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LA Planning Director Gail Goldberg to Speak at Chamber Lunch Wed., Aug. 23, 11:30 a.m.

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, 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.

The new Planning Director grew up in San Bernardino, 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 Diego Chapter of the respected Urban Land Institute.

Goldberg told the *LA Times* that she knows little about the lay of the land in Los Angeles but a great deal about working with communities. In the same *Times* report, the Mayor said he was impressed with Goldberg's ability to explain urban planning to residents. A

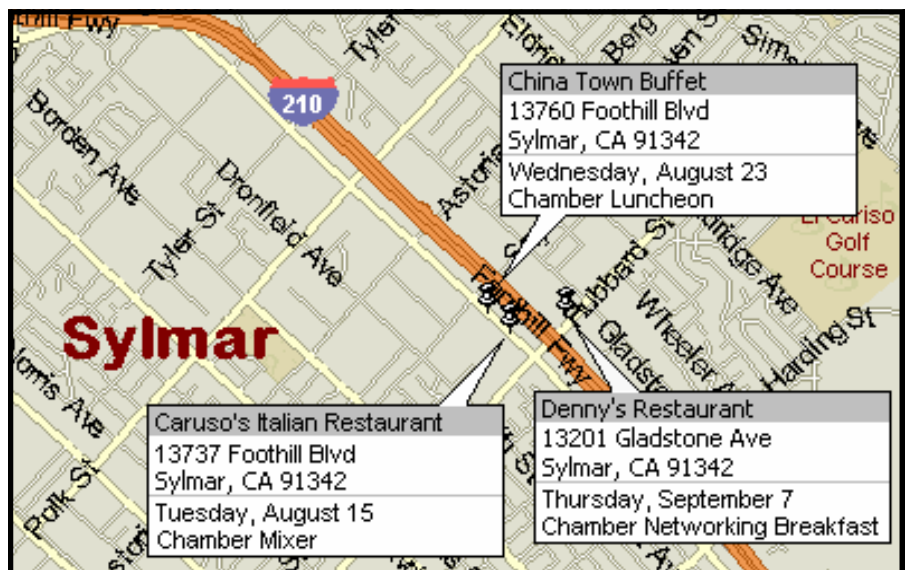
San Diego Planning Commissioner called her, "an excellent communicator ... on a grass-roots community level." Goldberg has been the San Diego Planning Director since 2001 after working her way up the organizational chart from her 1988 start as a junior planner. Goldberg has

said that she is, "not a believer in pushing density into communities that don't want it." In a *San Diego Union-Tribune* interview, however, she also said, "if you don't have those high-density zones, you can pretty much guarantee you won't get low-income housing."



Photograph by Gary Leonard

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. Lunch is included in the price of your ticket. Whether or not you eat, you must purchase a ticket to attend. Those that reserve who do not cancel will be billed.



Chamber Evening Mixer and Luncheon Locations for August, and Breakfast for September.

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.



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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.

Chamber History

The Sylmar Chamber of Commerce was established in 1946 under the name of the Foothill Village Chamber of Commerce. The name was changed to the Sylmar Chamber of Commerce in 1958.

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

"It All Comes Together in Sylmar!"

Volume 1 • Issue 5 • August 2006

Sylmar Chamber Community News

Pioneer Cemetery Launches Donor Brick Project

A memorial brick project designed to beautify the cemetery and honor the more than 600 people buried there is underway at the San Fernando Pioneer Memorial Cemetery, located at Bledsoe and Foothill in Sylmar. The goal of the project is to restore vandalized wooden crosses and tombstones at the second oldest cemetery in the San Fernando Valley by installing donor-purchased memorial bricks at gravesites. The program also aims to raise funds for a new cemetery entrance. An initial Memorial

Brick costs \$50; duplicates cost \$45. A roster of the deceased is available at www.sfvhs.com, where you can search and select a name to engrave. Memorial bricks may also be purchased in any other name the donor desires. Unmarked bricks cost \$5. To purchase, print the form from the above website by clicking on the tab "Memorial Bricks" or visit the cemetery's Beautification Open House on Saturday, August 19. For info, call (818) 365-7810.

Fire Chars Business on Foothill and Hubbard

A fire broke out in the strip mall on the corner of Foothill Blvd. and Hubbard St. on May 31, 12:25 p.m. Fire Stations 75, 91 and 95 responded with 7 units composed of 30 firefighters. Currently, the restoration is underway and they should be back in full operation by September. An electrical failure was suspected in the blaze that lasted over thirty minutes. The incident laid bare the lack of fire services in Sylmar. The fire station promised will

not open until the 500th home is sold on the Rancho Cascade Golf Course Project. One of the issues that could further endanger the community is the Las Lomas project at the I-5 and 14 Freeways. With city infrastructure overwhelmed, this project could bring 15,000 to 30,000 residents into the Newhall Pass area. As a result, Sylmar Fire Station 91 will be further stretched to provide coverage.

VEDC Offers Programs for Businesses, Startups

The Valley Economic Development Center is hosting two programs to help those interested in starting or growing a business. The first is the Entrepreneurial Training Program, which teaches Los Angeles residents how to start a business. The six-week, no-cost course begins Tuesday, August 15. The second is the fifth annual "Where's The Money? Access to Capital" Event on Saturday,

October 7th, from 8 a.m. to 3 p.m. at the Odyssey Restaurant, 15600 Odyssey Drive, in Granada Hills. This event will give attendees information on how to obtain capital for their businesses. A networking breakfast, access to capital workshops, and a loan pavilion will be provided. For information on both programs, call (818) 907-9977 x231.

Sylmar Recreation Center Hosts Youth for Unity Festival

The Sylmar Recreation Center on 13109 Borden Ave. in Sylmar will host the Youth for Unity Festival on Saturday, August 26 from 12 noon to 7 p.m. The festival will feature live entertainment, games, art and exhibitors, valuable

community resources and much more. Sponsors include the Office of Councilmember Alex Padilla, Mission College/FDN, Tia Chucha's Centro Cultural and Youth for Unity Committee. For info, call (818) 756-8409.

El Cariso Park Hosts Free Summer Concerts

El Cariso Regional Park on 13100 Hubbard St. in Sylmar will host two Concerts in the Park as the summer winds down. On Sunday, August 20, The Down Beat Express will perform various swing tunes for the audience, while on Sunday, Sept. 10, Full House will perform classic rock hits. Both events start at 5:30 p.m., are sponsored by Los

Angeles County Parks and Recreation, and are free to those who attend. For info, call (818) 367-7050.

CONGRATULATIONS!

The Chamber wishes to congratulate **Farooq and Tasnenn Ghias** on the birth of their son. Farooq is our gracious host for many Chamber events.

Business Colleagues Interact at July 14 Mixer and Grand Opening

Members of the business community took advantage of the Friday, July 14 Chamber mixer and grand opening held at Keep It Self Storage in Sylmar. Local entrepreneurs met each other over refreshments to learn about other area businesses and hear the latest news on local endeavors.

Younes Younes and **Chad Conner**, managers of the Sylmar Keep

It Self Storage, hosted the event. Attendees included **Concetta Yamauchi** of SFV Realty Professionals, local Certified Public Accountant **Richard Yamauchi**, **Keith Jacobs** of Gibraltar Plastic Products, **Jackie Walker** of Pioneer Memorial Cemetery, **Riffat Khan** of Proton Website Design, **Tammy Flores** of the Sylmar Neighborhood Council, **Resa Cochran** of West Coast Hot Wings, **Eleanor Brooks** of It Wrkz! Marketing & Consulting, and **Monica Garcia** of Meruelo Maddux Properties.



Photograph by Valerie Kieselhorst
Younes Younes cuts the cake.

Come to Chamber Evening Mixer at Caruso's Restaurant on Tues., Aug. 15, 5:30 p.m.



The Chamber invites you and your guests to attend a 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 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.

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Diana Arias is a Realtor with the Barry Sylvan Company and a member of the Southland Regional Association of Realtors, California Association of Realtors, and the National Association of Realtors.

She relocated to the San Fernando Valley when her husband, Nathan Arias, was elected as pastor to a local church in Pacoima. The Valley has been their home ever since. During this time, Diana has learned the importance of good service and the difference it can make in helping people.

Her desire is to provide the best service to her clients in helping them secure the dream of owning a home. She takes pride in creating a stress-free environment where all questions can be answered clearly and honestly. She is committed to diligently work until her clients are completely satisfied before making any final decisions.

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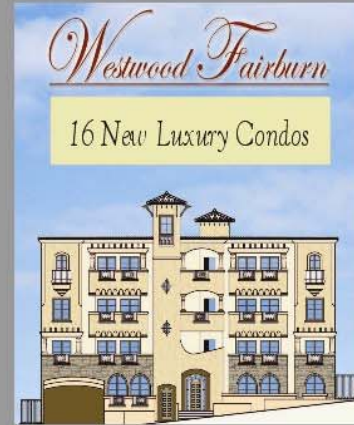
Presents... These Fine Homes



\$465,000 - Sylmar
3+2.5 w/1327 SqFt
Gated Community
offering pool & spa



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



Open Sun 1-5
12803 Borden Ave

\$544,900 - Sylmar
3+2, w/1053 SqFt
Also Garage Coverstion with
kitchenett & bathroom



Open Sat 1-5
25854 El Gato Pl

\$519,900 - Valencia
3+2+Bonus w/1128 SqFt
Remodeled, Wood Floors
Community Pools & Spas



\$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
1+1.5+Retreat+Studio
View of Downtown
Completely Remodeled



Open Sun 1-5
1110 Beverly Glen

\$1,599,000 - Bel-Air
4+4+Fam w/3656 SqFt
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Laura Chick, Guests Meet at July Chamber Lunch

A new era has started to take shape as Chamber members and guests filled the Tuesday, July 18 Chamber Luncheon to listen to City of LA Controller Laura Chick. The audience asked a number of significant questions to which Chick provided many useful and helpful answers. Working to help attendees get to know each other was Membership Executive **Bart Reed**, who introduced entrepreneurs like **Irma Murillo** of **Gonzales Gallery** and **Bonnie Bernard** of **Flowers 4-U**. Other attendees included **John Severino** of Symphony Mortgage Company, **Harold Gault** from L-3 Communications Ocean Systems,

Karen Sikora of the Sylmar Women's Club, **Frank and Mimi Gutierrez** of Mifra Properties, **Anne Krall** of Primerica Financial Services, **Patty Gutierrez** and **Jenny Hernandez** of Sam's Club, **Sheila Lampechkun** of Light and Life Christian School, **Wayne Fisher** of the San Fernando Masonic Lodge, **Dale Wolfgram** of L.A. Lutheran Junior and Senior High Schools, **Xenia De Leon** and **Maribel Salinas** of Washington Mutual, **Jessica Palomino** of Wells Fargo Bank, **Younes Younes** of Keep It Self Storage, and **Barry Sylvan** and **Lisa Pierce** of Barry Sylvan Company.

Metro Introduces Rapid Bus Line to Sherman Oaks

Metro introduced a new Rapid Bus service on Monday, June 26, in Sylmar. Line 734 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. Fares are \$1.25 one way, but passengers can purchase a Day Pass that gives unlimited travel throughout the day for \$3. For information, visit www.metro.net.



Photograph by Valerie Kieselhorst



Photograph by Valerie Kieselhorst



Metro Rapid Bus Line 734.



Photograph by Valerie Kieselhorst

Attendees Listen to Controller Chick at the July 18 Luncheon.

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Sylmar Chamber Offers After-Work Mixer on Tues., Sept. 12

The Chamber invites you and your guests to attend an after-work business mixer on Tuesday, September 12, 5:30 p.m. to 7 p.m. at Casa Torres Restaurant, 12631 Glenoaks Blvd., in Sylmar. Ralph Torres will host the event. 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. A special menu will be offered for the event. Alcoholic beverages will be available for purchase, but the restaurant will provide free soda to attendees. This no-cost mixer is another fine benefit Chamber membership brings you. To RSVP, please call the office at (818) 367-1177.

Sylmar Neighborhood Council Election Results Announced

The Sylmar Neighborhood Council announced the final election results. The newly elected Council members are Kathleen Clement (Senior), Randall Lee Kelly (Faith-Based), Eleanor Brooks (Community Based Organization), Jeanne Rowe (Educational Institution),

George Enrique Ortega, Jr. (Recreation/Open Space), Rodolfo Lopez and Fidel Ramirez (Home Condo Owner), Jan Sandstrom (Industrial), Tammy Flores (Renter), Quyen T. Vo-Ramirez and Bonnie Bernard (Retail), Lynn Zekanis (At-Large), and Cheri Blose (Equestrian).

Luncheon Set for Wed., Sept. 20, with LA Building and Safety Gen. Manager Adelman

The Sylmar Chamber of Commerce will host a luncheon that will feature Los Angeles Department of Building and Safety General Manager Andrew A. Adelman, P.E., as the speaker on Wednesday, September 20, 2006, 11:30 a.m. at the China Town Buffet, 13760 Foothill Blvd., in Sylmar. From 1992 to 1997, Adelman served as the Chief

Building Official and Deputy Director of Planning, Building and Code Enforcement for San Jose. From 1984-1992, Adelman served as Plans and Permits Division Manager and other capacities in Fremont, California. Adelman is a licensed Professional Engineer in several states. Tickets for the event are \$20 for Chamber members and \$25 for non-

Chamber Hosts Networking Breakfast Thursday, Sept. 7

The Sylmar Chamber will host a networking breakfast on Thursday, September 7, at 7:30 a.m. at Denny's Restaurant, 13201 Gladstone Ave., near Hubbard St. and the I-210 in Sylmar. This event will prove convenient and beneficial for those who enjoy an early morning start and are unable to attend our after-work mixers due to other commitments. RSVP at (818) 367-1177. Tickets for the event are \$20 for Chamber members and \$25 for non-members and guests. Deduct \$5 if you RSVP. Those who reserve that do not cancel will be billed.

members and guests at the door. If you RSVP to (818) 367-1177 by 4 p.m. on Tuesday, September 19, deduct \$5, as you have earned the RSVP discount. Lunch is included in the price of your ticket. Whether or not you eat, you must purchase a ticket to attend. Those that reserve who do not cancel will be billed.

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Chamber of Commerce
Newsletter
Volume 1 Issue 5
August 2006

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ADDRESS SERVICE REQUESTED

Upcoming Events

Aug 10: Kiwanis Club Meeting, 12 noon, Denny's Hubbard at Gladstone, Sylmar. (818) 367-9310.

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

Aug 19: Pioneer Memorial Cemetery Beautification Open House. Foothill Blvd. at Bledsoe St., Sylmar. Call (818) 365-5860.

Aug 20: Concerts in the Park: The Down Beat Express—Swing. 5:30 to 7:30 p.m., El Cariso Park, 13110 Hubbard St., Sylmar.

Aug 22: ETI Corral 12 Ice Cream Social. Member's home. Call (818) 362-6700.

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

Aug 24: Sylmar Neighborhood Council, 6:30 p.m., Dyer St. Elementary School Auditorium, 13325 Hubbard St., Sylmar.

Aug 26: Youth for Unity Festival, 12 noon, Sylmar Recreation Center, 13109 Borden Ave., Sylmar.

Sept 6: Sylmar Civic Association Meeting, 7:30 p.m., Chamber Office.

Sept 7: Sylmar Chamber Networking Breakfast, 7:30 a.m., Denny's Restaurant, 13201 Gladstone Av. (near Hubbard St. and I-210), Sylmar.

Sept 10: Concerts in the Park: Full House—Classic Rock. 5:30 to 7:30 p.m., El Cariso Park, 13110 Hubbard St., Sylmar.

Sept 12: Sylmar Chamber Mixer, 5:30 p.m., Casa Torres Restaurant, 12631 Glenoaks Blvd., Sylmar.

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

Sept 13: Sylmar Women's Club, 11:30 a.m., Odyssey Restaurant, 15600 Odyssey Dr., Granada Hills. Call (818) 833-8033. Tickets: \$20.

Sept 20: Sylmar Chamber Luncheon, 11:30 a.m., China Town Buffet, 13760 Foothill Blvd., Sylmar. Speaker: Andrew A. Adelman, PE.

COME TO 3 GREAT EVENTS!

Tuesday, August 15

Chamber Mixer at Caruso's
(See Page 3)

Wednesday, August 23

Chamber Luncheon
Featuring: Gail Goldberg
LA City Planning Director
(See Page 1)

Thursday, September 7

Chamber Networking Breakfast
(See Page 7)

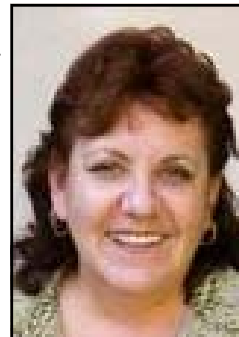
A Message from the President

It is hot. *Very* hot. No, I'm not talking about the weather, but about the growth of the Chamber in recent months. The recent Chamber luncheon on July 18 with LA Controller Laura Chick is a sign of that growth. The event was another sell-out, with guests filling the room and engaging in discussion with our guest while cooling off with refreshments. However, the heat in the Chamber doesn't end there.

The Chamber moves forward with a series of "networking breakfasts" to encourage growth between businesses. The first on August 3 and the next on Sept. 7 give entrepreneurs the opportunity to meet representatives from other businesses and organizations and establish meaningful business partnerships that result in greater profits and name recognition.

If you have not attended any of our recent events, don't hesitate in coming to our upcoming mixers and luncheon. Caruso's Italian Restaurant will host our August 15 evening mixer, while the China Town Buffet will once again host

our August 23 Chamber luncheon, featuring LA Planning Director Gail Goldberg. I would like to thank the Barry Sylvan Company for continuing to provide the printing necessary to make this newsletter possible. I would also like to thank Voila Photography for donating their photographic services at our events and providing images for the newsletter.



The summer will break weather records as the temperature rises to triple digits. The same can be said for the Sylmar Chamber, which is heating up to new heights!

Como el fuerte calor del verano, la cámara de comercio en Sylmar está creciendo con nuevos eventos. Le invito a reunir con nosotros en nuestro próximo almuerzo el 23 de agosto. Aprovechese de esta oportunidad de conocer Gail Goldberg, directora de planificación en la ciudad de Los Ángeles. Si usted tiene preguntas o quiere reservar para el almuerzo, por favor llama a nuestra oficina con confianza.

-Cheri Blose, President