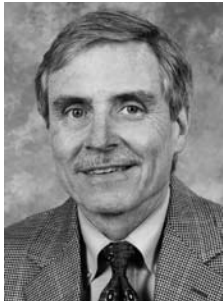


President's Message



Jim Hart
Chamber President

The stock market has plummeted while unemployment has been on the rise. Consumer spending for this holiday season could be down for the count.

News about the economy has small business owners scratching their heads, if not pulling out their hair. What can they do to get through tough times ahead?

I've never owned a business, yet I admire the courage and skill of entrepreneurs risking everything on the dream of making it on their own. I'm sure many of our Chamber members have identified a path ahead, but if someone is looking for guidance tailored to small business, there are lots of sources. Get on the

Internet and Google something like "economic advice for small business" and see what comes up.

The U.S. Small Business Administration has information on its web site (www.sba.gov), including tips on planning, marketing, training and, yes, counseling and financial assistance. There's more at All Business (www.allbusiness.com) and More Business (www.morebusiness.com). The online sites of two national news publications, Business Week and USA Today, also list resources (at www.businessweek.com/smallbiz and www.usatoday.com/money/smallbusiness, respectively).

And six months before the latest phase of the mortgage meltdown hit the national economy, an article on the Kiplinger Business Resource Center carried this headline (almost a warning): "Recession-Proofing Your Small Business." You can find the article at <http://www.kiplinger.com/businessresource/summary/archive/2008/recession-proof-aicpa.html>.

A Note from Marsha...



Marsha Hansen
Executive Director

Our phones are ringing off the wall at the El Segundo Chamber. As Jim Hart mentions in his article, it's time to get back to basic marketing and it seems as if the business owners of El Segundo are doing just that. We get calls and emails almost every day from people who are interested in becoming a member of the Chamber.

As our Board of Directors and Committee Chairs put their heads together to help create opportunities to maximize your marketing efforts, we are looking at new opportunities and programs to help you do just that! We are working with numerous advertising partners in the South Bay to help our members increase their awareness to consumers throughout our area while keeping their marketing budget in line. The Daily Breeze is now offering great prices on advertising to Chamber members on our monthly El Segundo Chamber page. The Easy Reader has some great deals for new and renewing members on advertising. And, within the next few days, I will be meeting with the El Segundo Herald as we plan a roll out for special

Director - continued on page 2

Members of our Chamber's executive committee, which includes small businesses, had some basic advice when I asked for suggestions for this column: Never lose sight of the need for marketing—now more than ever. "Market your business like you did when you started. Act like you just opened the doors," said one. Don't take for granted even your oldest, most dependable customers. Get out there and hustle the old-fashioned way.

Finally, you might want to know about an upcoming event in our backyard—the Governor's Conference for Small Business & Entrepreneurship Nov. 18-19 at the

President - continued on page 3

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

Members In The News



Marisa Scarda and Mario Sandoval cut the ribbon at the Grand Opening of their wonderful flower shop located at 223 Main Street in El Segundo. Joining them for this special occasion are Janet Schultz, El Segundo Council Member Carl Jacobson, Julia Abreu Mason, Chamber Director Marsha Hansen and Bill Mason. Natural Simplicity features wonderful and innovative flowers and cards for home, business and events!



Irving Pacheco presents Marisa Scarda and Mario Sandoval with a certificate from Assemblymember Ted Lieu on the occasion of Natural Simplicity's Grand Opening. Joining them is El Segundo Council Member, Carl Jacobson.



At Left: Dr. Alan Naim cuts the ribbon at the Grand Opening Premier Chiropractic and Sports Medicine at 2257 E. Maple Ave in El Segundo which is located in the Edge at Campus El Segundo. Joining Dr. Naim is Chamber Director Marsha Hansen, William Messori from Mar Ventures, El Segundo Council Member Carl Jacobson, Allan Mackenzie from Mar Ventures, El Segundo Council Member Bill Fisher, Mike Rotolo from TG Construction and Laura Mildrum from Mar Ventures.

Business Directories

The Chamber has 2008/2009 Community & Business Directories as well as 2008/2009 Downtown Guides. If you would like a box of Guides for your employees, clients, etc, please call the Chamber at 310-322-1220 and we will bring them to your place of business! You can also stop by anytime and pick up extra copies!

Calendar of Events

DECEMBER

Date	Time	Event	Location
12/4/2008	5:30p.m.	Holiday Mixer	Citizens Business Bank
12/11/2008	8:00a.m.	Downtown El Segundo Inc. Meeting	El Segundo Chamber
12/14/2008	1:00p.m.	45 th Annual Holiday Parade	Main Street El Segundo
12/16/2008	7:30a.m.	Executive Committee Meeting	El Segundo Chamber

Director continued from front page

Chamber advertising in that publication.

We have selected a company to redesign the Chamber website and they are currently completing the new look. We will have that site launched soon with new and exciting opportunities to promote your business as well as a venue to offer monthly specials at a very low advertising cost. We want to be an extension of your marketing department so if you have ideas or requests, please let me know and we will do our best to help!

On another note, I have now been back at the El Segundo Chamber for almost one year now and I want to thank the Board of Directors, Committee Chairs, the Chamber Members, the City and the entire community for helping to make my first year back so special. It has truly been a great year. I have enjoyed getting my "feet wet" with the projects and events of the past 12 months. I am now energized and excited to add even more opportunities for our members in 2009. I look forward to seeing you at the upcoming Mixers and events throughout the end of this year. We have a lot in store...make sure you don't miss the fun!

Great Advertising Opportunities with The El Segundo Chamber

Put your 700 Flyers in the Chamber Pak for only \$125!



Get a List of our Members on Mailing Labels for only \$50!



New Members receive a one-time only free flyer in the Chamber Pak within 90 days of joining.

The El Segundo Chamber & Rotary Club's Teacher Mini Grant Program...giving \$20,000!

The Education Committee of the El Segundo Chamber of Commerce is wrapping up one of the Chamber's most successful programs in conjunction with the Rotary Club of El Segundo. The Teacher Mini-Grant Program gives Chamber Members the opportunity to better the educational opportunities of students in the El Segundo area. These tax-deductible donations, given in the form of Mini-Grants to teachers, fund the purchase of materials for special projects or other resources for the classroom which are not allocated in school budgets.

Grant donations are typically given in the amount of \$75, \$100, \$150 or more, depending on the type of teacher project and available funds. Teachers also collaborate and request funds for joint projects. Examples of past Mini-Grant funded purchases include: butterfly kits, computer projectors, graphing calculators, books for classroom libraries,

computer software, art supplies and physical education equipment. In 2007, we granted over \$11,000 to our area teachers through these Mini Grants!

We are pleased to announce that in 2008, we just granted \$20,000 to 96 teachers at our October Mixer! This record amount of giving would not have been possible without the donors of the Mini Grants. We would like to thank AT&T California, Boeing, Cadman Group, Chevron, CSC, Deluca Trattoria, DirecTV, Frank Glynn Architect, Glentek, Honeywell International, Industrial Lock & Security, Los Angeles World Airports, Mattel, Murad, Natural Simplicity, Rotary Club of El Segundo, Shiela Fowler of Shorewood Realtors, South Bay Workforce Investment Board and Washington Iron Works for making this possible. You are truly making a difference in our classrooms and in the life of a child!

Mark your calendars for the
**45th Annual
El Segundo Holiday Parade**
brought to you by the El Segundo
Chamber of Commerce
and Plaza El Segundo.

This year's theme
"Holiday with the Stars"
will kick off on December 14
at 1pm as it makes its way down
Main Street in El Segundo.

For an application for your group
or company to participate in the
Parade, please contact the
El Segundo Chamber at
310/322-1220.

Chamber Salute to El Segundo

Recognize El Segundo's Mayors

Join the Chamber and Mattel, Inc. at one of the year's most anticipated events, recognizing El Segundo leaders: Mayor Kelly McDowell and El Segundo's former mayors.

Award Presentations

Join us in congratulating this year's honorees for Citizen of the Year and Community Betterment.

Networking

Enjoy meeting El Segundo's business, resident and community leaders while sampling delicious hors d'oeuvres throughout the evening.

Start Holiday Shopping Early

Ticket holders will receive a 40% discount at the Mattel Toy Store (special extended hours to 7:30 pm). Reminder to El Segundo residents: show your ID and save year-round!

Purchase tickets for \$5.00

Pre-purchase event tickets at the Chamber office beginning October 30.
(Chamber office: 427 Main Street, El Segundo)

Tickets also on sale at 4:00 pm at the door (ground floor across from the Mattel Toy Store).

Event location:
333 Continental Blvd.
(corner of Continental & Grand)
Free parking in the structure adjoining the building.

For more information, call (310) 322-1220.

Thursday,
Nov. 13, 2008
5:30 - 7:30 pm

El Segundo
The CHAMBER
The Voice for Business

Hosted by



New Member Profiles

Carico Rice Toomey LLP

841 Apollo Street #450
El Segundo, CA 90245
Contact: Philip A Toomey
Phone: (310) 545-0010
Fax: (310) 546-5477
ptoomey@crtlawfirm.com
www.crtlawfirm.com

Business Type: Law Firm

Cookie Lee

17628 Mulberry Dr., Carson, CA 90746
Contact: Beverly Matthews
Phone: (310) 637-4764
Fax: (310) 637-4773
beverlycookielee@gmail.com
www.cookielee.biz/beverlymatthews

Business Type: Fine Fashion Jewelry

Home base business/Fashion Accessory/
Mobile Services/Professional in home or
office services/Fundraisers.

Craig Rucker Photography

550 N. Continental Blvd. #190
El Segundo, CA 90245
Contact: Craig Rucker
Phone: (310) 416-9100
studio@craigrucker.com
www.craigrucker.com

Business Type: Photography Studio

Full service photography studio
specializing in weddings, high school
seniors, and family portraiture.

Dal Soglio & Martens LLP

2250 E. Imperial Highway #200
El Segundo, CA 90245
Contact: Dan Martens
Phone: (310) 563-2171
Fax: (310) 861-5517
dmartens@dm-lawfirm.com
www.dm-lawfirm.com

Business Type: Law Firm

Full service litigation firm, with special
expertise and experience representing
defendants in employment and products
liability matters.

Direct Computer Disposal

3640 Noakes Street
Los Angeles, CA 90023
Contact: Leon Avedikian
Phone: (323) 266-8700
Fax: (323) 266-8704
leon@directcomputerdisposal.com
www.directcomputerdisposal.com

Business Type: Electronics Recycling

State authorized electronics waste
recycling company.

Hydro Power Pros Inc.

531 Main Street #1168
El Segundo, CA 90245
Contact: Linda Copperman
Phone: (310) 322-Hydro
Fax: (310) 322-3530
linda@hydropowerpros.com
www.hydropowerpros.com

Business Type:

Carpet, Tile, and Grout Cleaning

We utilize the most advanced technology
to clean and restore your tile and grout
back to its natural beauty. Carpet cleaning,
water damage pressure washing, amazing
results.

KES Mail Inc.

12616 Chadron Ave.,
Hawthorne, CA 90250
Contact: Steve Krizek
Phone: (310) 970-8041
Fax: (310) 971-8046
info@kesmail.com • www.kesmail.com

Business Type: Mailing & Fulfillment

A leader in providing and delivering
quality service in the mailing and
fulfillment industry.

Lauson & Tarver LLP

880 Apollo Street #301
El Segundo, CA 90245
Contact: Robert Lauson
Phone: (310) 726-0892
Fax: (310) 726-0892
bob@lauson.com • www.lauson.com

Business Type: Law Firm

Intellectual Property Law, Trademarks,
Copyrights, etc

LMU Extension

1 LMU Drive
Los Angeles, CA 90066
Contact: Susan Sloughmiller
Phone: (310) 338-5813
Fax: (310) 338-2706
sloughmiller@lmu.edu
www.extension.lmu.edu

**Business Type: Continuing Education
Provider @ University**

We are an arm of Loyola Marymount
University

Phoenix Construction and Management, Inc.

125 Eucalyptus Dr.
El Segundo, CA 90245
Contact: Arturo Villarreal
Phone: (310) 414-1800
Fax: (310) 414-1801
services@phoenixcm.net

**Business Type: General Contractor/
Construction Management**

Premiere Chiropractic & Sports Medicine

2257 E. Maple Ave.
El Segundo, CA 90245
Contact: Alan Naim
Phone: (310) 322-8777
Fax: (310) 322-8787
dranaim@yahoo.com
www.premiererehab.com

Business Type: Healthcare

Chiropractic, physical therapy sports
medicine and orthopaedic medicine.

Weiss-Rohlig USA, LLC

1960 E. Grand Ave. #420
El Segundo, CA 90245
Contact: Drew Foster
Phone: (310) 414-9300
Fax: (310) 414-3900
drew.foster@weiss-rohlig.com
www.weiss-rohlig.com

Business Type:

Freight Forwarding/Logistics

International freight forwarding company
providing full service logistical solutions
via seven offices across the USA.

Membership Anniversaries ~ Sept. & October

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.

23 Years

- Los Angeles World Airports
- Sunset Floors, Inc.

18 Years

- Big 5 Sporting Goods
- Morrison Express Corporation (U.S.A)

16 Years

- Friends of the Library
- West Basin Municipal Water District

15 Years

- Knights of Columbus
- PeopleWare Technical Resources, Inc.
- Residence Inn by Marriott Manhattan Beach

14 Years

- The Lakes at El Segundo
- Travelodge LAX South

13 Years

- Kiwanis Club
- Wyant and Associates

12 Years

- Pacific Baptist Church
- South Bay Center for Counseling
- Wave Communications, Inc.

11 Years

- Homestead Studio Suites Hotel

10 Years

- Simetra Systems Inc.

9 Years

- Continental Grand Plaza II
- El Segundo High School Alumni Association
- El Segundo Sunshine Lions Club
- Hilton Garden Inn – LAX / El Segundo
- Shorewood Realtors
- Toyota Sports Center

8 Years

- Colliers International
- Jack Pursell
- Sheila Fowler

7 Years

- Beach Reporter
- Kinecta Federal Credit Union

6 Years

- Shannon David Design

5 Years

- Ayres Hotel Hawthorne/Manhattan Beach
- El Segundo Tailors
- Plaza El Segundo
- Rossetti Architects
- SpaceX
- Tree Musketeers

4 Years

- Allegra Print and Imaging
- Bob's Union 76
- Cozymel's Mexican Grill
- DaVita, Inc.
- Good Stuff Restaurant
- The Belamar Hotel
- The Glass Idea Company

3 Years

- Accurate Environmental Services
- Manhattan Village Shopping Center

2 Years

- Best Buy for Business
- Continental Federal Credit Union
- El Segundo Concert Band
- Fast Track Expediting, LLC
- Modern Office Furniture-StrongProject, Inc.
- More Prepared, LLC
- Salt Creek Grille

1 Year

- American Cancer Society
- Beach Massage & Day Spa
- El Segundo Dental Arts
- Harry & David
- Morgan Stanley
- Pre-Paid Legal Services, Inc.
- The Massage Spot

President continued from front page

Renaissance Montura Hotel near LAX. According to the conference website at www.sba.ca.gov (look for the conference icon on the left side), the event “will gather California’s most creative and innovative entrepreneurs and small business leaders to create a forum for ideas, inspiration, and practical solutions that will drive the state’s entrepreneurial economy forward into its next era of prosperity.”

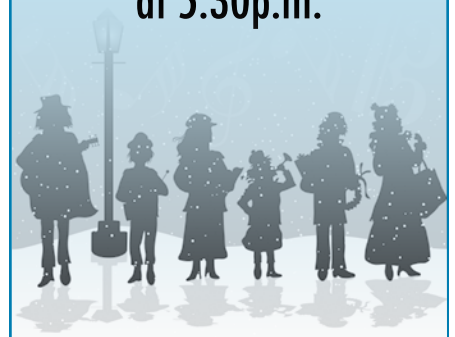
In addition to speakers and experts in economic development, technology, venture capital, and entrepreneurship, the conference will feature onsite meetings of “diverse groups to finalize policy recommendations for the state’s policy leaders on topics including AB32 and Energy, Access to Capital, Entrepreneurial Encouragement, Healthcare, Innovation & Technology, Procurement, Regulatory Reform, Taxation, Transportation, and Workforce Development and Education.”

The registration for the conference is \$595 per person.

Join us at the
HOLIDAY MIXER

Citizens Business Bank
275 Main Street

December 4th
at 5:30p.m.



❁ We would like to thank Dr. Sandra Calleros and Chevron for their support of the New Teacher Welcome Bags. We apologize they were missed in the previous Business Report issue and appreciate their participation in that wonderful program.

The Great Southern California Shake Out



Southern California Businesses: Get Ready to Shake Out!

ShakeOut is One-of-a-Kind

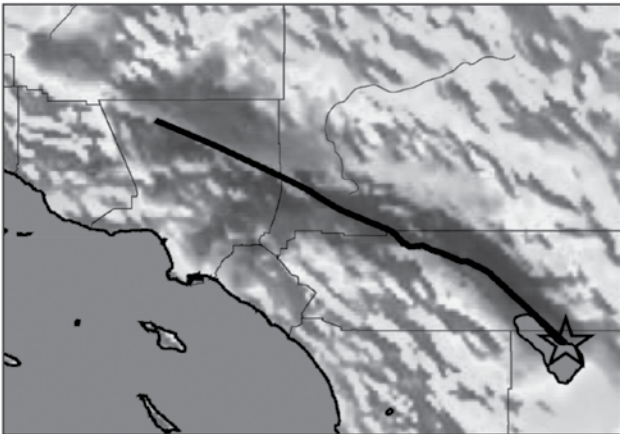
The Great Southern California ShakeOut is a week of special events featuring the **largest earthquake drill in U.S. history**, organized to inspire Southern Californians to get ready for big earthquakes, and to prevent disasters from becoming catastrophes.

An Earthquake Drill for the Record Books

At 10 a.m. on November 13, 2008, millions of southern Californians will "Drop, Cover, and Hold On." Why? An enormous earthquake is an inevitable part of our future, and the ShakeOut Drill is our chance to practice what to do when it happens. Individuals, families, businesses, schools and organizations will join firefighters, police officers, and other emergency responders in our largest-ever earthquake preparedness activity. Don't miss out!

Beyond the Drill

In addition to the ShakeOut Drill, there are many other ways to participate in the ShakeOut, tailored for businesses, schools, individuals, places of worship, and communities. Plus you can create your own event for your neighborhood, business or school. See the ShakeOut website for a schedule of all events.



This potential magnitude 7.8 earthquake on the San Andreas fault is the basis of the ShakeOut. The U.S. Geological Survey has led a collaboration of experts to understand how this earthquake would affect southern California. In an earthquake like this one, the shaking will last two to three minutes. The 1994 Northridge earthquake shook for seven seconds.

ShakeOut Major Events: November 2008

- **ShakeOut Drill** (Nov. 13)
- **City of Los Angeles International Earthquake Conference** (Nov. 12-14, iec.lacity.org)
- **Golden Guardian Emergency Response Exercise** (Nov. 13-19)
- **L.A. Earthquake: Get Ready Rally** (Nov. 14)
- **Take One More Step** (Nov. 14-16)

You Can Make a Difference!

Here is what businesses can do to *participate* in the ShakeOut, to *promote* participation in the ShakeOut, and to *prepare* for big earthquakes. More ideas are at www.ShakeOut.org/businesses.

Participate in the ShakeOut:

- Register at www.ShakeOut.org/register to be counted in the ShakeOut Drill, get email updates, and more.
- Have a *Drop, Cover, and Hold On* drill at 10 a.m. on November 13 and practice your earthquake plan.

Promote the ShakeOut:

- Encourage your employees to register as individuals.
- Download posters, flyers, and other materials at www.ShakeOut.org/resources.
- Add a link to www.ShakeOut.org on your website.
- Develop preparedness events for your community to register for the ShakeOut and get prepared.

Prepare for earthquakes:

- Encourage your employees to get ready at home and at work. Visit www.DareToPrepare.org.
- Inspect your facility for items that might fall and be damaged or cause injury and secure them.
- Develop or review your business continuity plan.
- Check your emergency supplies and equipment to make sure they are accessible and functional.
- Learn more at www.ShakeOut.org/businesses.

www.ShakeOut.org

Earthquake Country Alliance ShakeOut Steering Committee

United States Geological Survey
California Office of Emergency Services
California Seismic Safety Commission
Southern California Earthquake Center
City of Los Angeles
Art Center College of Design
California Institute of Technology

