



# Chamber of Commerce Newsletter

Summer 2007 • Volume 2 • Issue 5

## In This Issue

*Dale Wolfram Leaves for  
Papua New Guinea*  
Page 2

*Lack of Educated Workers  
Threaten State Economy*  
Page 2

*New Children's Museum Funded*  
Page 2

*Opinions Mixed on State Economy*  
Page 3

*Departures: Jean Muhonen,  
Earl Cowles*  
Page 3

*Chamber Invites You to  
September 6 Breakfast*  
Page 7

*San Fernando Chamber Mixer  
Thursday, August 16*  
Page 3

*Photo Essay: Weekend Mixer at  
Sylmar Hang Gliding Association*  
Page 4

*Upcoming Events*  
Page 4

## Physician and Legislator Keith Richman to Talk at Luncheon Tuesday, August 21, 11:30 a.m.

The Sylmar Chamber of Commerce will host a luncheon that will feature former state Assemblymember Keith Richman as the speaker on Tuesday, August 21, 2007, 11:30 a.m. at the China Town Buffet, 13760 Foothill Blvd., in Sylmar.

Dr. Keith S. Richman served in the California State Assembly representing the 38th Assembly District based in Northwest Los Angeles County from 2001 to 2006. Richman was elected to the post in November 2000, replacing Republican Tom McClintock, and won re-election in 2002 and 2004. Before his career in politics, he was a medical doctor and served as the Chairman of the Board of Lakeside HealthCare, Inc., a health-care provider. In January 2005 he received California's Radical Centrist of the Year Award from RadicalCentrism.org. In 2006, he sought the Republican nomination for California State Treasurer.



With his father, Dr. Monroe Richman, who had also previously held elective office (the first Community College

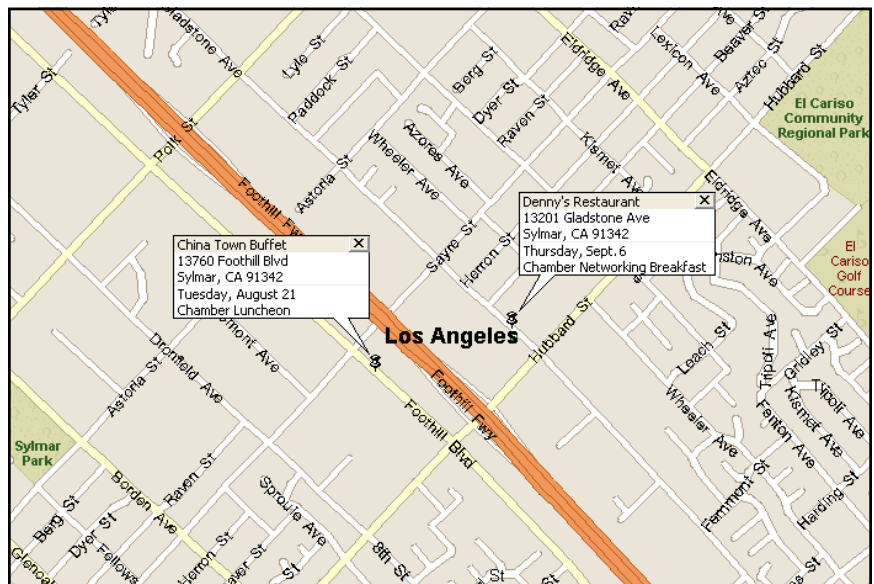
Board of Trustees), he practiced internal medicine in Sun Valley. He also chaired the Valley Community Clinic Board.

As a physician and health care industry executive, Richman developed both the medical and political experiences to provide unique, informed perspectives on California's healthcare policy debate. He has appeared before Congress to offer testimony on health care issues, and served on Congressman McKeon's Health Care Task Force in 1994-95. In 1995, he participated in the Speaker's Group of the U.S. Congress on Medicare Reform.

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 4 p.m. on Monday, August 20, 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 attend and do not cancel will be billed.

## 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.



Locations of Chamber Breakfasts and Luncheon for August and September.



*Chamber of Commerce*  
 13867 Foothill Blvd. #104  
 Sylmar, CA 91342-3038  
 Office: (818) 367-1177  
 Fax: (818) 367-1633  
 sylmarchamber@verizon.net  
 www.sylmarchamber.biz

Board Members

**Cheri Blose**  
 President

**Barry Sylvan**  
 Vice-President

**Guillermo Reyes**  
 2nd Vice-President

**Charlotte Bedard**  
**Nick Krall**  
**Valerie Kieselhorst**  
 Directors

Office Staff

**Bart Reed**  
 Membership Executive

**Numan Parada**  
 Communications Director

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 2 • Issue 5 • Summer 2007**

# Sylmar Chamber Community News

## *Dale Wolfgram Off to Papua New Guinea*

Dale Wolfgram of Los Angeles Lutheran High Schools departed for Papua New Guinea on Wednesday, July 18. Wolf-

gram served as a Chamber Board member for 5 years. The Chamber wishes him the best in his endeavors!

## *Lack of Educated Workers Troubling*

California faces a shortage of college-educated workers, which threatens to erode statewide economic growth, according to an op-ed published in the *San Francisco Chronicle*. Pamela Burdman and Marshall S. Smith of the William and Flora Hewlett Foundation argue that many students do not complete remedial English and math courses.

According to recent estimates, for every 10 who take a remedial class, approximately 6 complete it, with even fewer passing freshman English and math.

"Whether those students ultimately reach their educational potential -- becoming able to contribute fully to their families, their communities and the state economy -- will depend largely on the strength of the colleges," said the piece.

Some community colleges have already taken action. For instance, Pasadena City College math professors, hoping to address the absence of students and high failure rates of their remedial classes, reworked their pre-algebra curriculum and offered it as an intensive summer program.

Burdman and Smith praised a current proposal to allot \$33 million from the state to research the problem, set up programs tailored to improve English and math skills, and apply them to community colleges, where two thirds of college students attend classes.

"California's colleges may survive with or without more investment in student success," the op-ed concluded, "California's vibrant economy will not."

## *New Children's Museum Funded*

Construction of a new Children's Museum of Los Angeles in Lake View Terrace continues after board members raised \$250,000 to keep construction going and fill part of a \$3.5-million budget gap. However, fundraising for the project is ongoing.

"We met the matching fund deadline from the city and the county, and it's a great, great feeling of relief and a great feeling of pride in a moment of crisis," board Chair Bruce Corwin said. Board members from the Children's Museum of Los Angeles were given a deadline to raise the \$250,000 which would not only fill the budget gap, but would allow the

project to qualify for a temporary, interest-free loan from Los Angeles taxpayers. As a result of their efforts, the project will also receive a county grant of \$1 million to complete the \$58 million project, as well as a \$1.75 million "challenge loan" from the City of Los Angeles. Another \$16.5 million was allotted towards exhibits.

The yearly operating costs are estimated at \$5 million. 70% of the funding for the construction of the museum came from the government sector, according to Los Angeles City Councilmember Richard Alarcón. The museum will open to the public in September 2009.



Source: ESI Design

**Conceptual drawings of the interior of the new Los Angeles Children's Museum.**

## Opinions Mixed on State Economy

Business owners and leaders are split as to what direction the state economy is heading. According to a poll by the California Chamber of Commerce released in May, 47% of respondents believed things are on the "wrong track," while 46% believed the economy is going in the "right direction".

Compared to 18 months before, 38% of respondents believed conditions are the "same", while 34% stated things were "better" and another 28% said things were "worse." When asked about the six-month outlook, 56% believed conditions will "stay about the same", 26% said they will "worsen" and 19% said they will get "better."

The highest concerns for businesses were health care costs, finding skilled workers, and having legislators who understand business, ranking at 21%, 14% and 14%, respectively. When asked about their second highest concern, health care costs, legislators who understand business, and housing costs were the three highest, at 16% 14% and 12%, respectively. 84% of business owners provide some kind of health

care coverage for employees, according to the poll. Of the 16% who didn't, high premiums (50%), newness or size of business (32%) and employees covered elsewhere (29%) were the three largest deterrents.

Also, a total of 63% believed that a California business would "somewhat likely" or "very likely" be hit with a frivolous lawsuit. 45% believed that class action lawsuits were the most threatening to businesses, while disabled access lawsuits (36%) and Proposition 65 lawsuits (13%) ranked next.

## Departures: Jean Muhonen and Earl Cowles

Jean Muhonen, longtime Sylmar resident and community activist with the Los Angeles Police Department, has passed away.

A civic-minded person working for a better quality of life in Sylmar, Muhonen served as chair of the Sylmar Block Captains and a community member of the Harding St. Elementary Neighborhood Watch.

## San Fernando Chamber to Celebrate Evening Mixer

The San Fernando Chamber will host a no-cost evening mixer on Thursday, August 16, 6 p.m., at the Northeast Valley Health Corporation, 1600 San Fernando Rd., in San Fernando.

This business-to-business mixer introduces you to your fellow entrepreneurs, establishes meaningful connections and gives you the exposure you need to succeed. Just look for a tent and balloons on the west side of the building. To RSVP, call the Sylmar Chamber at (818) 367-1177. Don't forget to bring your business cards!

LAPD Senior Lead Officer John Loneragan praised her as "a great help and a good friend," noting that Muhonen would often call people every month to come to Block Captains meetings.

The Chamber would like to express their condolences to the family of Earl Cowles, who also passed away. Cowles was an honorary sheriff in 2000 and a member of the Sylmar Kiwanis.

### Want To Host Our Next Chamber Mixer?

The Sylmar Chamber is looking for locations to host our upcoming monthly mixers. For info, call (818) 367-1177.

### PROMOTE YOUR BUSINESS OR NON-PROFIT BY ADVERTISING IN THE



### CHAMBER OF COMMERCE NEWSLETTER

\$480/year Business Card Ad Space

\$150 Insert Pre-Printed Flyer in One Issue

Details: (818) 367-1177

## Come Enjoy A Chamber Network Breakfast Thursday September 6, 7:30 a.m.

The Sylmar Chamber will host a networking breakfast on Thursday, September 6, at 7:30 a.m. The breakfast will be held at Denny's Restaurant, 13201 Gladstone Ave., near Hubbard St. and the I-210 in Sylmar. This is a convenient way for those who enjoy an early morning start and wish to learn more about local businesses but are unable to attend our nightly mixers due to other commitments. RSVP is required at (818) 367-1177. Tickets for the breakfast are \$20 for Chamber members and \$25 for non-members and guests. Deduct \$5 if you RSVP by 4 p.m. on the day before the breakfast. Those who reserve that do not cancel will be billed. Don't forget to bring your business cards!

## Hang Gliding at June 9 Mixer

Chamber members took a gander at what the Sylmar Hang Gliding Association had to offer during a special weekend mixer on Saturday, June 9.

Chamber Board member **Nick Krall** flew from the top of Kagel Mountain on a tandem flight with instructor **Joe Greblo** of Windsports.

Photos by Valerie Kieselhorst



A participant takes a flying lesson.



Attendees were given drawings.



Chamber of Commerce  
**Newsletter**  
**Volume 2 Issue 5**  
**Summer 2007**

13867 Foothill Blvd. #104  
Sylmar, CA 91342-3038  
Office: (818) 367-1177  
Fax: (818) 367-1633  
sylmarchamber@verizon.net  
www.sylmarchamber.biz

**ADDRESS SERVICE REQUESTED**

## COME TO 3 GREAT EVENTS!

### Tuesday, August 21

Chamber Luncheon  
Featuring: Keith Richman  
Former State Assemblymember  
(See Page 1)

### Thursday, August 16

San Fernando Chamber Mixer  
(See Page 3)

### Thursday, September 6

Chamber Networking Breakfast  
(See Page 3)

## Upcoming Events

**Aug 9:** Sylmar Chamber Networking Breakfast, 7:30 a.m., Denny's Restaurant, 13201 Gladstone Ave. (Hubbard St. / I-210), Sylmar.

**Aug 14:** Sylmar Chamber Board Meeting, 12 noon, Chamber Office.

**Aug 14:** ETI Corral 12 General Meeting, 7:30 p.m., Chamber Office, Sylmar.

**Aug 16:** Sylmar Block Captains' LAPD Meeting, 7:00 p.m., Chamber Office.

**Aug 16:** San Fernando Chamber Mixer, 6 p.m., Northeast Valley Health Corp., 1600 San Fernando Rd., San Fernando.

**Aug 21:** Sylmar Chamber Luncheon, 11:30 a.m., China Town Buffet, 13760 Foothill Blvd., Sylmar. Speaker: Keith Richman, physician and former legislator.

**Aug 22 and Sept 26:** Sylmar Civic Association, 7:30 p.m., Chamber Office.

**Aug 28:** ETI Corral 12 Board Meeting, 7:30 p.m., Chamber Office, Sylmar.

**Sept 6:** Metro San Fernando Valley Gov. Council 6:30 p.m., Marvin Braude Constituent Center, 6262 Van Nuys Blvd., Van Nuys.

**Sept 6:** Sylmar Chamber Networking Breakfast, 7:30 a.m., Denny's Restaurant, 13201 Gladstone Ave., Sylmar.

**Sept 15:** TreePeople Community Greening Workshop, 8:45 a.m., Sun Valley. For info, call (818) 623-4878.

**Sept 26:** Sylmar Chamber Luncheon. Speaker: Michel R. Moore, LAPD Deputy Chief Commanding Officer.

## A Message from the President

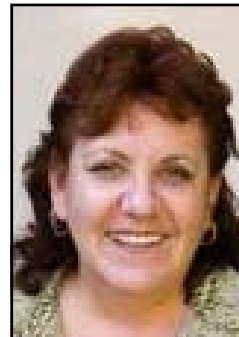
It has been a warm summer here in Sylmar. Many of us are taking advantage of the heat to cool off at the beach or in the pool. Some are using the time to head outdoors or leave town on all sorts of adventures. Here at the Sylmar Chamber, we have all the summer adventure one could ever ask for.

I want to express our sadness that longtime Chamber board member Dale Wolfgram has left for Papua New Guinea. We at the Chamber miss him dearly, for his efforts in supporting the Chamber were exemplary during his five years as a board member. For that, we want to thank him and wish him well.

We also express our sadness at the passing of both Earl Cowles and Jean Muhonen, two very active community members in Sylmar who will be missed.

However, there are also some good things to report. The Chamber is in the process of starting a new Honorary Sheriff campaign. This is a great way to raise funds for your non-profit organi-

zation. Details will be forthcoming at a future newsletter. We are also looking into rehanging our patriotic flags. We have a list in our office if you are interested in participating in this exciting venture, so don't hesitate in calling us.



As always, I would like to thank Valerie Kieselhorst for providing her photographic services in our events. You can see her photos on our website by clicking on the events section. If you have not already done so, please feel free to come to one of our events and take part in your business community.

Even as the summer winds down, the Chamber and our business community marches towards success and prosperity.

*Mientras el verano sigue caliente y lleno de acción, la cámara de comercio en Sylmar le invita a nuestro próximo almuerzo el 21 de agosto y nuestro desayuno el 6 de septiembre. Sírvase de llamarnos para reservar su asiento y dar a conocer su negocio a otros ¡La cámara sirve para dar mejor reconocimiento para su negocio!*

-Cheri Blose, President