

# BUSINESS REPORT

The official publication of the El Segundo Chamber

## LAAFB Regional Alliance

By Congresswoman Jane Harman

Since the end of the Cold War, the Pentagon has been reducing the number of military bases throughout the country and abroad by a process called Base Realignment and Closure (BRAC). In four previous BRAC rounds, from 1988 through 1995, base closures resulted in the loss of 173,919 base-related jobs – 54% of which were in California. During that time, the South Bay saw a net loss of more than 23,500 jobs.

The Department of Defense is expected to release another BRAC list on May 13, which could include the Los Angeles Air Force Base's (LAAFB) Space and Missile Systems Center (SMC) – a facility we have successfully defended in previous BRAC rounds.

For this BRAC round, I have again joined with community leaders and local elected officials throughout the South Bay to rally support for the base. We created the LAAFB Regional Alliance ([www.laafblliance.com](http://www.laafblliance.com)) to keep SMC right where it belongs: in El Segundo.

In determining which bases to close, the Pentagon puts less weight on the economic impacts closures have on the community. It has mandated that military value be the primary criterion. Clearly, the economic value of SMC to Southern California and the entire state is enormous. But, although it is a powerful economic engine, SMC's most important contribution is to our national security – and the battle to save SMC must be won on this turf.

As the Ranking Member of the House Intelligence Committee, I



**Jane Harman (D-Venice) is serving her 6<sup>th</sup> term in California's 36<sup>th</sup> Congressional District.**

know that shuttering SMC would significantly weaken our efforts in fighting the war on terror. SMC has had an unprecedented string of 42 consecutive successful, operational launches of the satellites critical to safeguarding our homeland and fighting our enemies abroad.

Surrounding and strengthening SMC is a powerful collection of academic institutions and private firms that create an unmatched intellectual synergy found nowhere else in the country. Bolstering this strong foundation is 50 years of intellectual capital cultivated by our national space program and aerospace giants like Boeing, Northrop Grumman, Raytheon, Computer Sciences Corporation and The Aerospace Corporation.

Moving SMC to Colorado or New Mexico also risks a severe "reverse" brain-drain. In its recently released report, The California Council on Base Support and Retention found that 80% of senior engineers would be unwilling to relocate should SMC's function be sent elsewhere.

Chamber members know all too well about the importance of institutional knowledge and staff retention. The key personnel at SMC and the private sector constellation around it are helping train the next generation of aerospace and satellite scientists. Their knowledge is invaluable and irreplaceable, and it cannot be replicated at a new location. A single launch failure would offset any savings achieved from relocation. To prevent that, we must protect the infrastructure, regional cooperation and knowledge base that successfully delivers the intelligence we need.

The importance of SMC cannot be overstated, and keeping its home in El Segundo is not only good for business – it's critical to our national security. This is a battle California can't afford to lose.

For more information on SMC and the BRAC process, please contact [info@laafblliance.com](mailto:info@laafblliance.com)

## President's Message

Things are happening at the El Segundo Chamber of Commerce.

Our Committees are very active and we are looking forward to hosting Mayor Kelly McDowell's first State of the City address on May 4<sup>th</sup>.

I want to single out for special thanks Deidre Murray, the new chairperson of your Chamber's Membership Committee. Deidre has been a terrific addition to our volunteer leadership. I encourage you to join Deidre and her Committee for one of the many great events they have planned to strengthen membership networking.

We are also continuing to improve our communications with members. We are following the lead of the California Chamber of Commerce in now distributing our newsletter via the Internet. This not only makes sure the news gets right to your desktop, but also saves the Chamber money and those resources can be redeployed into our programs and services.

I wanted to take a moment in this month's column to say a few words about our Assemblyman Mike Gordon. As I am sure you have heard, Mike has been diagnosed with a tumor and is in the midst of undergoing treatment.

Mike's spirits are high and he's eager to get back to Sacramento. For those of us who have had an opportunity to work with Mike as our Assemblyman or as El Segundo's former Mayor, we all know that he's a fighter.

In classic Mike Gordon style, his treatment regime has not stopped him from doing the work we elected him to do. Right after he won election Mike hit the ground running (while others were taking long vacations and relaxing after the election) and he put together a program that is now being aggressively implemented. Highlights of a few pieces of Mike's legislative agenda that are moving forward include:

### AB 1380: Area Code Conservation and Consumer Protection Act

This bill was created to protect the 310 area code and other area codes in the State from potential splits by establishing guidelines on number conservation, inventory assessment and more efficient utilization of telephone numbers throughout the State. It also requires carriers to disclose their inventory of numbers every six months so that the public can get a true assessment of whether an area code is running out of numbers.

### AB 208: Children of Military Personnel Preference

This bill requires that school districts give preference to the children of military personnel applying to attend a school outside of their district of residence. This bill will provide greater access to a quality K-12 education for children of military personnel, thus strengthening the competitiveness of California's bases in the current BRAC process.

### AB 717: Centinela Airport Clinic

This bill will change the status of Centinela Airport Medical Clinic (which is already designated to receive 911 basic life support patients) to emergency department status, allowing it to receive patients through emergency medical services. With the closure of RFK Hospital last December, emergency rooms throughout the South Bay have experienced a 20% increase in patients thereby increasing wait times to over six hours. This bill attempts to relieve the burden on our hospitals by using an existing facility to help service non-urgent care visits.

Mike's talented staff continues to move his agenda forward from their offices here in El Segundo and in Sacramento. I encourage you to drop Mike a message through his District Director, Sandra Lloyd-Jones at [Sandra.lloyd-jones@asm.ca.gov](mailto:Sandra.lloyd-jones@asm.ca.gov).

Things are indeed happening at your Chamber and I invite you to take part.

David A. Herbst  
Chamber President



**David A. Herbst**  
President,  
The El Segundo  
Chamber

### Month at a Glance

- 5/04 State of the City
- 5/04 Government Affairs Committee
- 5/10 Membership Committee
- 5/11 Executive Committee
- 5/12 Downtown El Segundo Committee (DESI)
- 5/16 Speaker's Forum
- 5/17 Board of Directors
- 5/18 Education Committee

### Contact Us

#### El Segundo Chamber of Commerce

427 Main Street,  
El Segundo, CA 90245  
Ph: (310) 322-1220  
Fax (310) 322-6880  
[www.elsegundochamber.org](http://www.elsegundochamber.org)

**El Segundo Chamber**  
427 Main Street  
El Segundo, CA 90245

**Board of Directors**

El Segundo Chamber of Commerce

**OFFICERS**

- David A. Herbst, President  
*MWVW Group*
- Bill Fisher, President Elect/Treasurer  
*Fisher Engineering*
- Mark Day, Past President  
*The Raytheon Company*
- Holly Branch, Vice President  
*Marriott International*
- Martin McCarthy, Vice President  
*Martin H. McCarthy Photography*
- Corrine Murat, Vice President  
*Mattel, Inc.*
- George Torres, Vice President  
*The Aerospace Corporation*
- Arlys Wyant, Acting Executive Director  
*El Segundo Chamber*

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*Waddell & Reed*
- Bruce Auld  
*El Segundo Unified School District*
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- William Mason  
*Honeywell*
- Sue Mills  
*ABD Insurance and Financial Services*
- Brenda Newman  
*The Jewelry Source*
- Sharon O'Rourke  
*The Gas Company*
- Chris Powell  
*Washington Ironworks*
- Scott Reed  
*Second City Bistro*
- Thomas Ricci  
*Thomas Properties Group LLC*
- Elyse Rothstein  
*Industrial Lock & Security*

**Financing Alternatives for Small Businesses**

The Small Business Development Center (SBDC) presents this informative meeting presented by Financial Adviser, Michael D. Salazar, CFM.

Thursday, May 19, 2005  
5:00 pm – 8:00 pm

Hawthorne Memorial Center - 3901 El Segundo Blvd. Hawthorne, CA

RSVP: Ph: (310) 973-3177  
Fax: (310) 973-3132

Limited Seating – reserve early

Cost: No Charge, Free Parking and Dinner Provided

**El Segundo Chamber State of the City**

The El Segundo Chamber and Presenting Sponsor the Double Tree Hotel will be hosting this year's State of the City event on Wednesday, May 4, 2005. Please join our keynote speaker Mayor Kelly McDowell as he presents a forward look into the current climate and future potential of this unique community.

Registration and reception will begin at 11:30 am in the pool area. Program will commence at noon. Seats are limited and available for \$50 each. Make your reservation today by calling West Enterprises at (310) 227-8100 or email [lwest@westenterprises.info](mailto:lwest@westenterprises.info).



*El Segundo Mayor Kelly McDowell*

Presenting Sponsor



- Mayor's Circle**
- Chevron Products Company
  - Continental Development
  - El Segundo Power, LLC
  - Mattel, Inc.
  - MWVW Group
  - Northrop Grumman
  - S & S Hardware Co., Inc.

**Speaker's Forum Luncheon**

The Membership Committee of the El Segundo Chamber hosted the first 2005 Speaker's Forum Luncheon 2005 on Monday, April 11. McCormick & Schmick's Seafood Restaurant in El Segundo provided an incredible venue and luncheon as well as impeccable service. Dr. John Shepard, President of the Shepard Group, presented an informative topic of significant importance to all businesses – "Coaching for Employee Performance." The topic was directed at providing value for our Chamber members as they seek to encourage development of leadership and motivational skills for their employees. Dr. Shepard is

an Organizational Consultant with more than 25 years experience in the field of psychology and has professional expertise in a number of fields including; Strategic Planning, Employee Assessment, Leadership Development, Team Building, Employee Coaching, Employee Involvement and Outplacement.

Please save the date for our next Speaker's Forum presentation on Monday, May 16, 11:30 am, which will feature another valued Chamber member, John Laney, President of CM IT solutions, who will provide us with a significant presentation on "Best IT Management Practices for Small Businesses." The

presentation will be geared to all of our membership who want to get more out of their computer usage and/or have concerns with regard to security.

The cost for the luncheon will be \$12 per person (all inclusive). For reservations call the Chamber at (310) 322-1220. Reservations are limited to the first 40 RSVP's.

For information on becoming a presenter at an upcoming luncheon, please contact the Chamber at (310) 322-1220, or Membership Chair, Deirdre Murray (Director of Sales and Marketing, Hawthorn Suites, Manhattan Beach) at (310) 546-8942.

**Calendar of Events**

Date	Time	Event	Location
<b>MAY</b>			
5/4	11:30 am	State of the City	Doubletree Hotel, 1985 E. Grand Avenue
5/16	11:30 am	Speaker's Forum	McCormick & Schmick's, 2101 Rosecrans Ave.
<b>ON THE HORIZON</b>			
Aerospace Outlook – Date and Location TBD			



Starting the ground breaking ceremony are L to R, Maria Alonso (NS Corporation), Carl Jacobson (City Councilman), Mike Gordon (State Assemblyman), Kelly McDowell (Mayor), Bill Fisher (Chamber President-Elect), Eric Busch (City Councilman), Tom Ennis (NS Corporation President, The Great Sepulveda Car Wash), Jannett Grey (NS Corporation). Photo By Michael Herbach.

## New Members

The El Segundo Chamber of Commerce would like to welcome the following new members to the Chamber!

### American International University (AIU)

12655 W. Jefferson Blvd.  
Los Angeles, CA 90066

Contact: Darius Lassus

Ph: (310) 302-2613

Email: dlassus@la.aiuniv.edu

Website: www.aiula.com

### Business Category: Education

AIU Corporate Partners offers your company onsite degree programs customized to your business needs. Your company will benefit from a workforce educated in the latest technologies and business applications. AIU Corporate Partners can provide your employees with the specialized skills, techniques and credentials they need to compete and succeed in today's dynamic market. Your staff gets a convenient degree program that allows them to advance their careers without sacrificing their professional and personal obligations.

### A. Michael Breit

417 Standard Street

El Segundo, CA 90245

Contact: Michael Breit

Ph: (310) 535-9269

Email: mikesal760@aol.com

### Business Category: Individual

Mike Breit has relocated to El Segundo to participate with his family in this dynamic community. His motto is that to live a full life one must be productive. He finds The Chamber and Rotary offer avenues of "Service above Self" that satisfy his objective.

### CarsDirect.com

909 N. Sepulveda, 11<sup>th</sup> Floor

El Segundo, CA 90245

Contact: Mindy Borghi

Ph: (310) 280-4426

Email: mindy@carsdirect.com

Website: www.carsdirect.com

### Business Category:

### Marketing Agency

CarsDirect.com is a leading online automotive research and shopping service, providing new and used automobiles, related products and services, as well as in-demand aftermarket products including extended warranties. The company has been named one of the "50 Best websites" by Time Magazine, chosen as a "Forbes Favorite" three times and selected as a "Top 100 Internet Site" for three consecutive years in PC Magazine.

### UBS - Paul DeSantis

131 S. Rodeo Drive

Beverly Hills, CA 90212

Contact: Paul DeSantis

Ph: (310) 281-3806

Email: paul.desantis@ubs.com

Website:

www.ubs.com/fa/pauldesantis

### Business Category:

### Financial Planning

UBS, one of the world's flagship financial firms, is a leading wealth

manager, a premier investment banking and securities firm, a key global asset manager and a market leader in Swiss retail and commercial banking. As part of a successful wealth management team, Paul DeSantis is able to offer in-depth, integrated investment strategies in areas such as asset allocation and investment planning; lending solutions; single stock risk management; stock option strategies; wealth transfer and philanthropic planning.

### Diamond Sports Chiropractic

8632 Sepulveda Blvd., Ste. 101

El Segundo, CA 90245

Contact: George Harraka

Ph: (310) 348-8298

### Business Category: Healthcare

Diamond Sports Chiropractic specializes in the conservative management of orthopedic injuries involving joints, muscles, ligaments/tendons and nerves. Some commonly treated conditions include low back pain, sciatica, headaches, neck pain, disc injuries and sprains/strains. Treatments offered include chiropractic manipulation, soft tissue therapy, rehabilitation/strengthening, massage therapy and various other physical modalities. We also work closely with other medical specialists including orthopedists, internists and neurosurgeons. Some patients come to our clinic for the treatment of a specific problem while others choose preventative care. Whatever your situation - we're here to assist.

### El Segundo Medical Center

455 Main Street

El Segundo, CA 90245

Contact: Arnold Chanin, M.D.

Ph: (310) 322-1611

Email: elsegundomc@sbcglobal.net

Website:

www.elsegundomedicalcenter.com

### Business Category:

### Medical Center

El Segundo Medical Center has been a member of the community since February of 1988 and is looking forward to many more years of providing quality medical care. Dr. Arnold Chanin is well known and respected as a Family Practitioner. El Segundo Medical Center is thrilled to announce the addition of Dr. Hak P. Wong, Internal Medicine, to our staff. We are planning several new additions to our scope of care as well. Come watch us grow!

### Houska Insurance Services

2321 Rosecrans Avenue, Ste. 1290

El Segundo, CA 90245

Contact: Patty Harman

Ph: (310) 297-2700

Email:

pharman@houskainsurance.com

Website:

www.houskainsurance.com

### Business Category: Insurance

Houska Insurance Services, Inc. is a full service employee benefit brokerage firm located in El Segundo, California. We specialize in analyzing, designing, negotiating, implementing and servicing ben-

## Mixing It Up!



Chamber President David Herbst presents thank you plaque to hosts and owners of Second City Bistro, Scott and Liz Reed at the very first mixer in 2005. Photo By Marcy Dugan



Mad March Chamber/Rotary mixer: Chamber Board member, Bill Mason, presents Tony Barthel, Sounds Like Fun, a certificate of appreciation for his many contributions to Chamber events. Photo By Phil White

efit programs for companies ranging from 100 to 5,000. At Houska Insurance Services, Inc., you are represented by personnel with more than 20 years of industry experience. We enjoy and maintain solid long-term relationships with quality group insurance carriers, which translates into competitive benefit programs both in price and plan design.

### MCR Federal, LLC

390 N. Sepulveda Blvd., #1050

El Segundo, CA 90245

Contact: Loula Moschonas

Ph: (310) 640-0005

Email: lmoschon@mcri.com

Website: www.mcri.com

### Business Category:

### Management Consulting

MCR, LLC has a more than 25-year tradition of providing high quality, value-added, customer-focused success to our clients in the area of Integrated Program Management. By focusing on Cost and Financial Management, Acquisition Management, and Schedule and Technical Risk Assessment, MCR is able to provide the Department of Defense, Industry and civilian agencies with know-how, tools, and resources to successfully budget, manage, and track their programs. For our DoD customers, MCR provides the full life-cycle support services, including development of techniques and the application of proven systemic

processes. Our techniques include; affordability projections, cost models and databases, cost response curves, Multi-attribute Trade-Off models, COTS cost projections, Activity-based Costing, Earned Value Management, and systems dynamics assessment...to name only a few.

### Ted Petit / AFLAC

6089 Bristol Parkway, Suite 100

Culver City, CA 90230

Contact: Ted Petit

Ph: (310) 221-6380

Email: theodore\_petit@

us.aflac.com

### Business Category: Insurance

AFLAC is a unique catastrophic plan that pays its policyholders directly to help pay for family expenses should they face a serious illness or injury. It enhances the organization's benefits package as AFLAC supplements the health plan already in place at no cost to the company. The plans include: Accident, Disability, Cancer, Long-Term Care, Intensive Care, Dental, and Life. This not only attracts potential candidates in a competitive environment, but also promotes loyalty to company employees. AFLAC - no insurance is complete without it.

Read more new member profiles on page 4.

# New Members

## Vistamar School

737 Hawaii Street  
El Segundo, CA 90245  
Contact: Erin Tyner  
Ph: (310) 643-7377

Email: erintyner@vistamarschool.org  
Website: www.vistamarschool.org

### Business Category: Education

Vistamar School is an independent South Bay High School offering an environment with first-rate academics, caring relationships, and a global perspective. With veteran educators and administrators leading the visionary school, Vistamar looks forward to serving as an option for high schoolers in the South Bay.

## Webster University / LAAFB

P.O. Box 2156

Los Angeles Air Force Base  
El Segundo, CA 90245  
Contact: Margaret Reed  
Ph: (310) 297-4955

Email: mreed@webster.edu

### Business Category: Education

Classes at Webster University Los Angeles Air Force Base Campus are open to civilian and military career-minded professionals throughout the region who wish to pursue graduate studies to advance their careers and promote their professional development. Webster University offers a 36-credit hour Master of Business Administration (M.B.A.) program, with an opportunity to add an area of emphasis. We also offer two 36-credit hour masters of arts (M.A.) in Management and Leadership, and Computer Resources Information Management. We also offer an undergraduate in Management (certain requirements are required to enroll in the undergraduate program).

## Youth Acting Conservatory of El Segundo

PO Box 2531

El Segundo, CA 90245  
Contact: Brian Frishman  
Ph: (310) 297-4955

Email: manfrish@hotmail.com  
Website:

www.youthactingconservatory.com

### Business Category:

### Performing Arts Education

Youth Actors Conservatory of El Segundo is an acting conservatory for youth and teens. We offer three-month beginning acting classes, comedy improvisation with working comedians, advanced classes and a Professional Acting Track Program. Many students of Artistic Director, Brian Frishman, are currently working in film and television, or attending UCLA, Stanford, NYU, Yale, and many other universities. Our faculty of directors, actors, and acting coaches has over 400 appearances in film, stage, and television. Beginning in the fall of 2005 we will produce plays and hold showcases for talent agents and managers.

## Cali's Critter Care

Contact: Melissa McCaverty  
Ph. (310)469-3294

Email:  
caliscrittercare@yahoo.com

Web site:

www.caliscrittercare.com

### Business Category:

### Pet Sitter / Dog Walking Service

Cali's Critter Care is a professional pet sitting/dog walking service. We provide pet care for dogs, cats, birds, fish, and most other animals in your pet's home environment where they are most comfortable. Whether you are planning a trip or need somebody to come by while you are at work to check on your pet or are looking for someone to give your animal extra exercise and TLC, Cali's Critter Care does it all. By using a pet sitter, you will not be inconvenienced by taking your animal elsewhere to a strange environment. Your pet can stay right where they love it most - in their own home. Additionally, when using Cali's Critter Care as a pet sitter your plants will be watered, mail and newspaper brought in and any other security measures you deem appropriate will be handled. Cali's Critter Care is bonded and insured and is a proud member of Pet Sitters International and the El Segundo Chamber. We look forward to being the surrogate parent, providing all of the love, care and attention while you are away. Cali's Critter Care - "we hope to sit you soon."

## Clarion Hotel LAX

5249 W. Century Blvd.  
Los Angeles, CA 90045

Contact: Camden Wirick  
Ph. (310) 645-2200

Email:

Camden.wirick@clarionlax.com  
Website: www.clarionlax.com

### Business Category: Hotel

Welcome to the "new" Clarion Hotel LAX. Whether you are traveling on business or pleasure, the Clarion Hotel LAX provides the best value you desire. Our hotel is a recent recipient of the Choice Hotel Gold Award for outstanding service and facilities. We are located at 5249 West Century Blvd., one mile east of LAX Airport. For reservations please call (800) 266-2200.

## Ferrufino Interiors

11497 Jefferson Blvd.  
Culver City, CA 90230

Contact: Earl Daniel Trusty  
Ph. (310)827-4446

Email: info@ferrufinointeriors.com  
www.ferrufinointeriors.com

### Business Category: Furniture

Upholstery, Draperies, Custom Reupholstery Home & Office. Custom new upholstered furniture. All custom window treatments, custom draperies, blinds, shades & shutters.

## Hornblower Cruises & Events

13755 Fiji Way  
Marina del Rey, CA 90292

Contact: Leah Quinlan  
Ph. (310)301-6000

Email lquinlan@hornblower.com  
Website www.hornblower.com

### Business Category: Restaurant, Catering & Yacht Charters

With the largest fleet of luxury dining and entertainment yachts in Los Angeles and Orange Counties, Hornblower Cruises & Events has the perfect alternative for event planners - an event aboard a luxury yacht cruising a scenic California waterway. Hornblower offers a first class selection of charter vessels. From intimate groups of ten or twenty to large galas for 750 guests, Hornblower has an ideal yacht for your group size and event needs. No matter the occasions, this "floating" venue is the perfect solution to your event planning needs. So if you're looking for a truly "uniquely Californian" experience, make your next event a splash with Hornblower Cruises & Events.

## Donna Horowitz - Traveling Notary Public

El Segundo, CA 90245

Contact: Donna Horowitz  
Ph. (310) 640-6938

Email: DonnaH@InterfaithWeddingOfficiant.com

### Business Category: Traveling Notary Public & Wedding Officiant

As a Traveling Notary Public, Donna Horowitz will come to your location to provide Notary services for you and is also certified to issue Confidential Marriage Licenses and perform Interfaith and Non-Denominational ceremonies. She is available 7 days a week, from 7:00 am - 10:00 pm. Traveling fee within El Segundo is \$10. Fee is waived for Senior Citizens and adjusted outside of the area according to location.

## Jordan Lane - Shorewood Realtors

950 Artesia Blvd.

Hermosa Beach, CA 90254  
Contact: Jordan Lane

Ph. (310)376-8871  
Email:

JordanLane@shorewood.com  
Website:

### Business Category: Real Estate

Jordan Lane is a fulltime Realtor with Shorewood Realtors and is available to help with the process of buying and selling property. Clients depend on his expertise, trustworthy work ethic, and excellent negotiation skills. He understands the selling and buying process and is also an El Segundo resident who knows El Segundo and the surrounding areas. He can also provide free, no obligation, Market Appraisals of property, service contacts and free relocation service worldwide as well as referrals to Realtors out of the area.

## PartyLite Gifts, Inc.

7909 Alverstone Avenue #1  
Westchester, CA 90045

Contact: Lori Ludwig  
Ph. (310)663-6098

Email: beluminescent-withcandles@yahoo.com

### Business Category: Gift Sales

Quality Candles, beautiful accessories, and a profitable direct selling opportunity! That's what PartyLite Gifts is all about! As an Independent Consultant, Lori Ludwig wants to introduce PartyLite to the El Segundo Chamber as the largest direct seller of candles and accessories in the world. As a publicly traded company, PartyLite was established in 1973 and has dozens of candle colors and styles as well as a tempting array of other items. PartyLite also offers special items for Hostesses/Hosts just for holding a show. So, give Lori a call for more information about PartyLite. Whether you're interested in the business opportunity as a consultant or hosting a show to receive FREE and discounted candles and gifts, we can help you get involved at the level you're interested in.

## Walton Communications

PO Box 2815

El Segundo, CA 90245  
Contact: Conrad Walton

Ph. (310) 640-3365

Email: escoc@walton2.com  
Website: www.walton.com

### Business Category: Communication Services; Computer - Web/Application Hosting

We design, develop and host web sites. We publish www. El Segundo.net, our community news and information site. It has a business guide and is an excellent method to advertise your El Segundo based business.

## Sign\*A\*Rama

630 N. Sepulveda Blvd., #98  
El Segundo, CA 90245

Contact: Sonia Motwani  
Ph. (310)322-7446;

(310)406-9600

Email: lasigns@gmail.com  
Website: www.laxsigns.com

### Business Category: Signs & Banners

SIGN-A-RAMA is the world's largest full service sign franchise, combining modern equipment & technology to offer consistent, high-quality signs and services at a highly competitive cost.

The goal of the company is to promote other businesses by consulting with business owners, determining their signage needs, providing recommendations and localized attention. We service anything and everything in advertising including but not limited to: Banners, Window Graphics, Vehicle Lettering, Menu Boards, Retail Signs, Ad Specialty Items, Digital Imaging, Illuminated Signs and Monument Signs. Please call for a free consultation on how they can help your business grow.

**For Information on Chamber Membership**

**Call (310) 322-1220**

# Members on the Move

## THE GREAT SEPULVEDA CAR WASH

This long anticipated car wash facility is being developed by one of the world's largest car-wash manufacturers, headquartered here in Southern California, N/S Wash Systems. "We wanted to put our four decades of wash facility design and expertise together to build the industry's leading high-tech car wash in our own community" said Thomas Ennis, President of N/S Wash Systems. "This is really going to be something the community can be proud of."

The Great Sepulveda Car Wash, located at 125 North Sepulveda, will have numerous new state-of-the-art features and advantages and the facility will boast an extra long 200-foot wash tunnel that will allow more cars per hour and the industry's fastest turn-around time of fewer than ten minutes. The site will showcase a new "Flex-Serve" wash process that will allow customers to choose between a full-service or exterior-only wash. The site is designed for a new level of customer appeal, convenience and satisfaction.

The project, over five years in the making, will have an expected grand opening as soon as early summer, 2005. Residents and business members of El Segundo look forward to saving important time as they experience the opportunity of having their cars washed locally.

## LOOKING

In their 14<sup>th</sup> year of business and in the midst of creating their own building and formally launching their ArtGlas studio, Looking is collaborating more than ever with professionals from all places in the design world and with clients and friends from diverse industries across the nation. Graphic Design is the beginning and underlying skill of the business. From that tip of the iceberg, the scope of their work is creating images which tell stories. This may be a small logo for a business card to working on the complete im-

age and identity for a high-rise office building which houses many companies and professionals - all wanting to be individually recognized by the address and the building they chose to locate their own business.

Creating identity, branding, image development, designing...it is all creating a recognizable "signature" that expresses a company's personality, values and ambitions and when properly executed—do it at a glance! This is done through a full design created from discussions with the clients to get the feel of the business. This image is then spread to the world through business cards, the communications media, the internet, specific web sites and eCommerce sites. A company's business depends on clients and how those clients perceive the company...that's where Looking is the team partner to turn to for all the necessary items in this area.

## BODY SMART ON MAIN

Body Smart on Main is celebrating its 3<sup>rd</sup> year in El Segundo. They are offering to member businesses of the El Segundo Chamber a superb deal on memberships for their employees. It has been proven that healthy employees cost employers' compensation expenses, lost productivity and absenteeism. Body Smart is a premier neighborhood gym in Los Angeles and they provide a complete line of weight machines, free weights and cardio equipment. They also offer over 45 classes per week including; Yoga, Circuit Training, Pilates, Boxing, Cycling, Personal Training and 30-minute lunch classes. Many of these programs can be provided on-site at your business.

In their own location at 505 Main Street, they provide full locker room and shower facilities as well as ample parking, and they are only minutes from most El Segundo businesses. If you are interested in healthy employees and a great membership rate for your employees, contact John Waszak, owner, or Ashleigh Bravo at 310-414-1400.

## Membership Renewals

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.

### 43 YEARS

The Aerospace Corporation

Michael Herbach Photography

Upton and Sons - Publishers/Booksellers

Vox Entertainment

Wayland & Vukadinovich

### 31 YEARS

Computer Sciences Corporation

### 20 YEARS

American Overseas Air Freight, Inc.

GAR International

Industrial Lock & Security

### 14 YEARS

Embassy Suites Hotel LAX South

### 12 YEARS

Air Products & Chemicals

Browning Ferris Industries

First Coastal Bank, N.A.

Hacienda Hotel

Jim Marak - Re/Max Realtors

Stuff Pizza

Jim & Jack's Auto Body

Meschuk Properties, Inc.

Tahiti Tourisme

### 11 YEARS

C. C. Layne & Sons, Inc.

Northrop Grumman Corporation

### 8 YEARS

DAWN Sports Toys & Games, Inc.

New Group, LLC

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

### 7 YEARS

American Capital Corporation

BDP International, Inc.

Chevron Station & Convenience Store

Infonet Services Corporation

Kearny Real Estate Company

Konica Minolta Business Solutions U.S.A., Inc.

McCormick & Schmick's Seafood Restaurant

McDonald's Restaurant

So Cal Escrow

T.G. Construction, Inc.

The Auto Shop

The Chong Company, LLC

Triton Forwarding, Inc.

### 6 YEARS

Awards Plus

Bright Horizons South Bay Children's Center

Holmes Body Shop

Sunset Home Improvements, Inc.

The Beach House at Hermosa

### 5 YEARS

A & A Waste & Rolloff Services, Inc.

ABD Insurance and Financial Services

Il Fornaio

### 4 YEARS

1(800) Hang Glide - Windsports.com

Allstate Insurance

Fireball Marketing, Inc.

Residence Inn by Marriott LAX / El Segundo

Sir Speedy Printers

State Farm Insurance - Ed Barnhart

### 3 YEARS

GeoDecor

Integrated Data Services, Inc.

Mar Ventures, Inc.

Satron Inc.

Sierra Systems

St. Michael's Children's Center

### 2 YEARS

Cushman & Wakefield

Edward Nettles

H & H Uniforms

Hawthorn Suites

Hoteltravelcheck.com

J.T. Construction

Law Offices of Kirtland & Packard

Linda P. Wilson, C.P.A.

Manhattan Beach Marriott

Physical Therapy Care Inc.

### 1 YEAR

1-800-GOT-JUNK?

Accenture

Bayside Properties

Boyd Fitness

Campsurf.com

CM IT Solutions

Comerica Bank

Cooke's Family Market

DB Adelman Business Management

Edward Jones Investments

Expresscare Medical Clinic

Eyecatcher Screen Printing

G.I. Joe Boot Camp

GE Financial Advisors

Guaranty Residential

Handyman on Demand

International Career Development Center

JKM Group

L.A. Organizers

Pacific Imaging LLC

Paradise Financial Group

Queens International

Roth/Hupp Partners

Specialty Doors & Automation, Inc

Sprint Corporation

STM Interiors Inc.

Vineyard Bank

WSA Group, Inc.

Z Best Exotic Limo

## Prospective School Board Member Candidate Information Forum

Monday, May 2, 2005, 7:00 – 9:00 P.M.  
El Segundo Unified School District Boardroom  
641 Sheldon Street

The El Segundo Unified School District (ESUSD) will conduct an information forum for prospective school board candidates on Monday, May 2, 2005 from 7:00 to 9:00 p.m.

The terms of three of the five members of the ESUSD Board of Trustees, Jo-Ann Edlefsen, Christine Sherrill, and Kathy Wiley, will expire in December 2005. On Tuesday, November 8, El Segundo voters will elect three board members to serve four year terms.

The informal meeting will provide useful information on the rewards, requirements, and challenges of being an ESUSD school board member in order to encourage interested members of the community to consider this unique form of public service.

The forum will be held in the school boardroom at the district office, 641 Sheldon Street. Parking is available behind the boardroom on Arena Street. Extensive information about ESUSD can be found online at [www.elsegundousd.com](http://www.elsegundousd.com). Please call 310-615-2650, x226 with questions.