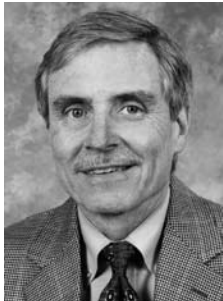


## President's Message



Jim Hart  
Chamber President

The Chamber co-sponsored a recent discussion of what the nation must do to preserve America's position as the global leader in innovation. That leadership, which we've held for more than 100 years, is in jeopardy. And that's bad for business.

The Aerospace Workforce and Education Symposium—Sept. 15 at the Los Angeles Air Force Base—assembled a blue ribbon panel of experts to assess the situation. The Chamber co-sponsored the event with the National Defense Industrial Association and the American Institute of Aeronautics and Astronautics, in conjunction with the Base's Space and Missile Systems Center. Congresswoman Jane Harman, who has represented El Segundo in Washington since 1992, and NASA Administrator Michael Griffin provided introductory remarks that framed the discussion.

To put it simply, America is falling behind the rest of the world in technical education. Approximately one-third of U.S. bachelor degrees are in science or engineering, compared to 56 percent in China and 59 percent in Singapore. In Japan, that figure is 63 percent; in Thailand, 69 percent!

At the same time, the U.S. aerospace workforce is aging. Ms. Harman points out that about 60 percent of aerospace workers are over age 50, and almost 26 percent are eligible for retirement this year. That hits close to home for those of us in the South Bay.

The Aerospace Industries Association, represented at the Symposium by President and CEO Marion Blakey, has more sobering statistics on its web site. Only 15.7 percent of the aerospace workforce is composed of 25-34 year-olds. And by the 12th grade, U.S. high school students' math and science performance

President - continued on page 3

## El Segundo Day at Dodger Stadium



Mayor Pro Tem Eric Busch, Council Member Bill Fisher, Mayor Kelly McDowell, General Tom Sheridan, Commander of Space and Missile Systems Center, Air Force Space Command, Los Angeles Air Force Base, and Bill Mason, Chair of the Chamber's Military Affairs Committee on the field prior to the start of the Dodgers/Nationals game. See more photos on page 8.

### PRESIDENT'S CIRCLE

#### Diamond

The Boeing Company

#### Platinum

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

#### Gold

El Segundo Power, LLC  
Los Angeles World Airports  
Washington Iron Works

#### Silver

Continental Development Corporation  
Fisher Engineering  
Hacienda Hotel  
MWW Group  
Manhattan Village Shopping Center  
Mar Ventures Inc.  
Plaza El Segundo  
Thomas Properties Group

## Notes from Marsha...



Marsha Hansen  
Executive Director

Do you remember the “best day of my life” scene from the movie “City Slickers”? Billy Crystal’s character describes the best day of his life like this: *“I’m seven years old and my dad takes me to Yankee Stadium. My first game. We’re going in this long dark tunnel underneath the stands and I’m holding his hand and we come up out of the tunnel into the light. It’s huge...how green the grass was, brown dirt and that great green copper roof, remember? We had a black & white TV so this was the first game I ever saw in color. Sat through the whole game next to my dad, taught me how to keep score, Mickey hit one out. I still have the program.”*

The El Segundo Chamber of Commerce along with the Los Angeles Air Force Base presented the Annual Dodger Day event on Saturday, July 26. As I watched my four year old son experiencing his first Major League Baseball Game, studying every move of every player, I couldn’t help but think about this scene in City Slickers. Would he one day recall the greenness of the grass, the sun setting on Chavez Ravine, the sights of the players in their crisp white & blue uniforms diving for the ball. Would he one day describe sitting between his grandparents and his daddy while watching the great American pastime as the best day of his life. I hope so. These are the memories that make up our lives.

Logan got to enjoy a great day at the ball park with 1500 participants from our

community watching the Dodgers pummel the Washington Nationals with a 6-0 win.

General Tom Sheridan, Commander, Space and Missile Systems Center, Los Angeles Air Force Base threw out a great first pitch while Mayor Kelly McDowell caught the ball past a swinging Mayor Pro Tem Eric Busch and “umpire”, Councilman Bill Fisher. We were also thrilled to see the Honor Guard from the LAAFB present the Colors for the National Anthem.

Over 200 personnel from the Los Angeles Air Force Base were joined by members of our local Little League and Girls Softball teams as well as numerous Corporations which helped to make it all possible. A big thanks goes out to Chevron, El Segundo Power, Aerospace Corporation, Mar Ventures, The Rotary Club of El Segundo, Northrop Grumman, Mattel, Los Angeles World Airports and Computer Sciences Corporation for bringing out their employees as well as for donating tickets to the Chamber which provided numerous youth groups to enjoy the game for free! We appreciate the work of Supervisor Don Knabe’s office in arranging for bus transportation for the fans from El Segundo and the Los Angeles Air Force Base. A special “thanks” to Bill Mason and the Chamber’s Military Affairs Committee for their hard work year after year in making this dream a reality!

Now, it’s time once again to get your calendar and mark some upcoming dates! Our Salute to El Segundo Mixer at Mattel is scheduled for November 13 followed by our Holiday Mixer at Citizens Business Bank in El Segundo on December 4. And of course, with the holidays just around the corner (okay...I’m pushing it a bit); the 45th Annual Holiday Parade is scheduled for December 14. This year’s theme is “Holiday with the Stars”. Get your group together from work, school, church, etc and put together a fun entry inspired by your favorite holiday movie! It will be fun for all!!

## Calendar of Events

### OCTOBER

Date	Time	Event	Location
10/9/08	8:00a.m.	Downtown El Segundo Inc. Meeting	El Segundo Chamber
10/15/08	8:00a.m.	Military Affairs Committee Meeting	El Segundo Chamber
10/24/08	8:00a.m.	Education Committee Meeting	ESUSD Board Room
10/27/08	11:45a.m.	Government Affairs Committee Meeting	Second City Bistro

### NOVEMBER

Date	Time	Event	Location
11/11/08	8:00a.m.	Ambassador Committee Meeting	Embassy Suites
11/13/08	8:00a.m.	Downtown El Segundo Inc. Meeting	El Segundo Chamber
11/13/08	5:30p.m.	Salute to El Segundo/Mattel Mixer	Mattel Inc.
11/18/08	7:30a.m.	Board of Directors Meeting	Hacienda Hotel
11/19/08	8:00a.m.	Military Affairs Committee Meeting	El Segundo Chamber
11/24/08	11:45a.m.	Government Affairs Committee Meeting	Second City Bistro
11/28/08	8:00a.m.	Education Committee Meeting	ESUSD Board Room

## President continued from front page

ranks near the bottom internationally. Compounding the problem is a shortage of math and science teachers.

In addition to Ms. Blakey, the Symposium panelists were former UCLA Chancellor Albert Carnesale; Segway inventor Dean Kamen, who launched the FIRST (For Inspiration and Recognition of Science and Technology) Robotics Competition for high school students; Elon Musk, CEO of SpaceX Corporation, and Eric Daehler, a young Business Development manager at Boeing. The moderator was Wanda Austin, president and CEO of the Aerospace Corporation in El Segundo.

There was consensus on many points and disagreement on some, but the panelists agreed we must encourage more education in science, technology, engineering and mathematics (STEM for short) starting as early as middle school. We also need to find a way to inspire

young people to pursue technical careers as the Apollo space program did in the 1960s and '70s.

The Symposium's focus was on how a shortage of technical skills would affect the aerospace industry. However, the consequences would have repercussions across the U.S. economy, from Wall Street to Main Street. American technological innovation, represented in products from the Model T to the personal computer, has driven the success of the industrial base.

We don't have all of the answers, but events such as this help to focus our attention on the problem. We are grateful to leaders such as Congresswoman Harman for keeping the spotlight on it. If you're interested in learning more about the subject, I encourage you to visit the web sites of concerned organizations such as the STEM Education Coalition, the STEM Education Caucus and the Aerospace Industries Association.



A distinguished group of speakers joined the El Segundo Chamber of Commerce along with the AIAA, the NDIA and the SMC for the Aerospace Workforce & Education Symposium. Front Row: Dean Kamen, Founder DEKA Research & Development Corporation; Congresswoman Jane Harman, 36th Congressional District; Dr. Michael Griffin, NASA Administrator; Douglas Loverro, SMC Executive Director; Dr. Wanda M. Austin, President and CEO, The Aerospace Corporation. Back Row: Elon Musk, CEO & CTO, Space Exploration Technologies; Marion Blakey, President & CEO, Aerospace Industries Association; Dr. Albert Carnesale, UCLA Chancellor Emeritus; Erik Daehler, Business Development, Space and Intelligence Systems, Boeing; Bruce Wilson, Director Western Region AIAA. Photo by Joe Juarez

## 45th Annual Holiday Parade

"Holiday with the Stars"

Sunday  
December 14  
at 1:00pm

For a Parade Entry Application,  
please call the Chamber at  
310/322-1220.

## ESUSD Bridges to Partnership

As El Segundo Unified looks forward to creating its 21st Century "Bridges to Partnership" program to continue the dialogue begun last year between business and education, the high school and continuation high schools are looking for local business professionals who would be willing the talk to high school students about their chosen field or profession, the demands placed upon them in terms of 21st century skills, the educational training necessary to follow this career path, and any other pertinent information that could help high school students get a realistic idea of what employers are looking for in valued employees. Anyone willing to speak to either a Career Explorations class, Financial Literacy class, or the Continuation High School on any topic, can contact Janice Hickey at [jhickey@esUSD.k12.ca.us](mailto:jhickey@esUSD.k12.ca.us).

## New Member Profiles

### **Boiling Point Creative Group**

204 W. Grand Ave.,  
El Segundo, CA 90245  
Phone: (310) 414-2600  
Fax: (310) 414-2603

Website: [www.bpointcreative.com](http://www.bpointcreative.com)

Business Description: Graphic design & advertising for the sports, fashion, entertainment, & corporate industries. Boutique firm started in 2002.

### **Charmed Events**

1222 E. Acacia Ave.,  
El Segundo, CA 90245  
Contact: Evette Randolph  
Phone: (310) 864-8335  
Fax: (310) 322-6223

Email: [evette@charmedevents.biz](mailto:evette@charmedevents.biz)

Website: [www.charmedevents.biz](http://www.charmedevents.biz)

Business Description: Full service event planning business.

### **Electric Bikes LA**

221 Main Street, El Segundo, CA 90245  
Contact: Andrea Busch  
Phone: (310) 640-BIKE

Email: [electricbikesla@aol.com](mailto:electricbikesla@aol.com)

Website: [www.electricbikesla.com](http://www.electricbikesla.com)

Business Description: Sales and service of Electric Bikes.

### **Element Consulting Group, Inc.**

222 N. Sepulveda Blvd. #2000  
El Segundo, CA 90245  
Contact: Tamika Medley  
Phone: (323) 241-8954  
Fax: (310) 640-0009

Email: [tmedley@ecgteam.com](mailto:tmedley@ecgteam.com)

Website: [www.ecgteam.com](http://www.ecgteam.com)

Business Description: Professional management services and solutions to Federal Agencies and Organizations.

### **Expresscare Medical Clinic**

8930 S. Sepulveda Blvd. #200  
Los Angeles, CA 90045  
Contact: Heather Grant  
Phone: (310) 307-6921  
Fax: (310) 337-1848

Website: [www.expresscaremed.com](http://www.expresscaremed.com)

Business Description: Expresscare has been a community trusted medical clinic for 20 years. We are an occupational and family practice clinic.

### **Fresh & Easy Neighborhood Market**

2102 Park Place #200  
El Segundo, CA 90245  
Contact: Stephanie Patryla  
Phone: (310) 341-1406  
Fax: (310) 341-1501

Email: [Stephanie.patryla@freshandeasy.com](mailto:Stephanie.patryla@freshandeasy.com)

Website: [www.freshandeasy.com](http://www.freshandeasy.com)

Business Description: Fresh & Easy Neighborhood Market is a local neighborhood store providing fresh wholesome food at affordable prices to everyone. The stores are roughly 10,000 sq ft and offer a range of private label products as well as national name brand products.

### **NaturWell Center ~ Holistic Health & Wellness**

523 Main Street  
El Segundo, CA 90245  
Contact: Janet Shultz  
Phone: (310) 322-0549

Email: [jshultz149@aol.com](mailto:jshultz149@aol.com)

Website: [www.naturwellcenter.com](http://www.naturwellcenter.com)

Business Description: Do you take better care of your car than your body? Allergies, indigestion, stress, hot flashes, weight gain/loss, athletic performance and learning difficulties are just some of the

areas that can be improved using natural health-supporting methods, including homeopathy and nutrition. Each person has individual needs. NaturWell Center focuses on improving the whole person. Find out more at [www.naturwellcenter.com](http://www.naturwellcenter.com). Call 310-322-0549 for a free introductory 30-minute consultation. Janet Shultz, MA, CHom, is dedicated to providing natural choices for individuals to pursue their own good health and happiness

### **One Touch Office Technology**

2230 Amapola Court, #1  
Torrance, CA 90501  
Contact: Glyn Rees  
Phone: (310) 320-6868  
Fax: (310) 320-6006

Email: [grees@onetouchot.com](mailto:grees@onetouchot.com)

Website: [www.onetouchot.com](http://www.onetouchot.com)

Business Description: We provide document management solutions to any type of business through the sales and service of output devices such as copiers, printers, scanners and faxes, along with the provision of software solutions to make it all work perfectly.

### **One Way Paint & Design**

PO Box 3324  
El Segundo, CA 90245  
Contact: Barbara Tron/Danny Tron  
Phone: (310) 648-8118

Email: [danny@onewaypaint.com](mailto:danny@onewaypaint.com)

Website: [www.onewaypaint.com](http://www.onewaypaint.com)

We are a licensed insured and bonded professional paint and design contractor based in El Segundo servicing the beach communities and selected clientele. We perform quality paint and design services for the interior and exterior of any home, business, or property.

New Members - continued on page 5

## Contact Us

**El Segundo Chamber of Commerce - 427 Main Street, El Segundo, CA 90245**

**Phone: 310-322-1220 - Fax: 310-322-6880**

## 2008 New Teacher Goodie Bags!

Henry Adams said, "A teacher affects eternity; he can never tell where his influence stops." We are thrilled to welcome over 40 new teachers to our neighboring schools who will be affecting eternity through their chosen field. The Education Committee under the leadership of Committee Chair, Ann Coles and Co-Chair, Tamika Lang, assembled over 80 New Teacher Welcome Bags to get our teachers off to a great start for the 2008 school year.

**We would like to thank the many donors of items to the New Teacher Welcome Bags:**

Assembly Member Ted Lieu  
 Banner Stationers  
 Boeing  
 Charmed Events  
 Continental Development Corporation  
 CSC  
 Crowne Plaza LAX  
 Curves El Segundo  
 Doubletree Hotel  
 Duffin, Adams, Gimlen Orthodontics  
 El Segundo Fish Company  
 El Segundo Power, LLC  
 Hacienda Hotel  
 Harry & David

Hornblower Cruises & Events  
 Industrial Lock & Security  
 Los Angeles Air Force Base  
 Los Angeles World Airports  
 Lemans Body & Paint  
 Mary Kay Cosmetics  
 Mattel, Inc  
 Manhattan Village Shopping Mall  
 Natural Simplicity  
 Shorewood Realtors  
 South Bay Environmental Services  
 Center  
 Webster University  
 1-800-Got-Junk



Chamber volunteer, Carol McKinney stuffing New Teacher Welcome Bags

**New Members** continued from page 4

**Pacific Stages**

317 Via Colusa  
 Redondo Beach, CA 90277  
 Contact: Jeryll Adler  
 Phone: (310) 375-2632  
 Email: jeryll@pacificstages.org  
 Website: www.pacificstages.org

Business Description: With the core belief that the arts have the power to strengthen community and enrich the human spirit, Pacific Stages is dedicated to our mission to produce, present and perform the early, new and lesser known works of the best American playwrights, and to nurture the next generation of the same. We are further dedicated to our mission to invigorate and elevate the appreciation for great dramatic literature and theatre through educational and community outreach programs here in the South Bay and the greater Los Angeles area, across the state of California, the nation and throughout the World.

Pacific Stages is the beneficiary of a land donation to be given by Continental Development Corporation in El Segundo. CDC is also making an annual donation towards an interim space, also to be located in El Segundo. This facility is currently in the funding stages. The permanent facility will house a 400 seat LORT not-for-profit theatre and a 99 seat workshop theatre. The interim space will house a 99 seat workshop theatre.

The company currently has a membership of over seventy of the nation's top artists, including more notable names such as Pulitzer Prize winner Beth Henley, Dana Delany, Estelle Harris, Chris Pine, Matt Letscher, Jordan Baker & Kevin Kilner.

New Members - continued on page 6



Claire Sinnett from Curves El Segundo along with Parent volunteers from Vistamar School helped to stuff over 80 New teacher Welcome Bags.

## Membership Anniversaries ~ July & August

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.

### 51 Years

Herald Publications  
Wyle

### 46 Years

Chevron Products Company  
Daily Breeze  
The Gas Company  
Southern California Edison

### 44 Years

Honeywell International  
International Rectifier

### 19 Years

DoubleTree Hotel

### 17 Years

El Segundo Rotary Club

### 16 Years

Verch Insurance

### 15 Years

300 N. Sepulveda Associates, LLC  
El Segundo Chevron  
International Garden & Floral Design

### 13 Years

Duffin, Adams, Gimlen Orthodontics

### 11 Years

Murad Medical Spa

### 10 Years

JW Party Pictures Inc.

### 9 Years

SAGA Architecture  
Union Bank of California

### 8 Years

El Segundo Power, LLC

### 5 Years

Davis and DeRosa Physical Therapy, Inc.

### 4 Years

ad2 Inc.  
Ryder Communications Group  
Login Consulting Services Inc.  
Hampton Inn & Suites

### 3 Years

CODEMED, Inc.  
United Water Services ~ West Basin Facility

### 2 Years

Debra Anne Davis, Communications  
Consultant  
El Segundo Youth Football & Cheer  
Urban Housing Group  
Studio Pilates

### 1 Year

AGI Logistics  
Bank of Manhattan  
Book Safari  
Capistrano's Restaurant/Catering  
DH Creations  
Elite Cash Services  
Enchanting Images  
Marcy's Barber Shop  
Marmalade Café  
TriStar Income Tax Services & LPL Financial  
Vineyard Bank



## New Members cont. from page 4

### Prager and Fenton, LLP

2381 Rosecrans Ave. #350  
El Segundo, CA 90245  
Contact: David Neste  
Phone: (310) 207-2220  
Fax: (310) 207-0556

Email: [dneste@pragerfenton.com](mailto:dneste@pragerfenton.com)

Website: [www.pragerfenton.com](http://www.pragerfenton.com)

Business Description: Auditing, accounting, taxation advisory services world wide – entertainment advisory, tour accounting, and royalty compliance founded in 1921 in New York City with 110 employees combined through out London, New York, and Los Angeles.

### Sandra Calleros, DDS

525 Main Street, El Segundo, CA 90245

Contact: Sandra Calleros

Phone: (310) 798-1689

Fax: (310) 414-9773

Email: [sandicalleros@verizon.net](mailto:sandicalleros@verizon.net)

Website: [www.fivestardds.com](http://www.fivestardds.com)

Business Description: Providing outstanding dentistry for patients of all ages.

### Toy Jungle

710-A Allied Way

El Segundo, CA 90245

Contact: Meredith Zellweger

Phone: (310) 322-1400

Fax: (310) 643-7923

Business Description: Retail toy store.

### Waddell & Reed

150 S. Las Robles Suite 880

Pasadena, CA 91101

Contact: Jon Baird

Phone: (626) 568-2770

Fax: (310) 615-4525

Email: [jb9877@aol.com](mailto:jb9877@aol.com)

Business Description: Financial planning, investment planning, life insurance and long term care insurance sales.

**Members In The News**



Claire Sinnett from Curves with Council Member, Carl Jacobson, Sherry Kramer from Continental Development Corporation, Marsha Hansen from the Chamber along with Employees and Family members celebrate the opening of Curves El Segundo.



September 12, Eric & Andrea Busch celebrated the opening of Electric Bikes LA among a group of friends, Chamber members and business associates. Electric Bikes LA is located at 221 Main Street in El Segundo.

**Measure “M”**

The El Segundo Unified School District has been engaged in an eight month process to address safety concerns at the 80 year old El Segundo High School Auditorium and the outdoor athletic facilities frequently used by the community. In January and February of this year, the Board of Trustees held community meetings to discuss facility needs. Over one hundred sixty community members participated in the process. As a result of these meetings, the Board formed the Facilities Advisory Committee to discuss alternatives for addressing the pressing facility needs. Through a series of meetings with architects and engineers, the committee was able to assess what needed to be done to improve safety issues. They reduced the scope of the project until reaching a sensible and conservative capital plan of \$14 million to rectify safety concerns.

After looking at various funding alternatives, the Committee concluded that all the identified projects could be financed by extending the existing voter approved tax rate for schools, and not increasing tax rates. The Board of Trustees voted unanimously to place Measure “M” on the November 4 ballot to finance these much needed safety improvements. If Measure “M” passes, it would extend – but not increase – the existing voter approved tax rate. Measure “M” requires an independent citizens’ oversight committee of parents, senior citizens, business leaders, taxpayer advocates, and community members. Annual financial and performance audits are required.

At the September 16, 2008 El Segundo Chamber Board of Directors meeting, the Board voted to endorse Measure “M”. For additional information regarding Measure “M” go to [www.elsegundousd.org](http://www.elsegundousd.org).

## 2008 Back to Business Expo & Mixer



The Chamber recently presented the 2008 Back to Business Expo & Mixer hosted by the DoubleTree Hotel. This popular event was once again sold out! Pictured from the DoubleTree is Marie Stimson, Director of Sales; Michael Wouwenaar, Sales Manager and Ellie Park, Conference and Catering Manager.



The crowds enjoy the displays, food and networking at the 2008 Back to Business Expo.

## El Segundo Dodger Day continued from front page



General Sheridan of the Los Angeles Air Force Base throws the first pitch at El Segundo's Annual Dodger Day.



The Los Angeles Air Force Base Honor Guard at Dodger Day



General Tom Sheridan on the field at El Segundo's annual Dodger Day event.