



Chamber of Commerce Newsletter

September 2007 • Volume 2 • Issue 6

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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.

LAPD Deputy Chief Michel R. Moore to Speak at Luncheon Wed., September 26, 11:30 a.m.

The Sylmar Chamber of Commerce will host a luncheon that will feature LAPD Deputy Chief Michel R. Moore as the speaker on Wednesday, September 26, 2007, 11:30 a.m. at the China Town Buffet, 13760 Foothill Blvd., in Sylmar.

Moore is a 25-year veteran of the Los Angeles Police Department, currently assigned as the Commanding Officer, Operations-Valley Bureau. He has held the ranks of police officer, detective, sergeant and lieutenant in various patrol, investigative, and administrative assignments throughout the City.

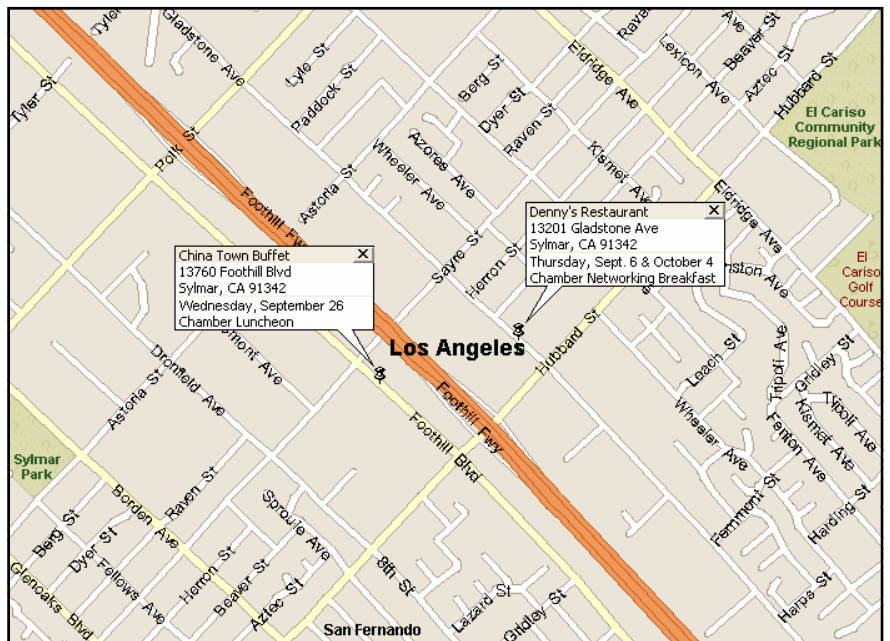
Moore was promoted to the rank of Captain in 1998. As a captain, his assignments included Commanding Officer of Central Operations Support Division, Rampart Operations Support Division, Management Services Division, and Rampart Area. Upon his promotion to Commander in January 2002, he was assigned as the Assistant Commanding Officer of Operations in the Valley Bureau, and then worked as the Assistant to the Director, Office of Operations.

Deputy Chief Moore assumed the command of Operations in the West Bureau in 2004 before transferring to the Valley Bureau as the Commanding Officer in 2005.

Deputy Chief Moore is a director for the Los Angeles Police Federal Credit Union. He is a member of the Police Executive Research Forum, the Los Angeles County Peace Officers Association, the Latin American Law Enforcement Association, the Los Angeles Women Peace Officers Association and the International Association of Chiefs of Police.



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 Tuesday, September 25, 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.



Locations of Chamber Breakfasts and Luncheon for September and October.



Chamber of Commerce
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Board Members

- Cheri Blöse**
President
- Barry Sylvan**
Vice-President
- Guillermo Reyes**
2nd Vice-President
- Charlotte Bedard**
Nick Krall
Valerie Kieselhorst
Directors

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- 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 6 • September 2007

Sylmar Chamber Community News

City Committee Approves Tax Cut

The L.A. City Council Ad Hoc Committee on Business Tax Reform voted to reduce the citywide gross receipt tax by 4 percent on Tuesday, August 14. The committee, chaired by City Council President pro Tem Wendy Greuel, ap-

proved the annual reduction mandated by the 2004 business tax reform package, which is supported the L.A. Area Chamber. The package provides for an overall 15% tax reduction, which has so far been reduced by 11.1%.

TreePeople Hosts "Green" Workshop

TreePeople invites you to attend a free Community Greening Workshop on Saturday, September 15, 8:45 a.m., at a location in the northeast San Fernando Valley that will be given upon registration. This is the perfect time to learn how you can organize, build and support a green team for your community.

Participants can choose one of these five training options: (1) **Citizen Forester training** provides the tools and support you need to green your community; it also teaches how to bring trees to your neighborhood street, school

campus or local park. (2) **Planting Supervisor training** teaches you to supervise volunteers at tree-planting events. (3) **Tree Care Supervisor training** teaches you to supervise tree care at community events. (4) **Tree Care Coordinator training** prepares you to lead volunteers in caring for city trees. (5) **Teen Leadership training** teaches teens to be ecological leaders in their communities.

To learn more and register, contact Linda Eremita at (818) 623-4878 or leremita@treepeople.org.

Member Spotlight:

Primerica Financial Services



In 1998, **Nick Krall** emerged from serving as an independent consultant to car dealerships and joined **Primerica Financial Services**, which gave him the tools and knowledge to expand his private enterprise. In his role as a financial consultant, Krall considers himself "proud of what I do for businesses, families and others who want to make their daily financial choices with knowledge and confidence."



Products offered by Krall include term life insurance, debt-consolidation loans, long-term care insurance to protect assets against medical situations in later years, and a legal protection plan for affordable access to legal advice. In addition, Krall offers savings and investment plans for retirement, college, cash emergencies, and other savings projects. Krall can prepare written plans that can help families become debt free and financially independent. Group retirement plans, from individual or group 401Ks, 403Bs and low-cost Payroll Deduction Plans are also provided. They are unique in that, when doing a plan, each and every employee gets a detailed financial consultation, unique to the industry.

"They key is for the family to have a comprehensive plan that works together with debt-freedom, income-protection and investment solutions, and that's the Primerica Financial Needs Analysis," Krall added. The customized analysis is complementary to clients.

Krall has a home office in Sylmar and a base office in Eagle Rock, working with clients as far away as Fresno, but concentrating on the Northeast Valley and his previous neighborhood of North Hollywood. Having reached the "first phase of [his] dream" in helping others attain financial stability, Krall plans to build a multi-lingual financial team in the north San Fernando Valley. Call him at (866) 283-6614.

Few Federal Agencies Meet Small Business Guidelines

Only 7 of 24 federal agencies met their small-business contracting goals last year, according to the Small Business Administration in its first-ever survey of small business contracts from the federal government. The results come from Small Business Procurement Scorecard, which was created to understand contracting opportunities available to small business.

The departments of Agriculture, Energy, Homeland Security, Housing and Urban Development, Transportation, Veterans Affairs and the Small Business Administration met their goals.

In order to meet the goal, each agency must award contracts in the following categories: Small businesses (23% of contracts), small and disadvantaged businesses (5%), female-owned businesses (5%), businesses owned by service-disabled veterans (3%), and small firms within enterprise zones (3%).

In total, \$77.8 billion in federal contracts were awarded to small businesses in 2006, \$2.7 billion more than 2005. Federal contracts to female-owned businesses and those owned by service-disabled veterans increased by \$1 billion each but still fell short of goals. For women, the goal was 5 percent of contracts; they won 3.4 per-

cent. For service-disabled veterans, the goal was 3 percent; they were awarded 0.9 percent of contracts.

The scorecard is available at www.sba.gov and will be updated every six months.

UCC to Host Mayor's Luncheon October 1

The United Chambers of Commerce of the San Fernando Valley will host the 3rd Annual Mayor's Luncheon on Mon., October 1, 11:30 a.m., at the Warner Center Marriott, 21850 Oxnard St. in Woodland Hills. Take advantage of this event to connect with business leaders and non-profits in the region and increase recognition of your organization. For sponsorship opportunities, call Debi Schultze at (818) 981-4491.

Civil War Historian Speaks at SFV Historical Society

Civil War historian and exhibitor Peter Fontanili will speak to the San Fernando Valley Historical Society on Thursday, September 27, 7:30 p.m., at the Andres Pico Adobe, 10940 Sepulveda Blvd., in Mission Hills. Fontanili will dress in Civil War period clothes and speak on reenactment events, demonstrate early weapons and display his collection of authentic Civil War arms. Refreshments will be provided. For information, call (818) 365-7810 or visit www.svfhs.com.

Keith Richman Speaks at August 22 Luncheon

Photographs by Valerie Kieselhorst



Physician Keith Richman and Maria Townsend.



Attendees included (L to R) Cesar Garcia, Robert Viramontes & Elaine Kaufman.



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 2 Chamber Network Breakfasts Thursday Sept. 6 and Oct. 4, 7:30 a.m.

The Sylmar Chamber will host two networking breakfasts on Thursday, September 6 and October 4, 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 breakfasts 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 each breakfast. Those who reserve that do not cancel will be billed. Don't forget to bring your cards!



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ADDRESS SERVICE REQUESTED

COME TO 4 GREAT EVENTS!

Thursday, September 6

Chamber Networking Breakfast
(See Page 3)

Wednesday, September 26

Chamber Luncheon
Featuring: Michel R. Moore
LAPD Deputy Chief
(See Page 1)

Thursday, October 4

Chamber Networking Breakfast
(See Page 3)

Wednesday, October 24

Chamber Luncheon
Featuring: Laura Chick
LA City Controller

Upcoming Events

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

Sept 11: Sylmar Chamber Board Meeting, 12 noon, Chamber Office.

Sept 11: ETI Corral 12 General Meeting, 7:30 p.m., Chamber Office, Sylmar.

Sept 12: Sylmar Woman's Club, 11:30 a.m., Odyssey Restaurant, 15600 Odyssey Dr., Granada Hills. Call (818) 833-8033. Tickets: \$20.

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

Sept 20: Sylmar Block Captains' LAPD Meeting, 7:00 p.m., Chamber Office.

Sept 25: ETI Corral 12 Board Meeting, 7:30 p.m., Chamber Office, Sylmar.

Sept 26: Sylmar Chamber Luncheon, 11:30 a.m., China Town Buffet, 13760 Foothill Blvd., Sylmar. Speaker: Michel R. Moore, LAPD Deputy Chief.

Sept 26 and Oct 24: Sylmar Civic Association, 7:30 p.m., Chamber Office.

Sept 27: Sylmar Neighborhood Council Board Meeting, 6:30 p.m., Hubbard St. Elem. School Auditorium, 13325 Hubbard St., Sylmar. Call (818) 833-8737.

Oct 4: Sylmar Chamber Networking Breakfast, 7:30 a.m., Denny's Restaurant, 13201 Gladstone Ave., Sylmar.

Oct 24: Sylmar Chamber Luncheon, 11:30 a.m., China Town Buffet. Speaker: Laura Chick, LA City Controller.

Metro Announces Vanpool Program

The Los Angeles County Metropolitan Transportation Authority (Metro) announced a new five-year, \$19 million Metro Vanpool Program that provides substantial savings to vanpool commuters.

Commuters on new or existing vanpools can receive a \$400 per month subsidy to lower the leasing cost of a vanpool vehicle and the fare to each rider.

A 70-mile roundtrip distance commute for the solo commuter can cost as much as \$785 per month in car ownership, fuel, and maintenance costs. The same vanpool trip without Metro is about \$224 person per month, but with the Metro Vanpool Program, the vanpool commute is further reduced to a \$170 fare. The new \$400 subsidy makes vanpooling even more affordable by saving an additional 20 to 30 percent off the monthly cost to each member.

"Sharing the ride by joining a vanpool has always been a convenient, reliable and economical way to get to and from work," said Metro Board Chair Pam O'Connor. "Now it's even more cost-effective for many of today's commuters whose budgets are being continually depleted by persistently high gasoline prices. Not only will commuters save money, but they will save time by gaining access to the county's extensive network of car-pool lanes."

Vanpoolers can shave an average of 20 minutes off of their commute time by using carpool lanes, and lower the stress and expense of driving alone. Currently, 70 percent of commute trips on the region's roadways are made by solo drivers.

For additional Metro Vanpool Program details and requirements, visit www.metro.net/vanpool, or call 1.800.COMMUTE (option #3).