



Chamber of Commerce Newsletter

July 2006 • Volume 1 • Issue 4

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Join the Chamber!

Want to make a difference in your business community? Then become a member of Sylmar Chamber of Commerce! Annual membership includes a subscription to our monthly printed newsletter, which features news on community affairs, important business information and upcoming events. Call our Chamber office to learn more on how you can be active in enhancing our community.

City of LA Controller Laura Chick to Speak at Chamber Lunch Tuesday, July 18, 11:30 a.m.

The Sylmar Chamber of Commerce will host a luncheon featuring City of Los Angeles Controller Laura Chick as the speaker on Tuesday, July 18, 11:30 a.m. at the China Town Buffet, 13760 Foothill Blvd. in Sylmar. Put this on your calendar, as this event will sell out.

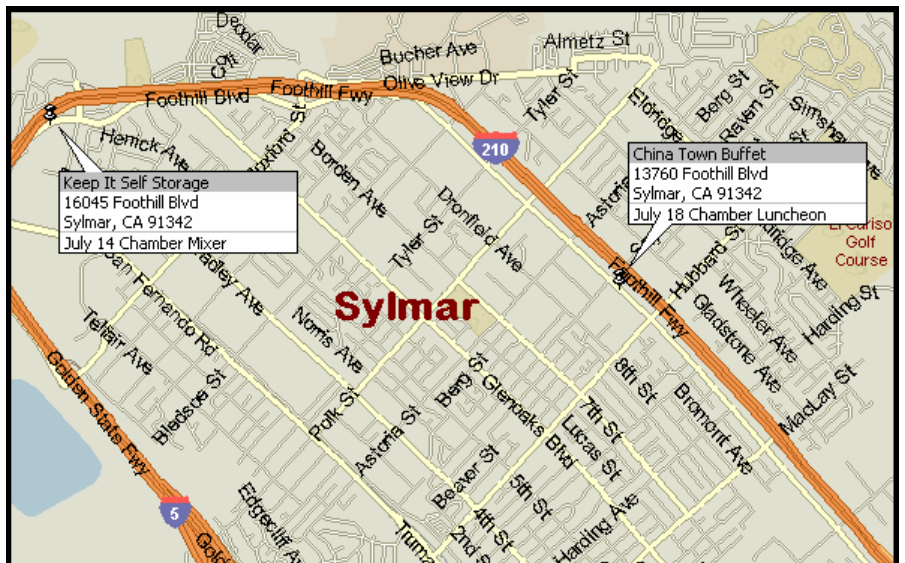
As Controller, Laura Chick serves as the chief auditor and accountant for the City of Los Angeles working to ensure its fiscal health. She conducts financial and performance audits of all aspects of City operations, supervises expenditures including payroll and accounts payable, and issues various financial reports. Chick has established herself as the taxpayers' watchdog, safeguarding the City's finances while aggressively seeking improvements in public services.

Chick previously was a social worker, business manager and stay-at-home mom. She served as a Councilmember for the Third District in the west San Fernando Valley from 1993-2001 before becoming Controller. She was the

first woman to ever chair the City Council's Public Safety Committee. A recent Los Angeles Business Journal feature said, "Los Angeles City Controller Laura Chick has emerged as a central voice in the ongoing debate over how the city handles its contracts." As *Los Angeles Magazine* stated, "Where others couch and evade, she is Ms. Blunt." The 17th Controller of the City, Chick was re-elected in 2005 with an astounding 82% of the vote. She received her Bachelors Degree in History from UCLA and a Masters in Social Work from USC. Chick is the first woman in the history of

Los Angeles to hold citywide office.

Tickets for the event are \$20 for Chamber members and \$25 for non-members and guests at the door. If you RSVP to (818) 367-1177 by 4pm on Monday, July 17, deduct \$5, as you have earned the RSVP discount. Those that reserve who do not cancel will be billed.



Chamber Luncheon and Mixer to be held at China Town Buffet and Keep It Self Storage.



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Mission Statement

The mission of the Sylmar Chamber of Commerce is to resolutely foster, promote and ensure progressive and orderly economic, industrial, commercial and agricultural development, to proactively address civic issues, and support social interests in order to make the community a better place in which to live and work.

Nuestra oficina emplea una plantilla bilingüe para servir la comunidad hispana.

"It All Comes Together in Sylmar!"

Volume 1 • Issue 4 • July 2006

Sylmar Chamber Community News

Neighborhood Council Elections Near the Finish Line

Want to support your Sylmar Neighborhood Council candidates as they enter their final push? Then come to the Sylmar Neighborhood Council Elections on Saturday, July 22, 2006 at 11 a.m. at the LA Lutheran Middle and Senior High School on 13570 Eldridge Avenue in Sylmar. If you wish to become a "write-in" candidate, fill out a form available at www.sylmarnc.org and either mail it to

Jerry Kvasnicka, IEA, PO Box 41048, Los Angeles, CA 90041, or e-mail to jkvas@earthlink.net. "Write-in" candidates have until Friday, July 21 to register. To learn more about candidacy, call (323) 256-6330. For information on the election, please call the SNC offices at (818) 833-8737, or Election Committee Chair Cat Bartik-Sweeney at (818) 362-7080.

Business Colleagues Interact at June 14 Mixer

Members of the business community took advantage of the Wed., June 14 mixer held at Denny's Restaurant in Sylmar. Local entrepreneurs met each other over refreshments to learn about other area businesses and hear the latest news on local endeavors. **Farooq Ghias**, owner of the Sylmar **Denny's Restaurant**, hosted the event.

Healthy Air Systems, **John Severino** of Symphony Mortgage, **Andrew Beaupre** of Hughes Financial, and **Sandra Cattell** of the Sierra Club.

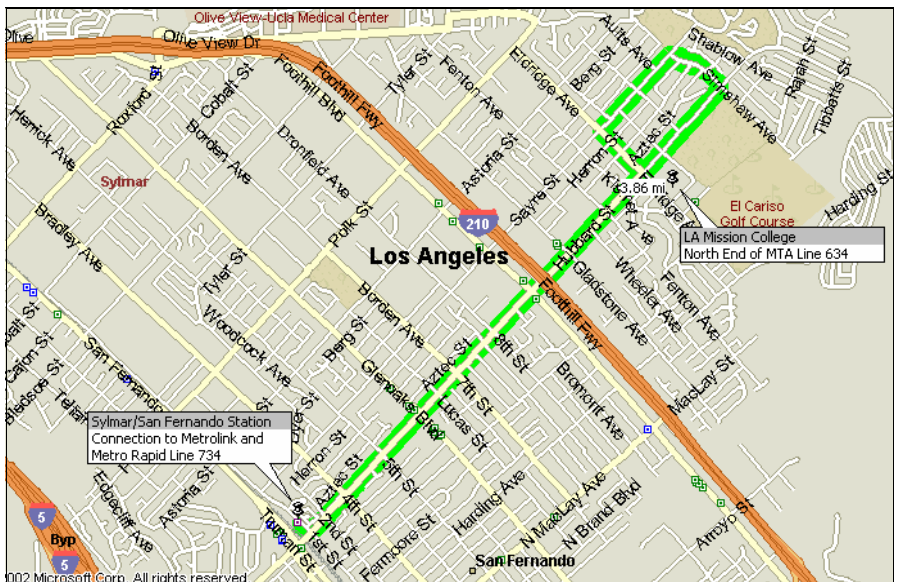
Other attendees included **Bart Reed** of The Transit Coalition, **Eugene Hernandez** of the Sylmar Neighborhood Council, **Nick Krall** of Primerica Financial Services, **Cheri Blose**, **Leah Blose**, **Bill Blose**, **Samuel Arebalo**, **Younes Younes** of Kiss It Self Storage and **Barry Sylvan** of Barry Sylvan Company.

Some of the newcomers included **Harry L. Sacks** of Prepaid Legal Services, **Harold Gault** of L-3 Communications Ocean Systems, **Arthur Lynch** of

Metro Introduces New Sylmar Bus Service

On Monday, June 26, Metro introduced two new bus lines in Sylmar. Line 734 is the first Rapid Bus to serve the Sylmar area and runs from the Sylmar/San Fernando Metrolink station to Sherman Oaks via Sepulveda Blvd. Service runs every 10 minutes during rush hour and 20 minutes during off-peak hours. The

red-colored buses travel 35 to 45 minutes between endpoints and serve a limited number of stops. Line 634 runs between the Metrolink station and LA Mission College via Hubbard St. Service runs about every half hour, with some buses connecting to certain Metrolink trains.



Line 634 serves the Sylmar/San Fernando Metrolink Station and Mission College.

Member Spotlight:

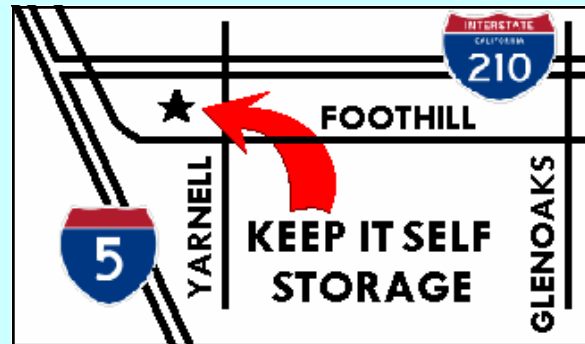
Keep It Self Storage



The Chamber welcomes its newest member, Keep It Self Storage (KISS). Younes Younes is the manager of the Sylmar branch and has been active in the Chamber since the day he joined. He has become known in the community as a hard-working and fair individual, striving hard to give customers satisfaction while providing great quality and service at some of the best prices in the area. For storage services, Younes is known for his flexibility in meeting customer needs while running a clean and beautiful state-of-the-art facility. With all the daily deadline pressures of running a small business, you will find his pride, sense of humor and courtesy refreshing in the impersonal business world of today.



Come to Keep It Self Storage Mixer and Grand Opening on Friday, July 14, 5:30 p.m.



The Chamber invites you and your guests to attend a business mixer on Friday, July 14, 5:30 p.m. to 8 p.m. for the first day of the 3-day grand opening celebration of Keep It Self Storage, 16045 Foothill Blvd. in Sylmar. This is a great chance to meet and network with local entrepreneurs, non-profits and leaders in the area to swap cards and find prospects. Food and drinks will be offered. This no-cost-to-attend mixer will feature a raffle as well. To RSVP or if you want to donate a prize, call (818) 367-1177.

Join Us in Celebrating our Grand Opening Fri., Sat. and Sun. July 14, 15 and 16!

Food • Beverages • Balloons • Raffle

Our store features state-of-the-art design and all the latest amenities to best serve you. Let us solve all your storage needs from cleaning out your overstuffed closet to storing your whole house. Come down now to get your space, and see why everyone wants to store with KISS.

- Individual door alarms
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- Roll up doors on all units
- Large elevators
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- Referral programs
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Providing a superior level of informed, professional real estate service for buyers and sellers of the Sylmar and surrounding areas.

Home sales are beginning to pick up again after a slow start in early 2006. Recent activity has indicated a slight downturn of 1-2% in prices since 2005 due in part to higher interest rates and more home inventory on the market.

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offering pool & spa



\$575,000 - Sylmar
4+2.5 w/1852 SqFt
Built 2003- Great Home
Gated Community



\$669,000 - Sylmar
4+3, w/2425 SqFt
Gourmet Kitchen
Newer Executive home.

In Escrow



\$449,900 - Saugus
2+1, w/966 SqFt
2 Lots - 1.46 & .99
Poss. Guest House/Workshop

In Escrow



\$519,900 - Saugus
3+2+Den w/1507 SqFt
2 Lots - 2.84 & 2.62 acres
Bring your horses/animals



\$809,000 - Sylmar
5+3+Fam w/2497 SqFt
Beautiful backyard w/
Private Pool & Spa



Open Sun 1-5
2526 Mallory St

\$519,900 - El Sereno
2+1+Bonus w/962+ SqFt
Updated- Refinished
Hwdr Flrs, French Doors



Open Sun 1-5
1926 Delta St

\$599,000 - Silverlake
2+1.5+Studio
View of Downtown
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\$1,599,000 - Bel-Air
4+4+Fam w/3656 SqFt
Tri-level Excutive home
with Seduded Backyard



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818.367.4200 office 818.367.6369 fax
barrysylvan@barrysylvan.com

Ackerman, Guests Meet at June Chamber Lunch

A new era has started to take shape as Chamber members and guests filled the Thursday, June 22 Chamber Luncheon to learn from Economic Alliance leader Bruce D. Ackerman about steps to make the Chamber useful and responsive to its membership. To be relevant, chambers must evolve with the times and be useful to the member needs and expectations. The audience asked a number of significant questions to which Ackerman provided many useful and helpful tips. Working to help attendees get to know each other was Membership Executive **Bart Reed**, who introduced some of the first timers such as **Tawny Tran Penuela** of Sylmar Medical Center, **Heather Churchill** of Onesite Hobbies, **Valerie Kieselhorst** of Voila Photography, **Jimmy Orellana** of State Farm, **Cynthia Ryan** of VEDC and **Nancy Martin** of Sylmar High School.

Ground is Broken at First Lutheran Jr./Sr. High School

Chamber member First Lutheran Junior and Senior High School held a groundbreaking ceremony on Friday, June 2, for a major school expansion.

Sporting blue shirts, the school choir sang while attendees fought off blistering heat to see the event.

State Assemblymember Cindy Montañez participated in the festivities for the new facility. The school continues to accept tax-deductible donations. To help, call Executive Director Bill Stark at (818) 362-4479.



Photograph by Valerie Kieselhorst
LAPD Captain Jorge A. Villegas.



Photograph by Valerie Kieselhorst
Bruce Ackerman addresses attendees.



Assemblymember Cindy Montañez presents to Ex. Director Bill Stark.



Photograph by Valerie Kieselhorst
Attendees Participate in Discussion at the June 22 Luncheon.

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Sylmar Chamber Offers Networking Breakfast on August 3

The Sylmar Chamber will begin a series of "networking breakfasts," starting with the first, scheduled for Thursday, August 3, 7:30 a.m. The event will be held at the Sylmar Denny's Restaurant, 13201 Gladstone Ave., near Hubbard St. and the I-210 in Sylmar. These new events will prove convenient and beneficial for

those who enjoy an early morning start and are unable to attend our nightly mixers due to other commitments. RSVP is required at (818) 367-1177. Tickets for the event are \$15 for Chamber members and \$20 for non-members and guests. Deduct \$5 if you RSVP. If you don't cancel, you'll be billed.

LA County to Host Tax Seminars for Property Owners

The County of Los Angeles is sponsoring seminars to assist property owners who feel their taxes should be lowered due to a decline in the value of their property. The meetings intend to help taxpayers better understand the assessment appeals process by discussing

taxpayers' appeal rights and preparation materials for hearings. The first meeting will be held on Wednesday, July 12, 10 a.m., at the Glendale Library, 222 E. Harvard Street in Glendale. Free parking is available. Call (213) 974-1363 for more information.

Chamber Lunch Set for Wed., August 23, with LA Planning Director Gail Goldberg

The Sylmar Chamber of Commerce will host a luncheon that will feature newly appointed Los Angeles Planning Director Gail Goldberg as the speaker on Wednesday, August 23, 2006, at the China Town Buffet, 13760 Foothill Blvd., in Sylmar. Goldberg, 62, has been the San Diego Planning Director since 2001 after working her way up the organiza-

tional chart from her 1988 start as a junior planner. The new Planning Director grew up in San Bernadino, where her parents still live. She moved to San Diego in 1972, has two sons and graduated from UC San Diego in 1988 with a Bachelor of Arts degree in urban studies and planning. She was also the Planning Director and Chairwoman of the San

Chamber Evening Mixer on August 15

The Chamber invites you and your guests to attend an after-work business mixer on Tuesday, August 15, 5:30 p.m. to 7 p.m. at Caruso's Italian Restaurant, 13737 Foothill Blvd., in Sylmar. This is a great opportunity to meet and network with local entrepreneurs, non-profits and business leaders in the area to exchange business cards and find prospects. Food and drinks will be offered. This no-cost mixer is another fine benefit Chamber membership brings you. To RSVP, call (818) 367-1177.

Diego Chapter of the Urban Land Institute. Tickets for the event are \$20 for Chamber members and \$25 for non-members and guests at the door. If you RSVP to (818) 367-1177 by 4p.m. on Tuesday, August 22, deduct \$5, as you have earned the RSVP discount. Those that reserve but do not cancel will be

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ADDRESS SERVICE REQUESTED

Upcoming Events

July 11: Sylmar Chamber Board Meeting, 6 p.m., Sylmar Chamber of Commerce Office, 13867 Foothill Bl. #104, Sylmar, CA.

July 11: ETI Corral 12 Monthly Meeting, 7:30 p.m., Chamber Office, Sylmar.

July 12: LA County Tax Seminar. 10 a.m., Glendale Library, 222 E. Harvard St., Glendale.

July 12: Sylmar Women's Club, 11:30 a.m., Odyssey Restaurant, 15600 Odyssey Dr., Granada Hills. Call (818) 833-8033.

July 13: Kiwanis Club Meeting, 12 noon, Denny's Hubbard at Gladstone, Sylmar. Call: (818) 367-9310.

July 13: Sylmar Neighborhood Council, 6:30 p.m., Hubbard St. Elementary School Auditorium, 13325 Hubbard St., Sylmar.

July 14: Sylmar Chamber Mixer and Grand Opening, 5:30 p.m., Keep It Self Storage, 16045 Foothill Blvd., Sylmar.

July 18: Sylmar Chamber Luncheon, 11:30 a.m., China Town Buffet, 13760 Foothill Blvd., Sylmar. Speaker: Laura Chick, LA Controller.

July 22: Sylmar Neighborhood Council Elections. 11 a.m. LA Lutheran Middle and Senior High School, 13570 Eldridge Av., Sylmar.

July 23: Concerts in the Park: Luis Centeno y su Orquesta Melaza. 5:30 to 7:30 p.m., El Cariso Park, 13110 Hubbard St., Sylmar.

Aug 3: Sylmar Chamber Networking Breakfast, 7:30 a.m. Denny's Restaurant, 13201 Gladstone Av. (On Hubbard near the I-210), Sylmar.

Aug 6: Concerts in the Park: Border Radio—Country Swing. 5:30 to 7:30 p.m., El Cariso Park, 13110 Hubbard St., Sylmar.

Aug 15: Sylmar Chamber Mixer, 5:30 p.m., Caruso's Italian Rest., 13737 Foothill Blvd.

Aug 23: Sylmar Chamber Luncheon, 11:30 a.m., China Town Buffet, 13760 Foothill Blvd., Sylmar. Speaker: Gail Goldberg.

COME TO 3 GREAT EVENTS!

Friday, July 14

Chamber Mixer at KISS

(See Page 3)

Tuesday, July 18

Chamber Luncheon

Featuring: Laura Chick

LA City Controller

(See Page 1)

Thursday, August 3

Chamber Networking Breakfast

(See Page 7)

A Message from the President

One thing that has become synonymous with summer is the blockbuster movie. Each year, thousands flock to movie theaters to see the latest action-packed offerings from Hollywood, often containing stunning fight sequences, impressive graphics, heart-thumping car chases and an unlimited number of explosions. Still, the Sylmar Chamber offers one thing that most Hollywood blockbusters hardly bother with: Story and character development.

The various mixers and luncheons held in recent months have given us plenty of stories to share within the business community. The Thursday, June 22 luncheon was especially worthwhile thanks to the presence of Bruce Ackerman, a leader with much experience with other Chambers of Commerce who shared with attendees the importance of participating in a Chamber.

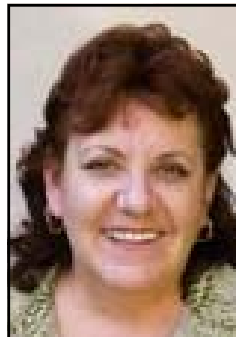
As for character development, the Wednesday, June 14 mixer provided attendees with the chance to talk about their businesses and organizations in the conviction that such important interactions will boost their business and give them recognition. I would once again like to thank Farooq Ghias, owner of the Sylmar Denny's Restaurant, for offering a place to locate our mixer and providing

guests with refreshments. If you have not attended any of our recent events, I invite you to come and see what the Chamber and the businesses it represents are all about.

We will have our next Chamber mixer on Friday, July 14, at the Keep it Self-Storage,

thanks to the generosity of Younes Younes who will host the event. Our Tuesday, July 18 Chamber Luncheon will feature Laura Chick, the outspoken controller of the City of Los Angeles. I would also like to thank the Barry Sylvan company for providing the printing that makes this newsletter possible.

No doubt that in the summer season and like the movies it offers, the Sylmar Chamber will be "exploding" with many activities and successes!



Como las películas de acción que Hollywood estrena cada verano, la cámara de comercio en Sylmar está llena de actividad. Le invito a reunir con nosotros en nuestro próximo almuerzo el 18 de julio. Aprovechese de esta oportunidad de conocer Laura Chick, intervenidora de la ciudad de Los Angeles. Si usted tiene preguntas o quiere reservar para el almuerzo, por favor llama a nuestra oficina con confianza.

-Cheri Blose, President