

# IRWINDALE CHAMBER OF COMMERCE

**IRWINDALE**  
**CHAMBER OF COMMERCE**  
 LEADING THE WAY FOR OTHERS

It is the mission of the Irwindale Chamber of Commerce to BUILD solid relationships and provide quality services which SUPPORT chamber members and businesses, in order to PROMOTE the economic vitality of our community.

Volume 30, Number 08

*Celebrating 30 Years*

August 2010

## 2010 CORNERSTONES

### Platinum



### Gold



### Silver



### Bronze



### Corporate



LEADING THE WAY FOR OTHERS

## Foothill Extension Update

Submitted By: Habib F. Balian, Foothill Extension



Groundbreaking master of ceremonies Frank Mottek said it best - "On Saturday, we put Newcastle Park in Arcadia on the map!" - with more than 700 people attending, including elected officials, community members, and train enthusiasts. People came from all over the county to express their excitement for the project, and how it will improve their lives and the lives of their communities for generations to come. They also talked about how the Foothill Extension's progress is a great start for the new lines being built through Measure R.

(Foothill Extension-continued on page 4)

## Andre Villa is Irwindale's 2010 Young Citizen of the Year!



Photo By: Eagle Photography

Congratulations to these outstanding teenagers: Dominique Diaz, Eric Fuentes, Khalalah Todd, Andre Villa, and Angelo Villa. Each was honored at the Irwindale Young Citizen of the Year competition, which was held at the Irwindale Senior Center on July 13, 2010. Speech sponsors were City of Hope, Foothill Transit, The Gas Company and United Rock Products and the dinner sponsor was Pitas to Go.

First place winner, Andre Villa, was awarded a \$1000.00 cash prize and \$1000.00 savings bond. Second place winner Khalalah Todd received a \$300.00 cash prize. Third place winner

(Young Citizen-continued on page 7)

\*\*\*\*\*  
 ☆ **Business Solutions:** ☆  
 ☆ **Preventing** ☆  
 ☆ **Sexual Harrasment** ☆  
 ☆ **August 18, 2010** ☆  
 ☆ **11:30 a.m.-2:00 p.m.** ☆  
 ☆ **@ L.A. works** ☆  
 ☆\*\*\*\*\*

### Inside this issue:

Calendar	3
Member News	4-8
Green Pages	9-10
Irwindale Rocks!	11-13
Pillars of Irwindale	14
Chamber/City Information	15
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## Presenting Sponsor



**Friday, October 1, 2010**

Designed to drive business to local eateries, registered poker players are encouraged to dine at participating restaurants from August 12<sup>th</sup> through October 1<sup>st</sup> to collect bonus poker chips. The Texas Hold-em style poker tournament will be held in the “pub” at MillerCoors on October 1, 2010 with professional dealers and tables.

- ♣ **Poker Players:** \$45 registration fee is due with registration. Fee covers \$1500 in chips, food and up to four beverages (beer, soda and water). Re-buys and Add-ons will be available as per Pit Boss (\$20 each). Please register prior to visiting participating restaurants for poker chips. Registration limited to first 100 poker players. Brochure with full details is available online or at the Chamber office.
- ♣ **Guests:** \$25 registration fee is due with registration. Fee covers one bingo card, food and up to four beverages (beer, soda and water). Guest registrations are limited to first 20.
- ♣ **Sponsors:** Opportunities are available through the Chamber’s online registration, or by calling the Chamber office staff at (626) 960-6606.

**Visit Restaurants  
during August 12 -  
October 1, 2010**



## Participating Restaurants

Irwindale Restaurants  
El Matador Mexican Food  
5312 N Irwindale Ave. #1D

Mariscos Uruapan  
16034 Arrow Hwy

Picasso’s Café, Bakery and Catering  
6070 N Irwindale Ave # A-D

Pitas to Go  
15652 Arrow Hwy

Trendy Thai  
16030 E. Arrow Hwy

Wasabi Japanese Grill  
15642 Arrow Hwy

Baldwin Park  
Casa Guerrero  
4007 La Rica Ave

Emilo’s @ Courtyard by Marriott  
14635 Baldwin Park Towne Ctr

West Covina  
Unique Pizza  
180 S. Glendora Ave

Hamilton’s Steak House  
1211 East Garvey Street

Other locations  
Avolio’s Italian Restaurant  
15975 E San Bernardino Rd  
Covina

Canyon City BBQ  
347 N. San Gabriel Ave  
Azusa

Elements @ Doubletree Hotel  
924 W Huntington Dr  
Monrovia

Joe’s Place  
1345 E Huntington Dr  
Duarte

The Parlour Wine Shop & Bistro  
216 N Glendora Ave # 102  
Glendora



# Calendar of Events



## August 2010

*"Education is not preparation for life; education is life itself."*

-John Dewey-

4	Environmental Committee	Noon	Chamber Office
5	Business Ambassador Mtg.	8:00 a.m.	Chamber Office
10	IEF Board Meeting	7:30 a.m.	Chamber Office
12	Let's Do Lunch Topic: Metro Gold Line Foothill Extension	11:30 a.m.-1:30 p.m.	Courtyard By Marriot Baldwin Park
18	Business Solutions Topic: Preventing Sexual Harrasment	11:30 a.m.-2:00 p.m.	L.A. Works
19	Blood Drive & Health Expo Presenting Sponsor: Veolia ES Technical Solutions	9:00 a.m.-3:00 p.m.	Irwindale Community Center
23	Board Meeting	3:00 p.m.	Chamber Office
26	Good Morning Irwindale Presenting Sponsor: Picasso's Cafe Bakery & Catering	7:30 a.m.-9:00 a.m.	Picasso's Cafe

## September 2010

*Undoubtedly, a man is to labor to better his condition, but first to better himself.* -William Ellery Channing-



1	Environmental Committee	Noon	Chamber Office
2	Business Ambassador Mtg.	7:30 a.m.	Chamber Office
2	Chamber & You	7:30 a.m.	Irwindale Community Center
6	Labor Day	<b>CHAMBER CLOSED</b>	
14	IEF Board Meeting	7:30 a.m.	Chamber Office
15	Environmental Award Luncheon Green Business Expo	11:30 a.m.-1:30 p.m. 10:00 a.m.-2:00 p.m.	City of Hope
17	Legislative Power Luncheon	11:30 a.m.-2:00 p.m.	Hamilton Steak House
23	GMI/Mini Expo Presenting Sponsor: Picasso's Cafe Bakery & Catering	7:30 a.m.-9:00 a.m.	Picasso's Cafe
27	Board Meeting	3:00 p.m.	Chamber Office

## October 2010

*Witch and ghost make merry on this last of dear October's days.* ~Author Unknown



1	World of Food Poker Tournament Presenting Sponsor: MillerCoors	6:00 p.m.	MillerCoors
6	Environmental Committee	Noon	Chamber Office
7	Business Ambassador Mtg.	8:00 a.m.	Chamber Office
12	IEF Board Meeting	7:30 a.m.	Chamber Office
14	Let's Do Lunch Presenting Sponsor: Picasso's Cafe Bakery & Catering	11:30 a.m.-1:30 p.m.	TBA
20	Mixer/Ribbon Cutting	4:00 p.m.-7:00 p.m.	Valley Light Industry
25	Board Meeting	3:00 p.m.	Chamber Office
27	Inland Empires Largest Mixer	5:00 p.m.-9:00 p.m.	Ontario Convention Center
28	Milestone Breakfast Presenting Sponsor: Picasso's Cafe Bakery & Catering	7:30 a.m.	Edison CTAC

**For further details, future events, or to RSVP  
please visit our online calendar at  
[www.irwindalechamber.org](http://www.irwindalechamber.org)**



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**Carolyn Anderson,**  
**Public Sector Service**  
**Manager**

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## Member News



Irwindale congratulates B&K Electric Wholesale on their new location! A ribbon cutting ceremony was held in their honor on June 23, 2010.

B&K Electric Wholesale is a Southern California regional distributor providing high quality electrical products and services to the industrial, OEM, institutional, and contractor communities. Headquartered in the City of Industry, B&K represents hundreds of different product lines.

B&K Electric Wholesale  
 4984 Irwindale Ave., Irwindale  
 626-960-3676  
[www.bk-electric.com](http://www.bk-electric.com)

(Foothill Extension-continued from cover page)



The program included remarks from officials representing the project's past, present and future. Some discussing how the Gold Line has changed their communities for the better and others providing their vision for the future.

I want to personally thank everyone who came out on Saturday to be part of this historic milestone. In particular, I want to thank the Authority Board Members and Metro Board Members for their kind and gracious remarks; and the officials who traveled in from Washington DC and Sacramento (Congress Members Judy Chu, David Dreier, Grace Napolitano, and Adam Schiff; State Senator Carol Liu and State Assembly Members Dr. Ed Hernandez and Anthony Portantino) for their extra effort. Your support and dedication over the years has been fundamental to our success.

The Journey Continues...



## Business of the Month

# Vulcan Materials Company

A long standing corporate community member in Irwindale since its inception, Vulcan has made great efforts to remain transparent in all its efforts, be it safety, environment stewardship and social responsibility. Vulcan takes great pride in working closely with the Irwindale Chamber of Commerce and the community of Irwindale.

Vulcan is proud to support many community events and organizations: the Chamber, the Irwindale Educational Foundation (IEF), Merwin Elementary School and the Irwindale Public Library Foundation.

As a founding member of the Irwindale Public Library Foundation, Vulcan has helped to create unique programs that benefit the library and its visitors. One such effort spearheaded by Vulcan has been the donation of books by the Irwindale Chamber of Commerce to the Irwindale Library. This has proven to be a wonderful partnership for all involved.

Atisthan Roach currently serves as First Vice Chair of the Board of Directors.

Vulcan Materials Company is proud to sponsor the Chambers many events including the annual Installation Dinner, annual golf tournament, to name a few.



**Wednesday October 27, 2010**

5:00 - 9:00 PM

**Ontario Convention Center**  
2000 E. Convention Center Way  
Ontario, CA 91764

[www.iemixer.com](http://www.iemixer.com)

Mixer admission: \$20 per person at the door (no credit cards or checks) or Buy Tickets Online

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## 30 Advertising Networks

By: Mashable.com

1. [AdBrite.com](#)—Target by categories, keywords, geographically, or by demographics; offers up multiple ad formats for all budgets.
2. [AdGridwork.com](#)—Free advertising for your site. By placing ads on your site, your ad shows up on other network sites.
3. [Adknowledge.com](#)—Combines traffic from numerous venues and determines the best placement of ads for you.
4. [AdMob.com](#)—A network for advertising on mobiles everywhere.
5. [Ads-Click.com](#)—Let's you advertise both on the web and on mobile devices, perfect for .MOBI sites.
6. [AdsMarket.com](#)—Offers four advertising channels which should offer something for everyone.
7. [Advertising.com](#)—An advertising network with [about the best domain name they could have ever hoped for](#). Become an advertiser or a publisher.
8. [Agendize.com](#)—Works to make ads more interactive by widgetizing them.
9. [Ask Sponsered Listings](#)—Probably a bit high for most startups or personal blogs, but still a well known name.
10. [Bidvertiser.com](#)—Select the sites you want to advertise on and bid for placement..
11. [Bla.st](#)—Advertise your new site for free, or pay as little as a few cents a day to get on the main page.
12. [Clicksor.com](#)—Choose your keywords and channels, and allow them to place ads on affiliate sites and in search engines. Websites can sign up to be affiliates.
13. [CopaCast.com](#)—Uses a mixture of value ranking and browsing habits to change ads on the fly for higher prospect browsers.
14. [CPXInteractive.com](#)—Offers performance-based targeting across their 20,000+ publisher's sites.
15. [Google AdWords](#)—Would any list of advertisers be complete without the perceived king of the online advertising world?
16. [Kanoodle.com](#)—Uses multiple search engines to help you find the most effective homes for your ads.
17. [Kontera.com](#)—Offers up in-text, relevant ads that generate pop-up windows to get your message across.
18. [LinkLike.com](#)—A metered link trade system to allow you to trade advertising with other sites.
19. [LinkWorth.com](#)—Offers a large selection of advertising options such as text ads, paid reviews, rotating text ads and more. Sites can also sign up to display the ads.
20. [Microsoft adCenter](#)—Pay per click advertising served up by Microsoft.
21. [Pulse360.com](#)—Offers you choices of contextual, behavioral, geographic, local, demographic, and site specific targeting. Webmasters can also join their network for placement.
22. [TargetPoint.com](#)—Advertising network with over 2.6 billion page views a month and offers sign-up for sites.
23. [Text-Link-Ads.com](#)—Over 20,000 publishers in their network for advertisers to get noticed on.
24. [TMX.net](#)—Let's you choose the types of sites you advertise on and gives you a plethora of on-reciprocal links, and as a webmaster you can sell ad space.
25. [Yahoo! Publisher Network](#)—Yahoo's pay-per-click advertising system.
26. [AdJug.com](#)—A marketplace for advertisers and publishers to connect directly to buy and sell advertising space.
27. [AdSymetrix.com](#)— Gives you the ability to add tracking to any ad you place on the net to track its performance.
28. [Clickable.com](#)—After you've started advertising with several networks, go here to try and manage everything in one place.
29. [ForSaleByPublisher.com](#)—A directory of sites selling ad spots so you can pick and choose where your ads appear, and bypass the ad networks.
30. [PRCompass.com](#)—Issue a press release about your new site or service. Free and paid versions available.

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(Young Citizen-continued from coverage)



Photo By: Eagle Photography

(L-R) Jerry Capwell, Citrus College; Elibet Gonzalez, Foothill Transit; Eric Fuentes; Angelo Villa; Dominique Diaz; Khalalah Todd; Jan Anderson, United Rock; and 2010 Young Citizen of the Year Andre Villa.

Angelo Villa received \$200.00, and Honorable Mention went to Dominique Diaz and Eric Fuentes who received \$50. All contestants received Certificates of Recognition from Assemblyman Dr. Ed Hernandez, and Senator Gloria Romero.

This year's essay topic was "How does your public image differ from your private self?" Each contestant was required to write a 500-750 word essay, submit school transcripts, and attend three pre-competition meetings to be eligible to participate in the competition.

April Kelcy of Earthquake Solutions and Irwindale Toastmasters Club spent time with the contestants working on presentation skills and self-confidence to prepare them for the oral presentation of their written essays. The contestants who are between the ages of 15 and 18 years old also had to participate in an oral interview and answered impromptu questions before a judging panel and an audience of family, friends and community leaders.

Special thanks to Sol Benudiz, City of Irwindale Interim City Manager, for being our Master of Ceremonies. Additional thanks to: Athens Services, Eagle Photography, Explorer Post # 496, Irwindale Police Officers Association, Irwindale Senior Center Staff, The Produce Place, Toastmasters, Loretta Corpis, and to all who donated their time and expertise to make this event possible!



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## Energy Efficiency for Your Business or Career

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### Upcoming Classes:

**Sustainable Building Envelopes •**  
Thursday, August 12, 2010  
8:30 a.m. - 12:30 p.m.  
Event # 26097

**Cool Solutions, Refrigeration for Small Grocery Stores and Restaurants ••**  
Tuesday, August 17, 2010  
9:00 a.m. - 11:30 a.m.  
Event # 24354

**Overcoming Objections to Energy Efficient Investments ••**  
Tuesday, August 24, 2010  
8:30 a.m. - 4:00 p.m. with lunch  
Event # 25653

**Basics of LED Technology •**  
Tuesday, August 31, 2010  
8:30 a.m. - 2:30 p.m. with lunch  
Event # 26106

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## A Message from The Irwindale Police Department



**Wayne Hiltz, Interim Chief of Police**

Today's video surveillance technology provides significant opportunities to enhance the safety and security of your business and/or home. However, simply having a system in place is not worthwhile, nor cost effective, if the system does not allow for

the effective use of captured images.

For both your internal security needs and those of law enforcement, images captured must have sufficiently high quality resolution to allow for effective use. Often times, we in law enforcement receive video images that are so "grainy", or the lighting is so poor, that they are of little to no value for investigative purposes. Cameras that are not properly positioned to capture a desired image are another common problem. In short, the system did not meet the needs for which it was acquired.

Does your system meet this test, or are you spending scarce dollars on a system that provides little to no value? I would urge you to have your Information Technology or Risk Manager run a test on your system. Find out if you are getting a return on your investment! After an incident is not the time to find out that your system doesn't work!

For further assistance on this or any other safety/security matter, please contact:

**Detective Jesus Bravo**  
Irwindale Police Department  
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# The Green Pages

## August 2010



### What Do We Really Know About Being Fire Safe?

Submitted By: Ann Croissant, San Gabriel Mountain Regional Conservancy

Here are SEVEN VITAL links for resources and information on "Fire Prevention Planning and Public Education":

1. From CalFIRE, the link to Fire Terminology for a better understanding, grasp, and use of the language, such as "defensible space," plus Fire Protection, Fire Planning, and Wildland Fires: [http://cdfdata.fire.ca.gov/incidents/incidents\\_terminology](http://cdfdata.fire.ca.gov/incidents/incidents_terminology)
2. From CalFIRE, the link to Red Flag Warnings & Fire Weather Watches: [http://www.fire.ca.gov/communications/communications\\_firesafety\\_redflagwarning.php](http://www.fire.ca.gov/communications/communications_firesafety_redflagwarning.php)
3. From CalFIRE, the link for Wildland Hazard/ Building Codes: [http://www.fire.ca.gov/fire\\_prevention/fire\\_prevention\\_wildland.php](http://www.fire.ca.gov/fire_prevention/fire_prevention_wildland.php)
4. How CalFIRE can help with Fire Planning: [http://cdfdata.fire.ca.gov/fire\\_er/fpp\\_planning](http://cdfdata.fire.ca.gov/fire_er/fpp_planning)
5. How CalFIRE can help with Fire Protection in Resource Management: [http://www.fire.ca.gov/resource\\_mgt/resource\\_mgt.php](http://www.fire.ca.gov/resource_mgt/resource_mgt.php)
6. How CalFIRE research can help you be Prepared for Any Emergency: [http://www.fire.ca.gov/fire\\_protection/fire\\_protection\\_be\\_prepared.php](http://www.fire.ca.gov/fire_protection/fire_protection_be_prepared.php)
7. A brief overview of what CalFIRE is and how CalFIRE can help you at home, business, community: [http://en.wikipedia.org/wiki/California\\_Department\\_of\\_Forestry\\_and\\_Fire\\_Protection](http://en.wikipedia.org/wiki/California_Department_of_Forestry_and_Fire_Protection)

**Does Our Community Need a Fire Safe Council?** See FSC Handbook(pdf) for more information at: <http://www.firesafecouncil.org/handbook.pdf>

For more information, see the following FOUR Links with a pdf Homeowner's Checklist (which can also be used for businesses) to becoming a FIRE SAFE COMMUNITY :

1. Getting started with a Community Fire Safe Council: <http://www.firesafecouncil.org/ca/index.cfm>
2. Forming a Fire Safe Council in 9 steps: <http://www.firesafecouncil.org/ca/howtoform1.cfm>
3. FIRE SAFE EDUCATION TOOLS for individuals, homes, businesses to raise awareness and to provide needs in preventing or preparing for wildfires: <http://www.firesafecouncil.org/homeowner/index.cfm>
4. HOMEOWNER'S CHECKLIST in Word pdf format for your computer or hard copy: <http://www.firesafecouncil.org/education/checklist.cfm>

**If more information is requested on the above topics or organizations, email or call Dr. Ann Croissant, SGMRC, at [gcroissant@csupomona.edu](mailto:gcroissant@csupomona.edu), or 626.335.1771. We're here to help.**

#### Be Smart, Be Responsible, Be Prepared. Get Ready! Get Involved, Volunteer, Bear Responsibility 10 ways YOU can be Disaster Prepared

1. [Identify Your Risk](#)
2. [Create a Family Disaster Plan](#)
3. [Practice Your Disaster Plan](#)
4. [Build a Disaster Supply Kit For Your Home and Car](#)
5. [Prepare Your Children](#)
6. [Don't Forget Those With Special Needs](#)
7. [Learn CPR and First Aid](#)
8. [Eliminate Hazards in Your Home and The Workplace](#)
9. [Understand Post 9/11 Risks](#)
10. [Get Involved, Volunteer, Bear Responsibility](#)

Submitted By: Dr. Ann Croissant, SGMRC-Reference: State of California

#### 2010 ECO BEAT SERIES

**Rockin for Blood: Blood Drive & Health Fair**

**August 19, 2010**

**Environmental Awards Luncheon**

**September 15, 2010**

**Clothing Drive for L.A. Works**

**November 4, 2010**

For information on sponsorship or participation opportunities, please contact the Irwindale Chamber @ 626-960-6606

Registrations available online  
[www.irwindalechamber.org](http://www.irwindalechamber.org)

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Fax: (626) 334-4563



# Mark Your Calendar

City of Hope, Irwindale Chamber of Commerce  
Environmental Committee and City of Irwindale  
present

## Rockin' for Blood Blood Drive and Health Fair



Thursday, August 19, 2010  
9 a.m. to 3 p.m.




### Donate Blood and Give the Gift of Life

"Pint for a Pint" — Each blood donor will receive a coupon for a free pint of Baskin-Robbins ice cream!

Irwindale Community Center and Senior Center  
16102 E. Arrow Highway  
Irwindale, CA 91706


Make an appointment to donate blood by calling Latascha at 626-256-4673, ext 61133.

FREE hot dog lunch for first 300 attendees  
Giveaways — Door Prizes — Music

## Save the Date!

Irwindale Chamber of Commerce Environmental Committee



presents its


### 2010 Environmental Awards Luncheon and Green Business Expo

Providing resources for you, your company and the greater community!



**Wednesday, September 15, 2010**  
Expo — 10 a.m. to 2 p.m. • Lunch — 12 to 1:30 p.m.  
(Lunch reservations required; \$25/person)

City of Hope, Cooper Auditorium  
1500 E. Duarte Rd., Duarte, CA 91010  
(Parking available on north side of Duarte Rd.)

Presenting Sponsor:



Corporate Sponsors:

Has your company achieved a significant environmental goal this year? Apply for an Environmental Award by completing the entry form available at [www.irwindalechamber.org](http://www.irwindalechamber.org) or call (626) 960-6606 for an entry form.

For Expo information and/or luncheon reservations:  
[www.irwindalechamber.org](http://www.irwindalechamber.org) or (626) 960-6606.

## The Irwindale Chamber of Commerce Environmental Committee

E-mail your environmental questions to our committee and one of our committee members will respond to you.

**Chair:** Elizabeth Bagwell - City of Hope  
Luis Cetina - Metropolitan Water District  
Ann Croissant- San Gabriel Mountain Conservancy  
Craig Doerr- American Reclamation  
Jackie Doornik - San Gabriel Mountain Conservancy  
Jayne Foote - Veolia ES Technical Solutions  
Raymond Hamada - City of Irwindale  
Kim Holland - Citrus College  
April Kelcy- Earthquake SOLUTIONS  
John Norcia - Santa Fe Dam  
Patricia Sullivan- City of Irwindale Public Library  
Racine Ward- Biosense Webster, Incorporated  
Sue Wyninegar - City of Hope  
Rainbow Yeung - South Coast Air Quality Management  
Lisa Bailey - Irwindale Chamber of Commerce  
Dominique Yates - Irwindale Chamber of Commerce

Websites: [www.envirocommittee.com](http://www.envirocommittee.com)

### Mission Statement

To prepare, inform and advocate, on behalf of the business and residential community, environmental concerns and emergency preparation and response planning.

### Join the Committee

If you care about health and safety issues that affect community business, or the environment, you should consider this committee.

**Meeting:** 1st Wednesday of each month

**Time:** 12:00 noon to 1:00 p.m.

**Location:** Irwindale Chamber of Commerce,  
16102 Arrow Highway, Irwindale

**E-mail:** [EnviroCommittee@irwindalechamber.org](mailto:EnviroCommittee@irwindalechamber.org)

[www.citruscollege.edu/greenteam](http://www.citruscollege.edu/greenteam)



# IRWINDALE ROCKS

As Provided by City Staff



## GETTING TO KNOW CITY EMPLOYEES Becky Romero, Administrative Secretary



Upon graduating from high school, Becky began her career with the City of Los Angeles, Building and Safety Department in the steno pool and was subsequently promoted to Secretary to the Chief of the Conservation Bureau. While working for the City of Los Angeles, she attended East Los Angeles Junior College. After six years with the City of Los Angeles, she took time off to raise her family.

Some 15 years later, she went back to school to brush up on her skills, and restarted her career with the City of Montebello, where she worked for 12 years in the following capacities.

- Began as secretary in the Parks and Recreation Department
- Administrative Secretary to the Director of Parks & Recreation
- Administrative Secretary to the Assistant City Administrator in the Public Works/Engineering Department
- Secretary to the City Council

Becky has worked for the City of Irwindale for the last 8 years as Administrative Secretary to Camille Diaz, the Assistant City Manager. She is the liaison for the Assistant City Manager and

managers of all departments that report to her. She provides translation assistance for the Housing Program, was a member of the 50th Anniversary Committee, assists with the Senior apartment application process, also works closely with residents in administering the Resident Prescription Program and assists in the City Manager’s office when needed.

Becky is a resident of the City of Whittier and has one daughter, two sons and eight grandchildren. Her hobbies are crocheting, reading and enjoys taking various dance/exercise classes. She is also an avid sports fan especially basketball and football. On Sundays during football season, its football, food and family at Becky’s house.

By the way, in case you’re wondering about the man in the picture with Becky, it is her most favorite actor Kevin Costner whom she actually met in person. The picture was taken at an event at Cal State Fullerton. As she puts it, “it was the highlight of my life.”

### Stellar Business Bank Business of the Month



At the City Council meeting of June 23, 2010, Stellar Business was recognized as the Irwindale Chamber of Commerce Business of the Month for June. Stellar Business Bank was founded in April 9, 2009, and is a locally managed and operated bank. They are active in the communities they serve and participate at various Chamber events. We are proud to have them in our community. Pictured are Nathan Kirschenbaum, Stellar Bank, and Mayor Ortiz.

# IRWINDALE ROCKS

As Provided by City Staff



## Council Round-Up – June 9 and June 23, 2010

- Council authorized the execution of the Interim Chief of Police Employment Agreement.
- Council approved the Services Agreement with the Chamber of Commerce.
- A resolution regarding the national motto was approved and adopted and staff was directed to return with suggestions for design.
- Council did not approve the motion to direct staff to prepare a resolution in opposition to Senate Bill 1070 (Arizona) – Enforcement of Immigration Laws.
- No action was taken on the request for Waiver of Community Center rental fees.
- The Fiscal Year 2010-11 Budget ordinance was introduced and the resolutions were adopted.
- Council approved a resolution deferring 20% Housing Set Aside Payment for Parque del Norte and Nora Fajjo Redevelopment Project areas for FY 2009-10.
- A proposal to conduct additional Phase II site assessment at 4618 Nora Avenue.
- A contract was approved for the construction of the improvements to the agency-owned property located on Alderson Avenue for the housing of the Emergency Operation Center trailer.
- Council approved an Ordinance adopting County of Los Angeles Animal Control Code by reference.
- Council adopted a resolution authorizing submission of an application to the Department of Resources Recycling and Recovery for the Used Oil Payment Program.
- An agreement for the construction of Citywide Bridge Repair Project was approved by Council.
- Council approved a resolution ratifying the City of Irwindale Investment Policy and delegating authority to the City Treasurer to Invest the City's surplus funds.
- Council approved the plans for the Los Angeles Street rehabilitation project.
- Resolutions approved the refinancing of 1998 Special Tax Bonds were adopted.
- Council adopted a resolution approving the In-Lieu Special Tax agreement.



**Rescue Services International**

At the City Council meeting of June 23, 2010, Rescue Services International was recognized for their generous donation of a 1998 Ford 350 Type-3 modular ambulance to the Irwindale Police Department to be used as an emergency response vehicle. The vehicle will carry equipment and personnel to scenes of emergencies and critical incidents and can also be used as a mobile command post. We thank them for their contribution and for their support of our community. Pictured from left are Interim Police Chief Hiltz, Mr. and Mrs. Gordon Shipp and Jeff Putnam, Operations Manager.



**Merwin Elementary School**

At the City Council meeting of June 23, 2010, Merwin Elementary School was recognized for reaching and exceeding their goal of reading 80 million words in the 2009-2010 school year. They read 96 MILLION words. What a great accomplishment! Merwin Elementary School is congratulated for their part in stressing the importance of reading to their students. Reading takes us to new places and is the key to the future success of our children. Pictured from left are Donna Estrada, Learning Specialist, Joan Moorman, Principal, Merwin School and Mayor Ortiz.



# IRWINDALE ROCKS

As Provided by City Staff

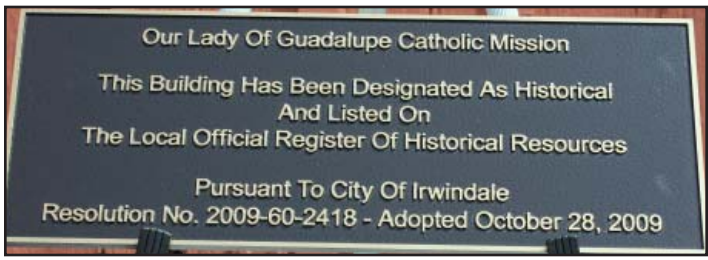
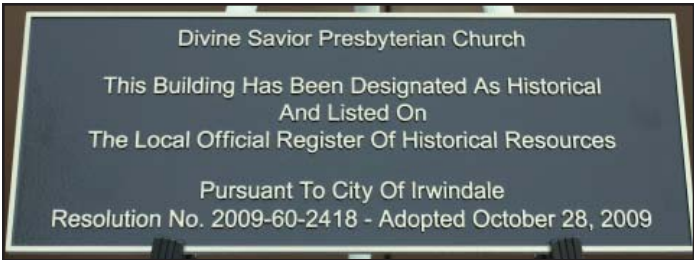


### Our Lady of Guadalupe Catholic Mission

On Saturday, July 10th, the City Council designated the Divine Savior Presbyterian Church and Our Lady Guadalupe Catholic Mission as historical buildings in accordance with a Resolution adopted on October 29, 2009. The ceremonies were held at each location with Councilmembers saying a few words, residents telling stories of special times or happenings at the churches and ending with the unveiling of the plaques. Pictured are Councilmembers Burrola, Garcia and Breceda and Mayor Ortiz.



Approximately 30 people attended the ceremonies designating the Divine Savior Presbyterian Church and Our Lady of Guadalupe Catholic Mission as historical buildings. Several told heartwarming stories of times they spent with family at the churches.



Images of the plaques that were unveiled at the ceremonies designating the Divine Savior Presbyterian Church and Our Lady of Guadalupe Catholic Mission as historical buildings.



LACoMAX is a free service provided by the County of Los Angeles Department of Public Works, Environmental Programs Division. The primary goal of LACoMAX is to conserve landfill space by helping businesses, organizations, and institutions find alternatives to the disposal of valuable materials which are presently discarded as waste.

Users of this on-line materials exchange service can browse or post listings of a wide variety of available and wanted materials. Listings include common items such as furniture, electronics, and household goods as well as more uncommon items like unused paint and/or construction equipment. The listings also contain contact information, allowing you to make direct contact with the listing party. All exchanges are coordinated between the two interested parties.

Use this on-line service to find something you need, to make something available you, or to spot an entrepreneurial opportunity in someone else's discards.

Please visit [www.LACoMAX.com](http://www.LACoMAX.com) to sign up and post or search for items. And, for any of your environmental questions, please visit [www.CleanLA.com](http://www.CleanLA.com).

## Disability Act Accommodation: Review Each Case on Own Merits

By: CalChamber

*We have an employee who has a disability and needs accommodation in his work environment. I did some research and can't find a definition of what is a "reasonable accommodation." What is that definition?*

The simple answer: There is no definition of "reasonable accommodation" under the Americans with Disabilities Act (ADA). This law was enacted 20 years ago, in 1990, and came about in part as a grassroots movement among the disabled for protection in the employment setting. (This article addresses only the employment issues of the ADA.)

Each case should be evaluated on its own merits, as the law does not want an employer to point to a definition and claim it has done everything it has to do. An employer with 23 employees might have to make far less of an accommodation versus an employer with 1,000 employees. At one time, however, it was established that the vast majority of accommodations cost employers no more than \$50.

When these situations come up, it is imperative that the employer enter into the "interactive" process with the employee; indeed, the ADA mandates this process.

Essentially, the employer and the affected individual must enter into a dialogue with the objective of finding an accommodation that will allow the disabled employee to perform the essential functions of a job in the workplace.

Both parties engage in a form of bargaining to come up with the best way to accommodate the employee's disability.

The Equal Employment Opportunity Commission has outlined four steps of the interactive process:

- Analyze the job involved and determine its purpose and essential functions;
- Consult with the affected employee to ascertain the job-related limitations imposed by the disability and how those limitations could be overcome with a reasonable accommodation;
- Identify potential accommodations and assess the effectiveness each would have in enabling the individual to perform the essential functions of the position; and
- Consider the preference of the individual and select and implement the accommodation that is most appropriate for both the employee and the employer.

Both parties must engage in this process, and it is important that the employer listen and not appear/be callous and/or uncompromising. When both parties engage in good faith, there usually is a solution that will be agreeable to everyone.

It should be noted that California has its own laws protecting the disabled; however, the scope of this article is to focus on the ADA.

## Pillars of Irwindale

- ✦ Bailey Construction
- ✦ Champion Awards and Specialties
- ✦ Cleantech Environmental
- ✦ SA Recycling
- ✦ Steven G. Sorell, Esq.,  
CPA, Attorney at Law

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- Website Recognition for the entire year

For complete details call the Chamber office 626-960-6606

America's Small Business Development Center Network is the most comprehensive small business assistance network in the United States and its territories. The Los Angeles Regional SBDC Network is part of the 25-year old, nationwide Small Business Development Center Program.

### The Power of e-mail Marketing

Wednesday, August 11, 2010

University Center @ COC Room 288  
26455 Rockwell Canyon Rd. Santa Clarita,  
10:00 a.m.-12:00 p.m.

Building relationships with your current customers is key to growing your business. Reach them with professional email communications that make you look great! This seminar covers the basics of what marketing is, why it works so well, and how to use it in your business planning and strategy to achieve specific goals. Master email communications with this comprehensive look at winning strategies for getting and keeping quality subscribers, increasing deliverability and open rates, how to avoid being a spammer, tips for scheduling and examples of successful email campaigns and how they were set up to build business and drive sales.

RSVP at 562-938-5051

[www.lasbdcnet.org](http://www.lasbdcnet.org)



**IRWINDALE CHAMBER OF COMMERCE**

Street Address: 16102 E. Arrow Highway, Irwindale, CA 91706  
 Mailing Address: P.O. Box 2307, Irwindale, CA 91706-1168  
 Phone: (626)960-6606 • Fax:(626) 960-3868  
 E-Mail: info@irwindalechamber.org  
 Website: www.irwindalechamber.org

**2010 BOARD OF DIRECTORS**

Chair of the Board: Anita Hernandez *MillerCoors*  
 1st Vice Chair: Atisthan Roach *Vulcan Materials*  
 2nd Vice Chair: Louis Ornelas *Ready-Pac Produce*  
 Treasurer: John Muldoon *Securitas Security Sevices*  
 Secretary: Steve Sorell *Attorney at Law*  
 Past Chair: Dennis Chiappetta *Athens Services*  
**Directors:** Elizabeth Bagwell *City of Hope*  
 Marissa Buckisch *Picasso's Cafe Bakery & Catering*  
 Vee Clark *SCE Federal Credit Union*  
 Andrew Elkins *Renaissance Pleasure Faire*  
 John Gasparian *American Reclamation*  
 Claudia Hubbard *Double Tree Hotel*  
 Sam Kim *Ayutla Meat Market*  
 Rachel Leyba *Allstate Insurance*  
 Kevin McDonald *Foothill Transit*  
 Jesus Rodriguez *Decore-Ative Specialties*  
**Ex-Officio:** Sol Benudiz *Interim City Manager*  
 Lisa Bailey *President/CEO*  
**Staff:** Dominique Yates *Membership Event Manager*  
 Veronica Orosco *Administrative Assistant*  
 Lisa Baca *Administrative Assistant*

**CHAMBER MEETINGS**

**Board of Directors** 4th Monday  
 3:00 p.m. at the Chamber  
**Business Ambassadors** 1st Thursday at the Chamber  
 8:00 a.m.  
**Environmental Committee** 1st Wednesday  
 12:00 noon at the Chamber  
**Luncheons** 2nd Thursday  
 Location Varies  
**Networking Breakfast** 4th Thursday at Picasso's Cafe  
 7:30 a.m. - 9:00 a.m.  
**Toastmasters** Call for meeting details.  
 626-256-7900

**IRWINDALE SERVICE ORGANIZATIONS**

**Am-Vets Post 113**  
 16124 Calle de Paseo, Irwindale, CA 91806  
 Meets 1st Friday at Am-Vets Park (626) 338-4440 Ben Aguayo  
**Irwindale Educational Foundation**  
 P.O. Box 2307, Irwindale, CA 91706-1168  
 Board Meets 2nd Tuesday, 7:30 a.m. at the Chamber  
**Irwindale Lions Club**  
 P.O. Box 2093, Irwindale, CA 91706  
 Meets 2nd & 4th Tuesday's of every month, 11:45 a.m. at Farmer Boys  
**Irwindale-Salvatierra, GTO, Mexico Sister City Corporation**  
 P.O. Box 2054, Irwindale, CA 91706  
 Meets 2nd Tuesday, City Council Chambers at 7:00 p.m.  
**Knights of Columbus**  
 16025 E. Cypress Ave., Irwindale, CA 91706  
 Meets 2nd Wednesday, 8:00 p.m., at the Knights of Columbus Hall  
**Sociedad Progresista Mexicana, Inc.**  
 (626) 337-1193 Antonio Salazar  
 Meets once a month (usually Tuesday), City Council Chambers  
**Soroptimist International of Irwindale**  
 Meets 2nd & 4th Monday of every month, 6:00 p.m.  
 5050 Irwindale Ave., Irwindale-Contact Amanda 562-587-9090  
**V.F.W. Irwindale Post 9895**  
 P.O. Box 2054, Irwindale, CA 91706  
 Meets 3rd Thursday at 4117 Alderson Street, Baldwin Park, CA

**City of Irwindale**

**City Hall**

5050 Irwindale Avenue  
 Irwindale, CA 91706-1168

**Phone: (626) 430-2200**

Fax: (626) 962-4209 (City Hall)  
 Fax: (626) 430-2295 (Building Dept.)  
 Website: www.ci.irwindale.ca.us  
 e-mail: postoffice@ci.irwindale.ca.us

**City Council**

Mayor: H. Manuel Ortiz  
 Mayor Pro Tem: David "Chico" Fuentes  
 Council Members: Mark A. Breceda,  
 Larry G. Burrola, and Manuel R. Garcia

**City Council Meetings**

2nd and 4th Wednesday, 6:30 p.m. at City Hall

**City Staff**

Interim City Manager: Sol Benudiz  
 Assistant City Manager: Camille Diaz  
 Dir. of Public Works/City Engineer: Kwok Tam  
 Finance Director & City Treasurer: Laura Nomura  
 Director of Planning: Raymond Hamada  
 Human Resource Manager: Sharmeen Bhojani  
 Redevelopment Project Manager: Jose Amador  
 Deputy City Clerk: Linda Kimbro

**Planning Commission**

Chair: Arthur R Tapia Vice Chair: Doloras Amador  
 Commissioners: Richard Chico, Robert E. Hartman and Carmen Roman

**Parks & Recreation Commission**

Chair: Dan Diaz Vice Chair: Paula Fraijo  
 Commissioners: Carol B. Hernandez, Veronica S. Barbosa-Lara  
 and Belen Zepeda

**Senior Citizen Commission**

Chair: David Martinez Vice Chair: Maggie Guzman  
 Commissioners: Stella Breceda, Erlinda Duran, and Iris Rodriguez

\*\*\*\*\*

**Library.....(626) 430-2229**

City Librarian: Patricia Sullivan  
 5050 Irwindale Avenue Fax: (626) 430-2266

**Recreation.....(626) 430-2224**

16053 Calle de Paseo Fax: (626) 962-3022  
 Recreation Manager: Dan Grijalva  
 Recreation Supervisor: Priscilla Zepeda

**Senior Center.....(626) 430-2283**

16116 Arrow Highway Fax: (626) 430-2275  
 Senior Citizen Coordinator: Jackie Delgado

**Service Yard.....(626) 430-2280**

16034 Calle del Norte  
 Public Works Manager: Mike Rados

\*\*\*\*\*

**Police Department**

Interim Police Chief Wayne Hiltz

**Emergency..... 9-1-1**

Phone (non emergency)...(626) 430-2244  
 5050 Irwindale Avenue Fax: (626) 856-0471

**Los Angeles County Fire- Irwindale Station**

**Emergency..... 9-1-1**

Phone (non emergency)...(626) 337-8919  
 15546 Arrow Hwy, Irwindale

**IRWINDALE**  
**CHAMBER OF COMMERCE**

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- |                           |                             |
|---------------------------|-----------------------------|
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| 2) Networking             | 7) Publicity                |
| 3) Government Advocacy    | 8) Business Referrals       |
| 4) Benefits and Discounts | 9) Leadership Development   |
| 5) Learning Opportunities | 10) Volunteer Opportunities |

For more information visit [www.irwindalechamber.org](http://www.irwindalechamber.org)

**Vision:** To be the premier Chamber of Commerce leading the way for others.

It is the mission of the Irwindale Chamber of Commerce to build solid relationships and provide quality services which support chamber members and businesses, in order to promote the economic vitality of our community.

**AMERICAN RECLAMATION**  
**(626) 798 ★ 1901**

For Waste Collection & Recycling Services Contact • Craig Doerr or Joe Pimentel

**Irwindale Chamber Builders**

**Purpose:** to provide recognition for any member that refers new members to the Irwindale Chamber of Commerce.

The Irwindale Chamber of Commerce wishes to prominently thank the following members for sharing the value and benefit they receive by being an Irwindale Chamber member.

**Referrals**

- Marissa Buckisch, Picasso’s Cafe (1)
- Sam Kim, Ayutla Meat Market (1)
- Bert Zaragoza, Bank of America (1)

**Recruiting**

- Anita Hernandez, MillerCoors for new member:
- Bell Pipe and Supply, Wireless Edge/Verizon, & Magid Glove**
- Russell Hollinhurst, Paper Free Marketing for new member:
- Foothill Securities**

Atisthan Roach, Vulcan Materials for new member:

**Shoes That Fit and Proforma Quality Printing**

Susan Vinal, Soroptimist of Irwindale for new member:

**Rescue Services International**

Hector Zaragoza, State Farm for new member:

**Bank of America-Arcadia**

George Silva, SCE Federal Credit Union for new member:

**Casa Guerrero**

Congratulations to Sammy Kim of **Ayutla Market**,  
2009 Builder of the Year with five new members!



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