

BUSINESS REPORT

The official publication of the El Segundo Chamber

Five Ways the Chamber Served Its Members

1 Increased business-to-business networking gave members an opportunity to showcase their businesses and capabilities

The Chamber reintroduced the popular Business Expo after a three-year absence. Hosted by the DoubleTree Hotel, the Expo attracted dozens of exhibitors who took advantage of the opportunity to demonstrate their business products and services and network within the business community. Exhibitors included a diverse mix of large and small businesses – from advertising and PR to hospitality and food service to energy and transportation – all of whom enjoyed a steady flow of visitors throughout the event.

2 Opposed ballot initiatives that threatened to weaken local control over land use decisions and reduce California oil production and revenues

As your voice for business, the Chamber opposed Proposition 90, a measure attempting to address the powers of eminent domain that would have limited the City of El Segundo's ability to make local planning decisions and leave the City open to costly lawsuits. The Chamber also opposed Proposition 87, an alternative energy measure that would increase dependence on foreign oil by reducing oil

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President's Circle

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

Diamond

Boeing
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Mattel, Inc.
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Manhattan Village Shopping Center
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Washington Iron Works

President's Message

December always seems to usher in a time of joy and wonder - a time when each of us is infused with the spirit of giving. But it occurs to me that the Chamber has embraced the spirit of giving throughout this past year.

The Chamber's leadership, staff and members have generously given their time, expertise, and hospitality to a variety of endeavors aimed at increasing the value of membership and ensuring your Chamber remains the voice of business in El Segundo.

Throughout the year, your Chamber Board of Directors has devoted itself to developing Chamber policy and maintaining standards that sustain a productive and efficient organization. Comprised of business men and women from a variety of industries large and small, and from a diverse range of professional disciplines, your board sets the standard of service to our membership. Their time and expertise guide the Chamber's efforts to provide leadership, advocacy and resources of value to the business community.



Kim Krantz
President, The El Segundo Chamber

The high bar set by the board would be an unattainable goal were it not for the contributions our committees have made to our common objectives. It is through the work of the Ambassador, Downtown El Segundo, Inc., Education, Government Affairs, and Military Affairs

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La Parrilla Brings Fresh New Taste to Town

When Stephen Carrasco signed on as executive chef at La Parrilla, the stylish new restaurant inside the Hacienda Hotel and Conference Center in El Segundo, he knew it would be a challenge convincing the public that a rare and exotic dining experience could be enjoyed at a local hotel. But with a tantalizing menu, warm, upscale decor and an easily accessible venue, he liked the odds.

"La Parrilla is not a hotel restaurant. It's a restaurant that happens to be in a hotel," Carrasco said. "The people who come in keep coming

back. The word is definitely getting around."

La Parrilla draws upon Carrasco's considerable talents and cultural heritage to create the fusion of California and Mexican cuisine that is the central theme of the restaurant. The menu is largely comprised of unique dishes created by Carrasco including his Ixtapa Shrimp Cocktail served fisherman style, Chili Rubbed Cowboy Steak with spicy onion rings, and Salmon Grilled in Banana Leaf served with tropical fruit salsa and cilantro rice. The hallmark of each dish is how Carrasco influences typical California fare - fresh seafood, poultry, beef and produce - with the regional chilies and spices of Mexico.



La Parrilla Executive Chef Stephen Carrasco.

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Contact Us

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Ribbon Cutting Ceremonies



Studio Pilates

Co-owners Katelyn Cox and Angela Curren unveiled Studio Pilates at a ribbon cutting ceremony and open house in November. Cox credits Curren for looking past the scaffolding and construction materials and envisioning the now refurbished property in downtown El Segundo as home to their state-of-the-art and fully equipped pilates studio. Trained instructors teach the method based on Joe Pilates' original work, which strengthens and lengthens the body. Studio Pilates is located at 209 W. Grand Ave., El Segundo, CA 90245, (310) 414-8180.

Pictured left to right: Denise Wellington, El Segundo Chamber; Jeff Stewart, El Segundo City Manager; Studio Pilates co-owners Angela Curren and Katelyn Cox; Kevin Smith, Fire Chief, El Segundo Fire Department; Marie Stimson, DoubleTree Hotel Sales Director and El Segundo Chamber Ambassador Committee member.



Beadtopia

Beadtopia celebrated their three-year anniversary and the move to newly purchased quarters on Richmond Street with a ribbon cutting ceremony. Beadtopia offers friendly service, jewelry-making classes and all the newest beading trends. They have a variety of a semi-precious stones, pearls, pendants and jewelry findings for all your beading needs. We also showcase jewelry by local designers.

Beadtopia is located at 319 Richmond Street, El Segundo, CA 90245, (310) 322-0077.

Among the many guests celebrating Beadtopia's grand re-opening were: (left to right) Cindy Pasco; Denise Wellington, El Segundo Chamber; Kevin Smith, Interim Fire Chief, El Segundo Fire Department; El Segundo Mayor Kelly McDowell; El Segundo City Councilman Carl Jacobson; El Segundo City Manager Jeff Stewart; Margaret Holodnak; Gina Lim, Beadtopia owner; Barbara Twyman; Kristi Dunfrund.



Fantastic Sams

Fantastic Sams was among the first businesses to open their doors at the recently completed Grand Park Plaza shopping center. Fantastic Sams is a family hair salon offering cuts, color, highlights, perms and free warm shampoo with every cut in a friendly atmosphere. Fantastic Sams is located at 310 East Grand Avenue, #110, El Segundo, CA 90245, (310) 606-5646.

On hand for the ribbon cutting ceremony were: (left to right) Stylists Terry, Martha, Alba, Angela, Mimi and Tania; El Segundo Mayor Kelly McDowell; El Segundo Councilman Carl Jacobson; "Fuzzy"; Fantastic Sams owner Marc Najjar; Marie Stimson, Sales Director for the DoubleTree Hotel and Chamber Ambassador Committee Chair; Deacon Dick Pruitt, St. Anthony's Church; Grace Najjar.

La Parrilla - continued from page 1

"It's a blending of two cultures," Carrasco says. "Our version of shrimp cocktail has a sweet and spicy sauce unlike anything you'd find in a seafood restaurant."

Carrasco also demands a standard of freshness that is unexpected if not unheard of in standard hotel offerings. Everything is fresh and handmade daily right down to the tortillas and Mexican sour cream. Some items are even made to order tableside like the Guacamole en Molajete and Tortilla Soup.

"It's dramatic and exciting," said Carrasco. "People really like made-to-order dishes prepared right at the table."

Carrasco credits the Hacienda's family-like management style for the freedom to concoct new dishes and continually refine the menu. He'll soon be adding enchiladas, empanadas and flautas infused with his signature sauces and he's crafting a special prix fixe menu for the holidays.

Located at 525 N. Sepulveda Blvd. in El Segundo, La Parrilla is open for dinner every Thursday through Saturday from 5:30 p.m. to 10:00 p.m. For more information, call 310-356-4501 or visit them on the web at www.haciendahotel.com/images/La_Parrilla.htm.

SPECIAL NOTE: Mention this article in the Chamber Business Report and receive a 20 percent discount. The "paperless coupon" is valid through December 31, 2006.

South Bay Workforce Investment Board Awarded Over \$1.1 Million to Help Dislocated Workers

The South Bay Workforce Investment Board has been awarded additional funding of \$1,149,500 from the State of California to assist at least 403 aerospace - and aviation - related workers who have been or who are scheduled to be laid-off from local aerospace and aviation firms and agencies.

The funding will allow the SBWIB to provide services and training to dislocated workers in aerospace and aviation to upgrade their skills to transition to a variety of high wage, high demand occupations in industries such as health care, biotechnology, and business and professional services. High demand

occupations include biomedical, computer, and software engineers, biomedical equipment and electronics technicians, and business and accounting positions.

"It is unfortunate for the South Bay to be impacted by these sorts of economic dislocations. But we are very proud to be able to serve our community to mitigate these impacts by providing training and services to help move these people into high-growth industries and occupations," said Jan Vogel, SBWIB Executive Director.

Providing service for employees of El Segundo-based Raytheon will be a high priority for the SBWIB.

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production in the state and create a new state bureaucracy with 50 political appointees with no oversight and no requirement to produce results. Both measures failed to win voter approval in the November 9 election.

3 Worked with the City of El Segundo to promote the city's positive business environment and increase the city's ability to attract new businesses and quality jobs

Your Chamber worked with the City of El Segundo in its effort to be recognized as the most business-friendly city in Los Angeles County, contributing letters of recommendation and helping to recruit a delegation of El Segundo business and community members to support the city. As a result of being named the Most Business-Friendly City in the county, El Segundo is more competitive in today's global economy by raising awareness of the city's ability to provide an environment in which 21st century businesses can thrive.

4 Increased new member benefits and expanded benefits for all Chamber members

The Chamber enhanced benefits for its members adding to the already substantial value of membership in the Chamber. In June, the Chamber made available to all members the Employee Savings Tickets program that gives members significant discounts on admission to local movie theaters, theme parks and special events all with the ease of on-line ordering. And, in November, the Chamber began offering new members a 50 percent discount on their first ad in The Beach Reporter - a value of up to \$500.

5 Educated Chamber members and the business community on the outlook for the aerospace and defense industries in 2007

Congresswoman Jane Harman proclaimed the strength of our aerospace industry at the Chamber's annual Aerospace Outlook luncheon. Harman,

Membership Anniversaries - November 2006

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 readers, give them.

21 YEARS

Los Angeles Air Force Base

15 YEARS

S & S Hardware Company, Inc.

13 YEARS

El Segundo Unified School District

The Jewelry Source

Lockheed Martin Corporation

Mary Kay Cosmetics

St. Anthony School

12 YEARS

*Bill Ruane - RE/MAX Realtors
Summerfield Suites by Wyndham*

*Rose VanHook - Shorewood
Realtors*

11 YEARS

AT&T California

9 YEARS

*Bonnie Jean Blahut - RE/MAX
Beach Cities*

New York Food Company

8 YEARS

Bob & Marc Plumbing Company

Group 22, Inc.

7 YEARS

Abe's Direction Tours & Charter

Pelican Banners and Signs

6 YEARS

Image Solution, Print & Mail, Inc.

PAR Office Products

5 YEARS

Thomas Properties Group LLC

MWW Group

3 YEARS

Gambucci Clinic

Grayt Idea

Bel Air Limousine

Davis Mediation

1 YEAR

*South Bay Audio, Video, and
Communication*

President's Message - continued from page 1

Committees that the Chamber is able to support and promote its members, advocate for business-friendly legislation, ordinances and regulations, and forge successful connections between business, government, schools, and the community to build a healthier economy and strengthen the quality of life in El Segundo. Our committee chairs and members provide the impetus that transforms ideas into action and goals into reality.

Your Chamber staff has worked diligently behind the scenes to meet our members' needs. The Chamber staff works as a team to keep our members informed of Chamber activities, opportunities and benefits, maintain communication with our board, members, local elected officials and community, plan and execute events, facilitate committee meetings, refer business to our members and

handle the myriad details of running the Chamber office. Their often unheralded efforts contribute mightily to the success of our Chamber.

Having participated in Chamber activities, many of you have enjoyed the hospitality of our member companies, hotels and restaurants that have graciously hosted our networking events, presentations and meetings. Their contributions go a long way toward helping the Chamber provide the outstanding level of service and professionalism that our members expect and deserve.

Thank you all for your time and talent. You are truly appreciated. I wish you all good cheer this holiday season and may your new year be filled with health, happiness and prosperity.

Kim Krantz

Chamber President

Ranking Member on the House Permanent Select Committee on Intelligence and member of the House Select Committee on Homeland Security, identified key factors driving change in the defense industry, and addressed heightened security requirements and the post-9/11 recovery of the air traffic industry.

New Member Profiles

ATLANTIC COMMUNICATIONS GROUP, INC.

18 E. Mill Road
 Flourtown, PA 14031-2027
 Contact: Brian Simon
 Phone: (800) 832-3747
 Fax: (800) 599-6420
 Email: hmw@atlantic4us.com
 Web: www.atlantic4us.com

Business Category: Publishing

Atlantic Communications Group, Inc. publishes soft and hardcover books and directions, and custom designs street maps for print and the web.

about: space

345 Richmond Street
 El Segundo, CA 90245
 Contact: Josette Murphy
 Phone: (310)726-0137
 Fax: (310) 726-0138

Email: josette@aboutspacestudios.com
 Web: www.aboutspacestudios.com

Business Category:

Interior Design

about: space is a full service interior and architectural design firm. We are a personalized, highly professional and experienced studio dedicated to creating elegant and functional interiors. El Segundo is our home and we welcome local business.

COST PLUS WORLD MARKET

200 Fourth Street
 Oakland, CA 94607
 Contact: Kris Lazzara
 Phone: (925) 250-6568
 Fax: (510) 465-6805

Email: kristenlazzara@gmail.com
 Web: www.worlmarket.com

Business Category:

Shopping Center

Cost Plus World Market is a specialty retailer of casual home furnishings and entertaining products imported from around the world: living and dining room furniture, home decor, collectibles, kitchenware, bed and bath items, and an extensive selection of gourmet food and wine.

PMEnterprises

200 Virginia St. #2
 El Segundo, CA 90245
 Contact: Pam Miller
 Phone: (310) 322-7729
 Fax: (310) 388-0165

Email: pamm@taxback.com

Business Category:

Business/Professional Consultant

PMEnterprises offers services designed to recover lost profits and drive down costs including free audit of taxes, worker compensation premiums, utilities, and waste hauling. No refund, no charge.

Salute to Businesses Supporting Education

The El Segundo Chamber of Commerce Education Committee honored the many businesses that have contributed to the success of education in the El Segundo Unified and Wiseburn School Districts and St. Anthony's School at the Salute to Businesses Supporting Education at the Flight Path Learning Center on November 16.

The El Segundo Chamber Education Committee thanks the sponsors of the event for their generous support: Title Sponsor, The Boeing

Company; Presenting Sponsor, Continental Development Corporation; Corporate Sponsors: Chevron Products Company, Computer Sciences Corporation, Hacienda Hotel, Raytheon Company, Thomas Properties Group, LLC, Washington Iron Works; Educator Sponsors: First Coastal Bank, Kinecta Federal Credit Union, Mattel, Inc., South Bay Workforce Investment Board; Special thanks to Entertaining Friends Catering Company and Los Angeles World Airports.



Representatives from the businesses recognized for their contributions to education gather at the Chamber's annual Salute to Businesses Supporting Education. Pictured are (l-r): Education Committee Co-Chair Shirley Hoffmann, LAWA; Jean Campbell, Vista Mar; Mary Elizabeth Michaels, Mattel; Lily Craig, Chevron; Photographer Marcy Dugan; Chris Cunningham, C3 Systems and Security; Richard Lundquist, Continental Development Corp.; Linda Conkey, Raytheon; Marilee Swanson, S & S Hardware Company; Ed Su, Studio Printing; Tamika Hinton, Boeing (Photo courtesy of Boeing)

Calendar of Events

12/7/06	7:30 a.m.	Assemblymember Ted Lieu Chamber Address	Hacienda Hotel
12/7/06	3:30 p.m.	Tree Lighting Ceremony	El Segundo City Hall
12/7/06	5:30 p.m.	First Coastal Mixer	First Coastal Bank
12/10/06	1:00 p.m.	43 rd Annual Holiday Parade	Main Street, El Segundo
12/13/06	8:00 a.m.	Downtown El Segundo Inc. Meeting	El Segundo Chamber of Commerce
01/10/07	8:00 a.m.	Downtown El Segundo Inc.	El Segundo Chamber of Commerce
01/12/07	8:00 a.m.	Education Committee Meeting	TBD
01/17/07	8:00 a.m.	Military Affairs Committee Meeting	El Segundo Chamber of Commerce
01/22/07	8:00 a.m.	Government Affairs Committee Meeting	Second City Bistro

EMERGENCY PREPAREDNESS INFORMATION AVAILABLE!

The El Segundo Police and Fire Departments are offering free Emergency Preparedness information packets to Chamber members.

The packets are available at the Chamber and El Segundo Police Department located at 348 Main St.

Contact Laurie Risk at
 310-524-2200
 for more information.