segundo serving as the color guard and leading the near capacity crowd in our National Anthem. This evening would not have been possible without this partnership.

Another important partnership is with public education here in El Segundo. Each year, businesses honor local teachers, and schools recognize businesses that support our schools. This year, another very important event is going to be possible because of this partnership. On Oct. 29, a large group of local teachers and business leaders will get together at the Los Angeles Air Force Base to hear acclaimed author and speaker William Strauss talk about what is being called "The Next Great Generation: the Millennials." It is the generation of young adults our schools are educating and our busi-



Chris Powell
President, The El Segundo Chamber

nesses are hiring. An exciting part of this day will be a panel discussion with corporate and education leaders talking about how we can work together to make our organizations stronger and take advantage of the skills this new generation brings. The afternoon will also include table talks where business representatives and teachers will share ideas and strategies.

Another exciting partnership that your Chamber is working on enhancing is the one with our local city officials. The city has an excellent business attraction program under the direction of Assistant City Manager Bill Crowe. Bill and his staff work closely to match up real estate brokers and businesses looking to relocate to this area. His office has been very successful bringing new businesses here. Our role in this partnership is to make these new businesses a part of our community and retain them here. El Segundo is largely what it is today because of the civic involvement of business. Toward this end, we are reinvigorating a program that has lay dormant for several years. "Leadership El Segundo" will bring together local business representatives and community members to learn more

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President's Circle

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

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Board Unanimously Endorses Proposed MEPS Facility

A proposed Military Entrance Processing Station (MEPS) to be located in El Segundo received the Chamber Board of Directors' unanimous approval at the July board meeting. A MEPS is a DOD facility that processes potential recruits for all branches of the military. Young men and women are transported by bus or shuttle for one day to receive medical testing and choose a career path. If they pass all tests, they participate in an enlistment ceremony before being

transported to the airport for travel to their recruit training post.

The proposed facility would be built by local developer and Chamber member Mar Ventures and leased to the federal government's General Services Administration for 15 years. The facility will appear from the outside as a nicely landscaped office park. It will be located on Grand Avenue just west of Sepulveda Blvd.

The Board feels this facility would be a great addition to the El

Segundo business community. While the developer will compensate the city for any lost business license fees, the MEPS will contract for many services including food/lodging, transportation, fee-based physicians, and others. The Chamber's Military Affairs Committee felt strongly that locating this facility in El Segundo was a way to show the community's support for our military and the fine young men and women who volunteer to serve their country.

Calendar of Events

<i>Date</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
AUGUST			
8/14/07	8:30am	Ambassador Committee Meeting	DoubleTree Hotel
8/15/07	8:00 am	Military Affairs Committee Meeting	El Segundo Chamber of Commerce
8/17/07	8:00am	Education Committee Meeting	El Segundo Unified School District
8/21/07	7:30am	Executive Team Meeting	Hacienda Hotel
8/23/07	5:30pm	Redondo Beach Chamber Mixer	Seaside Lagoon
SEPTEMBER			
9/13/07	4:00pm	Business Expo	DoubleTree Hotel
9/18/07	7:30am	Board Meeting	Hacienda Hotel

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.

Give Feedback, and Be Specific

By Dawn Anfuso

I've worked places where the written performance reviews were as long as a paperback novel, involving comments from the boss, co-workers, subordinates and clients. The feedback was useful, but the amount of information made it difficult to know what change efforts to focus on.

At others, I was lucky to get a verbal, "You're doing a good job." Nice, but not very inspiring; and as it turns out, a common feedback mistake.

"Nothing is a more powerful motivator of performance than feedback," says Dr. Leslie Braksick, co-founder and chairman of CLG, a behavioral consulting firm. "Nothing does a better job encouraging good behavior - or discouraging unwanted behavior - than feedback. It is more powerful than money. And it is free."

Braksick, author of the new book *Unlock Behavior, Unleash Profits*, said there are two major mistakes people make in delivering feedback: not giving feedback at all and giving subjective, non-specific feedback.

The failing Braksick said she sees most often is the absence of feedback.

"Employees report that they don't know what their bosses think of their work. Husbands wonder if they do anything right according to their wives. Children say they have no idea what it will take to please their parents.

"The absence of feedback is, in fact, the presence of a really bad thing: uncertainty," she said. "Future behavior is left to chance, with the hope the person knows how his or her work is perceived.

Big mistake. People report they rarely know what others (who matter) really think."

Second to delivering no feedback is providing vague feedback.

"The ever present 'Great job' is like an aerosol spray: It goes everywhere and nowhere at the same time. Frankly, it just doesn't cut it," Braksick said.

"People want to know, specifically, what they did that worked well and what they need to do differently," she added. "The provision of specific feedback takes a little more effort to do, and most of all, it requires you to pay attention. People crave good feedback and spend an inordinate amount of time wondering what important people in their lives really think!"

Here's Braksick's advice on becoming a great feedback provider:

"First, just do it. Feedback is a gift too rarely given. And when you give it, be objective and specific in your comments. Tell the person what he or she did, specifically, that you liked. Tell him, specifically, what he could have done even better. Let her know how what she did mattered. Increase the likelihood that the good behavior will continue (or that the unwanted behavior will change), but give feedback often and well. There is no greater gift."

For more information

Books: *Unlock Behavior, Unleash Profits* by Leslie Braksick; *How To Say It Performance Reviews: Phrases and Strategies for Painless and Productive Performance Reviews (How to Say It)* by Meryl Runion and Janelle Brittain

Web sites:
www.businessstown.com/people

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about how they can become involved in all facets of our community. It is a great way to identify new leaders. To be successful, this program will require a strong partnership between our Chamber and city officials. Several experienced members of our Chamber board and Mayor Kelly McDowell have stepped forward to

help make this program a success.

As I said, partnerships are the key to any great relationship. It is especially true for your El Segundo Chamber of Commerce. If you would like to be involved in one of our Chamber partnerships, send me an e-mail me at cpowell@washingtoninr.com, and we will make it happen.

Ribbon Cuttings



Kurtzman Carson Consultants ribbon cutting on June 26, 2007. L to R: Jennifer Weber, Rebecca Wayne, Councilmember Carl Jacobson, Eric Kurtzman, Jonathan Carson, City Manager Jeff Stewart, and Chamber President Chris Powell

Chevron Mixer in the Park



A great turnout, beautiful weather, terrific music, delicious food & beverages, and a wonderful variety of donated items for our silent auction contributed to a very successful and enjoyable Chevron Mixer in the Park on July 18. Many thanks to Gary Yesavage, Lily Craig, Jill Brunkhardt and all the folks at Chevron for their generous hosting of the event.

SAVE THE DATE

The El Segundo Chamber of Commerce is proud to announce
**the 2007 BUSINESS EXPO
and MIXER**

**Thursday, September 13, 4:30 pm to 7:30 pm., at the DoubleTree Hotel,
1985 E. Grand Ave., El Segundo, CA 90245.**

Hosted by The DoubleTree Hotel, this dual-function event combines an intimate setting for local business exhibits and a poolside patio buffet and no-host bar for casual networking.

**Space is limited so call The Chamber Office today to reserve your table
310/322-1220. Don't forget your business cards!**

**VISIT OUR WEBSITE
at www.elsegundochamber.org**

New Member Profiles

KURT ADELMAN

321 Richmond St.
El Segundo, CA 90245
Contact: Kurt Adelman
Phone (310) 524-1314
Fax: (310) 514-1316

Email: kurt@kurtadelman.com

Business Category:

Accounting and Tax Services

As a CPA and an attorney, I specialize in all areas of taxation, and accounting services as well as estate planning. Our client base ranges from operating businesses to individuals.

HERBER AIRCRAFT SERVICES, INC.

1401 E. Franklin Ave.
El Segundo, CA 90245
Contact: Phiroz Tarapore
Phone: (310) 322-9575
Fax: (310) 322-1875

Email: ptarapore@herberaircraft.com

Business Category: Manufacturing
Manufactures and distributes aerospace parts such as hoses, harnesses, mounts, fittings and couplings.

EXCURSION AIR, LLC

400 Continental Blvd., Ste. 600
El Segundo, CA 90245
Contact: Jason Phelps
Phone: (310) 426-2399
Fax: (310) 426-2301

Email: excursion.air@gmail.com

Website: www.excursionair.com

Business Category: Air Charter
Excursion air is Los Angeles' first premiere air charter golf club. Our sole purpose is to deliver "The Perfect Day of Golf" to every member. We provide our exclusive members a first class, hassle-free experience that will fulfill any fantasy golf expectation. Members enjoy VIP luxury

treatment, PGA golf, and memorable experiences with every excursion.

COMFORT KEEPERS

2275 Torrance Blvd., Ste. 203
Torrance, CA 90501

Contact: Richard Berryman, Mary Granger, R.N.

Phone: (310) 381-0009

Fax: (310) 381-0186

Email: southbay@comfortkeepers.com

Website: www.comfortkeepers.com

Business Category:

Health Care

Comfort Keepers is dedicated to providing the kind of non-medical, in-home care that helps enrich lives and maintain the highest possible level of independent living. Nothing is more important than helping people to live independent lives within the comfort of their own homes. We are a Provider for SCAN Insurance Company for In Home Care, and offer assistance (at no charge) for filing for Veteran's Benefits for In Home Care as well.

CALIFORNIA ASSOCIATES RECRUITING FIRM

901 Loma Vista
El Segundo, CA 90245
Contact: Sonja McColgan
Phone: (310) 416-8797
Fax: (310) 416-9698

Email: cal.associates@sbcglobal.net

Business Category: Employment Recruitment Services

We specialize in full-time job placement in California. Job placement categories include: administrative, accounting, legal, technical, sales, and marketing. "Let us Work for You!"

El Segundo Dodger Night



L-R: Councilmember Bill Fisher, Chamber President Chris Powell, Mayor Kelly McDowell, Dodger pitcher Eric Stoltz, Lt. Gen. Michael Hamel, and Councilmember Eric Busch. Photo by L.A. Air Force Base photographer Paul Testerman.

The El Segundo Chamber of Commerce and The Los Angeles Air Force Base thank the sponsors of El Segundo Dodger Day July 20, 2007

- CHEVRON PRODUCTS COMPANY
- EL SEGUNDO POWER LLC
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- NORTHROP GRUMMAN CORPORATION
- MATTEL, INC
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- LOS ANGELES WORLD AIRPORTS
- L.A. COUNTY SUPERVISOR DON KNABE



Lt Col. Ivan Thompson and the color guard from the Los Angeles Air Force Base received a standing ovation from the Dodger stadium crowd for his dynamic rendition of the National Anthem.

Membership Anniversaries - July 2007

The El Segundo Chamber of Commerce wants to acknowledge and send 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 members, give them.

43 YEARS

International Rectifier

18 YEARS

DoubleTree Hotel – El Segundo/LAX

14 YEARS

Volt Services Group

9 YEARS

JW Party Pictures, Inc.

8 YEARS

Union Bank of California

4 YEARS

El Segundo Tailors

3 YEARS

City Adworks

2 YEARS

United Water Services-West Basin Facility