

# THE BUSINESS FOCUS

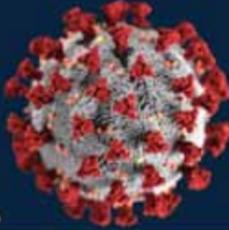
CONNECTING THE BUSINESS AND RESIDENTIAL COMMUNITIES.

**WHITTIER AREA CHAMBER OF COMMERCE**

**MAY/JUNE 2020**

A BI-MONTHLY PUBLICATION OF THE WHITTIER AREA CHAMBER OF COMMERCE VOL. 26 NO. 2

## PREVENT WHITTIER AREA COVID-19



## Whittier Chamber provides COVID-19 business resources all on one page

**BUSINESS RESOURCES AND DAILY-UPDATED INFORMATION**

Since 1914, the Whittier Area Chamber of Commerce has committed to be their members' resource of information. While staying safer at home, it's pertinent to be informed with credible and reliable sources. As a champion for a thriving business community, the Whittier Chamber gathered resources crucial to business development during the coronavirus pandemic and safer at home order. Anyone can find these resources all on one web page. It is updated daily as laws, ordinances, and resources change.

Please review some of the topics below and visit the Whittier Chamber resource page, [whittierchamber.com/covid-19](http://whittierchamber.com/covid-19), for detailed information.

### Business Resources

- ATTN Restaurants: Notice of Regulatory Relief
- California Employment Development Department Work Sharing Program
- Centers for Disease Control and Prevention (CDC) Recommendations
- City of Whittier Updates
- County of Los Angeles Updates
- New Visitor Limitations for Pediatric, Labor & Delivery, and End-of-Life Patients
- What You Need to Know About Safer at Home Ordinance

### Business Strategies

#### CARES Act

#### Credible Sources

- CalChamber
- California Department of Public Health
- California Employment Development Department
- Center for Disease Control and Prevention (CDC)
- County of Los Angeles Department of Workforce Development, Aging and Community Services (WDACS)
- County of Los Angeles Public Health
- Governor's Office of Business & Economic Development (GO-Biz)
- Labor & Workforce Development Agency
- Small Business Association (SBA)
- The Los Angeles County Economic Development Corporation (LAEDC)
- U.S. Chamber of Commerce
- World Health Organization (WHO)

### Grocery Stores in Whittier

#### Helpful Articles

- Crisis Planning Checklist
- Here's What to Do If You Lose Work Due to COVID-19 in California
- How The American Worker Can Survive Financially During The Next 3 Months
- How to Make a Face Mask with 3 Household Items

- Nonprofits: Continuity Planning for COVID-19 (and Other Disruptions)

### Remote Working Tools

#### School District Closures

#### Temporary Ordinances

#### Quick Guide to Whittier Chamber

#### Food Members

#### Whittier Chamber Member COVID-19

#### Updates

#### Whittier Chamber Members that are Open for Business

The Whittier Chamber is committed to helping its members be successful which helps them promote and develop the economic, cultural and civic welfare of Whittier. While closed to the public, staff members are working remotely to continue to serve our members. "Due to health and safety concerns associated with the COVID-19 crisis, the Whittier Area Chamber of Commerce is canceling all meetings, programs, and events through July 1, 2020," Whittier Chamber President/CEO Carol Crosby stated. "While the news is disappointing, this decision was made with an abundance of caution. More so than ever, the protection of our members, our staff, and the larger community must be our top priority. We look forward to the time when we are

all healthy and safely able to connect again," she concluded.

Please follow us on social media @whittierchamber, subscribe to our weekly e-newsletter, and visit our website, [whittierchamber.com](http://whittierchamber.com), frequently for current and updated information. If you have any additional questions, please email us at [info@whittierchamber.com](mailto:info@whittierchamber.com) or call (562) 698-9554.

## See what's inside



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**Business in the time of ZOOM with Danielle Nava**

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WHITTIER STRONG



**Together, we are #WhittierStrong**

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**WHITTIER AREA CHAMBER OF COMMERCE**  
8158 Painter Avenue  
Whittier, CA 90602

## Chamber's Business and Economic Recovery Taskforce prepares for Whittier to get back to business

Whittier Chamber members, city officials and key stakeholders have been working to develop an economic recovery strategy for when the Safer at Home Ordinance is lifted and businesses prepare to reopen. "We are working on a plan to position Whittier for a strong recovery once the Coronavirus threat has passed," explained Chair of the Board Bryan Tabizon from Rose Hills Memorial Park & Mortuary. "Reopening the community is going to take coordination and communication at all levels for it to work and we want to collaborate with our community partners to find ways to jumpstart our economy once we are able to get back to business," Tabizon continued.

While the Economic Recovery Taskforce is gathering information on

what our businesses are going to need and working to prepare for the recovery stage, since day one of this pandemic, the Whittier Chamber of Commerce has been working to educate, connect and promote Whittier businesses and nonprofits in a brand new way. The Chamber has already successfully advocated on behalf of Whittier area employers, worked to educate local businesses and nonprofits about their relief options and collaborated one-on-one with employers to help them access all available resources. The Chamber has worked closely with elected officials at the county, state and federal levels to ensure that every possible means to assist area employers was being tapped into. In addition, the Chamber has compiled a webpage filled with

**STRONGER Together**

COVID-19 resources for employers and workers that can be accessed by the community.

One of the key components to the recovery plan includes finding jobs for our residents. A special Jobs section of the Chamber's website is being developed that will be easily accessed by the community. Getting people back to work is just step one. Education will be another component that the Chamber will focus on as employers will need to adjust their business plan and budgets with new projections, deal with new social distancing protocols and new employee requirements. The Chamber

*Continued on page 5*



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Whittier Chamber Business Focus  
Official Publication of the Whittier Area  
Chamber of Commerce

This publication is mailed to 12,000 licensed businesses in the city of Whittier, all Whittier Chamber members, and Whittier residents in selected areas.

We welcome comments, press releases, and community interest stories. The Whittier Chamber reserves the right to approve and edit submitted material.

The inclusion of advertising, logos, or paid advertorial, or reference to any products, process, service, trade name, trademark, or manufacturer in this publication is not an endorsement by the Whittier Area Chamber of Commerce.

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A MESSAGE FROM THE CHAIR



As we begin our 107th year, the Whittier Area Chamber of Commerce, along with our businesses, City, and community residents, whom we could not exist without, find ourselves in a "Year for the History Books." A drive down Whittier Boulevard., a shopping and restaurant tour down Greenleaf Avenue, and a run or bike ride on the Greenway Trail, all look and feel very different.

As our surrounding environment has drastically changed, so, too, has the work and definition of success for the Whittier Area Chamber of Commerce. In our 2019-2020 year, led by Board Chair Elizabeth Martinez, we had tremendous success. We saw the Chamber at the forefront of the issues and initiatives impacting our businesses and communities the most. Evidence of this can be seen in our participation and efforts to fight homelessness, the passage of Measure W, and the Metro Gold Line East-corridor expansion to Whittier. In addition, we experienced

record attendance at our events, we connected our business and residential communities by publishing and distributing 70,000 copies of our Business Focus newspaper and Community Resource Magazine combined, and our member businesses generated and sustained an estimated 12,000 local jobs.

In 2020-2021, what success will look like for the Whittier Chamber is directly tied to the success of our member businesses and our community. As in the past, your Chamber has and will continue to hold a major stake in our collective success and be on the forefront of the issues impacting us the most. COVID-19 has definitely delivered us a blow. Economically our businesses and community are in what feels like the fight of our lives. Your Chamber understands the needs of our members and has acted quickly to assemble and distribute credible information, advocate for funding with

county, state and federal legislators, and serve as a great resource to our local businesses. Your Chamber has established a social media influence reaching nearly 85,000 people online and will continue to connect our community virtually. Your Chamber has formed an Economic Recovery Taskforce to work with our business and City leaders in a coordinated effort to come out of our Safer at Home Orders successfully. More important than ever, your Chamber is at work!

Whittier community, we can't wait to see you! Before you know it we will be back again shaking hands at a Wake Up Whittier, shopping local to support our businesses, and connecting in new ways.

We will recover. We will rebound. We are Whittier Strong!



WHAT'S COOL IN YOUR SCHOOL

Whittier Union High School District  
appoints new  
Assistant Superintendent

Longtime La Serna High School principal and Whittier Union educator Ann Fitzgerald has been appointed to serve as the District's new assistant superintendent of personnel services effective July 1, 2020.

Fitzgerald will replace Kevin Jamero, who has held the post for four years. Jamero has been appointed assistant superintendent of business services, replacing Dr. Monica Oviedo, who will serve as assistant superintendent of educational services. The shifts follow the announcement of Deputy Superintendent Loring Davies' retirement at the end of the school year.

"Throughout her career in Whittier Union, Ann has been an innovative leader and a great role model and ambassador in the community," Superintendent Martin Plourde said. "Her intimate knowledge of our District has been vital to our success and will serve us well as she continues to work

collaboratively with our administrators, teachers and staff at every level in her new role."

Born and raised in Whittier and a graduate of Whittier College, Fitzgerald began her teaching career at La Serna in 1994. She was appointed as assistant principal of curriculum and instruction in 2003 and was named principal of the Lancer campus in 2012.

Over the course of her career, Fitzgerald has been instrumental to the success of La Serna's rising academic student achievement, attributed to its bell schedule, which provides intervention support for students during the school day. The structured program has led to a 96% daily attendance rate, 98% graduation rate and nearly 70% of all graduates meeting college entrance requirements.

"Whittier Union is an exceptional place to learn, work and develop as an educator," Fitzgerald said. "Our



La Serna High School Principal Ann Fitzgerald appointed as WUHSU assistant superintendent of personnel services

teachers, staff and administrators all work together in close collaboration for the benefit of our students and I look forward to building on that strong foundation with our teachers and staff."

She was named the Association of California School Administrators (ACSA) Region 15 Principal of the Year in 2019.

Whittier Union will form a selection process to appoint a new principal for La Serna.

SUBSCRIBE FOR UPDATES



If you have a Facebook account and want to get instant Chamber updates directly on your phone, scan this code!



CHAIRMAN'S CIRCLE

The CHAIRMAN'S CIRCLE is a dedicated group of influential businesses that help shape our community vision and support the Whittier Area Chamber of Commerce's ability to strengthen the regional economy.





## New leaders elected to Chamber Board of Directors



### Tania Castaneda, Republic Services

Tania R. Castaneda is a Municipal Relationship Manager at Republic Services, and manages municipal solid waste contracts, along with regulatory compliance of state laws. She also is a subject matter expert on organic waste diversion, and developed organic waste recycling and food recovery programs in Los Angeles County that have resulted in over 1,000,000 pounds of edible food that would have been landfilled, to be redistributed to local families instead. Tania received national recognition as an up-and-coming innovative leader by Waste 360's 40 Under 40 Awards in 2019. She received her bachelor's degree in Interdisciplinary Studies, Business and Sustainability from ASU, and a certificate of Recycling and Resource Management from Santa Monica College. She speaks fluent Spanish and has been with Republic Services for 6 years. Tania enjoys running, gardening, and is newly married. She's excited to be on the Whittier Area Chamber of Commerce Board because she's passionate about serving the Whittier Community, and is enthusiastic about developing new opportunities for businesses to thrive.



### Carla Chan, Credit Union of Southern California

Carla Chan is a Branch Manager at Credit Union of Southern California. She has been in the financial industry for over 15 years. She currently leads CU SoCal's largest branch located in Whittier. Carla enjoys coaching and

developing her team in fun and engaging ways. She proudly lives the CU SoCal brand of Building Better Lives by creating positive and meaningful interactions with her Members. Carla is a strategic and caring leader. Carla immigrated from Mexico to the United States with her family at the age of twelve years old. Through hard work, determination and the guidance of community focused leaders she has built her brand of caring, motivational and member centered leadership. Carla is a mother of three smart and beautiful daughters ages 3, 5 and 14 years old. She enjoys art, cinema and audiobooks. On her personal time, Carla enjoys spending time with her family and providing guidance for her daughters to become positive future leaders.

Carla is grateful and honored to be part of the Whittier Chamber Board of Directors. She looks forward to providing her support to connect with the beautiful and diverse community of Whittier. She is excited to be able to assist in making impactful decisions that will assist the Whittier community in its continued success in years to come.



### Gregg Durkee, Kaiser Permanente

Gregg Durkee is the Chief Operating Officer for the Kaiser Permanente Downey Service Area. As a senior leader he is a member of the Medical Center Administrative Team that oversees the strategic direction of the Kaiser Permanente Downey Service Area, which includes a 352-bed hospital and 10 medical office buildings. Gregg joined Kaiser Permanente in 2001 as an Administrative Fellow and later became a front-line Manager for the Outpatient Sub-specialty Departments, Finance Director, and Area Chief Financial Officer. Prior to joining Kaiser Permanente, Gregg was an Auditor and Consultant for Deloitte & Touche LLP. Gregg has a bachelor's degree in Accounting, a bachelor's degree in Business Administration (Finance), and a master's degree in Health Administration from the University of Oklahoma.

Gregg has lived in Whittier for 10 years. He and his wife Erin have two children. In his spare time, he enjoys spending time with his family, hiking, and swimming.



### Julia Emerson, So Cal Gas

Julia Emerson serves Whittier and nearby cities as the Public Affairs Manager for the Southern California Gas Company. Prior to her 17 years with SoCalGas, she worked as Regional Director for State Senator Bill Morrow, who was then vice-chairman of the Senate Energy Committee. Julia is a bona fide political junkie who was employed as an aide to several elected officials in state, federal, and county government. A graduate of U.C. Irvine and a national Truman Scholar, she attended graduate school in Public Policy at U.C. Berkeley, where she was the only Republican in sight. Julia grew up in Downey and is a past-president of the Cerritos and Norwalk chambers of commerce.





## City Of Whittier UPDATE



MAYOR

Joe Vinatieri



## MAYOR'S MESSAGE

Spring is here, Whittier! It has been a very different time for our community since the announcement of the coronavirus pandemic in March. As I write this, we are adhering to the Los Angeles County Public Health Department's Safer At Home Order and our City facilities remain closed to the public. I want to thank all of you for your continued efforts to hunker down and to take all necessary precautions to help slow the spread of COVID-19. Although it was unfortunate having to cancel annual events like the Eggstravaganza, Police Open House, Antique Fair, and Earth Day, rest assured that we will offer other opportunities for our families to gather together later this year.

It has been a challenging time to say the least, but I am so proud of the collaboration, the partnership, and the service I have seen from so many throughout Whittier. In our time away from each other and out of our normal routines, we have found great purpose and connectedness through new means of working together. Whittier is a special place in large part due to our non-profits, schools, faith institutions, public safety personnel, and veterans. In the spirit of the Chamber's annual "Salute to Service" month traditionally held in May, we are highlighting Acts of Whittier Kindness on social media and sharing great stories from community members in light of COVID-19. Thank you for showing up for each other and please continue to honor those who are deserving by emailing a short

description and photo to [pubinfo@cityofwhittier.org](mailto:pubinfo@cityofwhittier.org). Remember to use the hashtag #WhittierKindess and tag @WhittierCityGov in your posts online!

At our first meeting in April, we had a changing of the guard with certification of our March election. I'd like to thank former Council member Josué Alvarado for his service to Whittier over the last four years and wish him well on his future endeavors. I'd also like to welcome new District 1 Council Member Jessica Martinez to the City Council, who I know will be a welcome addition to the Whittier team. I'm looking forward to working alongside Council member Fernando Dutra who has served our City well as Mayor Pro Tem, and congratulations to Henry Bouchot on his election by the Council to take over in that role. And of course, it's great to have reelected Council member Cathy Warner representing District 3 again and I will continue as Whittier's Mayor. Together, we will be working hard collaboratively over the next few months to support our residents and business owners as we navigate the aftermath of this pandemic. Also during the Safer at Home order, we are making sure that the public can provide comment on items before the City Council by emailing [ccd@cityofwhittier.org](mailto:ccd@cityofwhittier.org) in advance of the virtual meetings or by calling (562) 567-9850. Each virtual meeting will also be available for streaming on the City's website as well as on cable channel 3.

As a result of COVID-19, we have established the Whittier Coronavirus Crisis Team (WCCT), as well as a Whittier COVID-19 Recovery Plan

(WRP), both aimed at addressing the needs of all of our local sectors and industries. The Crisis Team, comprised of myself, City staff, our hospitals, school districts, Chamber of Commerce and Whittier Uptown Association, and others, has been focusing on five areas including families, seniors, the homeless, healthcare and medical support, and businesses/jobs. The Recovery Plan is also a work in progress so that when we pull out of the drastic pandemic measures, we will look to provide direction and guidance relative to regional business resources, housing solutions, and more with the help of many local service providers and community stakeholders. We need to get our people working again once it is safe to do so. And thanks to so many Whittier residents for supporting our restaurants by ordering great food to go.

Although our economic development staff would normally be attending the annual International Council of Shopping Centers (ICSC) RECon conference in Las Vegas this month, we have instead hit the ground running and are focusing much of our efforts on assisting our local small businesses with disaster relief and recovery programs. Through partnerships with the Chamber, the Whittier Uptown Association, the Los Angeles and Orange County Small Business Development Centers, the County of Los Angeles, and the Small Business Administration, we are all hands on deck right now making sure that employers have access to information on Economic Injury Disaster Loans, the Paycheck Protection Program, and other necessary funding to continue operations in the wake of the coronavirus. Find various resources and helpful links to federal, state, and local assistance programs via the City's website at [www.cityofwhittier.org/covid19/businesses](http://www.cityofwhittier.org/covid19/businesses).

The Business Development Manager is also available to help walk you through your options and address concerns you may have on keeping your doors open to the public. City staff will continue to recruit and connect with businesses looking to invest in Whittier and, as part of our Recovery Plan, will be actively marketing opportunity sites throughout Whittier to those interested in relocating here. Our top priority is ensuring that residents in our community have plenty of reasons to LIVE, WORK and SHOP WHITTIER for years to come, and

the small businesses we've come to know and love in Whittier are the heartbeat of this community.

Budget season is upon us, and we will have much to consider as we gear up for the challenge ahead of us. The City Council and staff will take part in an annual budget study session during a special City Council meeting in May. The fiscal health of our City is of utmost concern to all of us, and despite the challenges that COVID-19 may create in terms of revenue, we are reviewing our operations in order to ensure that Whittier residents continue to receive the same level of service and enjoy programs and amenities they've come to expect well into the future.

The summer months, while normally filled with youth camps, recreational programs, and field trips, are sure to look different this year. However, this doesn't mean that the City's Parks, Recreation & Community Services staff isn't hard at work coming up with creative ways to engage families and children in our community while we ease back into daily activities outside of our homes. Much is yet to be determined regarding new events and classes, but watch for more announcements to come in the weeks ahead. Please make sure you're following our social media channels, as our Library staff has also been providing online tutorials and interactive virtual programming since the onset of the Safer At Home Order, and you can be certain that all of our City departments will be offering as many services as safely possible to residents moving forward. We appreciate your patience as we continue to re-introduce activities and invite you to learn more by following @WhittierCityGov on Facebook, Instagram, and Twitter for the most up-to-date information and announcements.

Some of you may have seen me wearing my Whittier Strong pin in recent weeks around town – I never leave home without it! It's a great way to motivate each other and generate a little hometown pride. Make sure to pick up your own Whittier Strong pin when shopping at one of our local grocery stores or picking up your next to-go order from one of our Whittier restaurants. Our community has faced adversity before and the uncertainty we're experiencing now is no different. So wear your pin proudly, encourage your friends to pick one up, and remind each other that TOGETHER, we are WHITTIER STRONG!



The Goldman Sachs 10,000 Small Businesses Program is an initiative paid for by Goldman Sachs Foundation for qualified small business owners who are interested in accelerating growth and expanding their business. It offers valuable skills, the opportunity to access financial capital, powerful networking opportunities, and much more.

It is a practical 11-session business entrepreneurship program that examines business fundamentals through the lens of actual business experiences, provides one-on-one business advisory services, and helps participants develop and implement a business growth plan tailored to their own businesses.

Classes will run for eleven weeks, one day per week, in a classroom, beginning in September of this year. This is your chance to apply

for the 2020 fall cohort NOW. The application period will close on August 28th of this year, so please take five minutes and apply online now!

#### Who should apply?

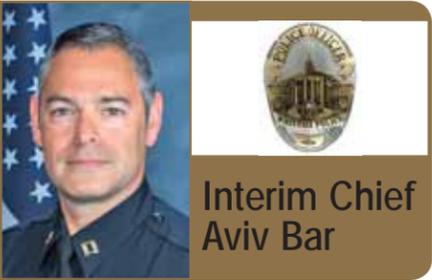
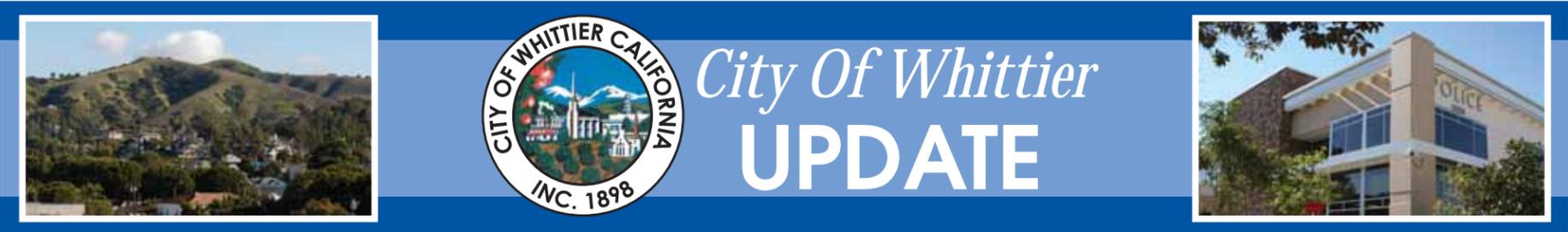
- 1) owners or co-owners of a small business
- 2) business must be in operation for at least two years
- 3) have revenues in last fiscal year of at least \$150,000
- 4) have at least four employees (F/T, P/T, contractors), including the owner(s)

Visit <http://www.10ksbapply.com> to apply today! Early deadline to apply is April 1st. It takes only minutes to complete the first part of this application online.

We encourage you to take advantage of this opportunity!

*Happy Mother's Day and Father's Day  
to all the parents out there.*

*We have much to be grateful for this year.  
Enjoy a special day with your little ones!*



### Lost and found portable electronics

Interim Chief Aviv Bar

Portable electronics like cell phones and tablets have become an inseparable part of our lives. Whether you are managing your family or managing a business, these mini computers are extremely helpful and we depend on them for many things throughout our day.

Because they are portable and we take them to so many places in the course of a day, phones and tablets are also susceptible to being lost or unintentionally left behind at stores, school, parks, parties, or at the workplace.

While it is highly advisable to use security access features so others won't have access to your personal information, that security layer also makes it difficult if not impossible to identify the owner of the device in the event that it is found by someone else. Even law enforcement receiving found devices by the public, does not have an easy way to identify the rightful owner if access to the device is locked.

A simple and low-tech solution to increase the chances of receiving your high-tech device back when lost - is a simple label. Use a common label maker to create a label that instructs others to call a family member in the event they find your lost device. Keep it short i.e. "If found call xxx-xxx-xxxx. This simple approach can provide an immediate way for someone to contact others who know you and who could notify you that your device has been found. Some devices allow for contact information to be displayed on the password login screen, however if your device is found with a dead battery, that information will not display.

Take a few minutes and add a label to the back of your device. This small label could be the difference between getting your device back and having to purchase a new one instead.

Aviv Bar is the Interim Chief of Police of the Whittier Police Department. He can be reached at (562) 567-9202 or via email at [abar@cityofwhittier.org](mailto:abar@cityofwhittier.org)



### Commercial & organics recycling now mandatory for many businesses

The State of California has passed two mandatory commercial recycling laws over the past several years to help achieve its aggressive recycling and greenhouse gas emission reduction goals. Commercial Recycling Bill, AB 341, was passed in 2012 to expand recycling by diverting commercial solid waste from landfills. In addition, Commercial Organics Recycling Bill, AB 1826, was passed in 2014 to reduce potent gas emissions resulting from the decomposition of organic waste. California landfills produce about 30 million tons of waste each year, of which more than 30% is organic, which could be composted or used to produce renewable energy. Organic waste is defined as vegetables, fruits, pastas, coffee ground, meats, poultry, seafood, yard trimming, grass, and soiled paper.

Businesses that generate four cubic yards or more of solid waste per week, including multi-family properties with 5+ units, must recycle eligible materials (paper, cardboard, glass, aluminum, plastic, scrap metal) and organic waste. If CalRecycle determines that statewide disposal of organic waste in 2020 has not been reduced by 50% of 2014 levels, the

threshold will be reduced by Summer/Fall 2021. New requirements will then require businesses that generate 2 cubic yards or more of solid waste per week to recycle.

In order to divert solid waste from disposal, businesses can recycle by:

- Subscribing to recycling service through your city franchised trash hauler (Athens or Republic);
- Selling recyclable material to a recycling service; or
- Self-hauling to a recycling center and maintaining back up documentation.

The City has asked our franchise waste haulers, Athens and Republic Services, to reach out to businesses on behalf of the City to comply with State mandates. Both haulers offer free onsite waste assessments to right-size trash and recycling services. The haulers can also provide a Recycling and Organic Waste Toolkit and free, comprehensive, in-house, bilingual trainings with kitchen and janitorial staff to get your recycling program off to a good start. More information can be found on the CalRecycle website [www.calrecycle.ca.gov](http://www.calrecycle.ca.gov) or by contacting your trash and recycling hauler.

#### Chamber's Economic Recovery Taskforce - Continued from front page

has already partnered with experts to provide webinars and workshops that help prepare businesses to get back on their feet.

Marketing will be another area where the Chamber will be a key ingredient to a business's success during the recovery period. The Chamber lends credibility to a business and has the resources to reach the community and potential new customers and clients like no other organization or single business can do alone. "Connecting people and building complementary business relationships are one of the things the Chamber does best and it will be more important than ever for people to work together and support each other," explained Carol Crosby, Chamber President/CEO. The Chamber's Shop Local campaign will be expanded and will urge residents to choose a Whittier restaurant, retail store or service first to help businesses get back on their feet and inject some additional sales tax revenue into our City.

There will be other components added to the recovery plan to help revitalize our hard-hit small business economy. According to Crosby, serving as a leader during this crisis, working to strengthen Whittier's recovery and protecting our future are goals the Chamber is focused on right now. "The Chamber works year-round to promote a business-friendly environment and excellent quality of life in Whittier and our work right now is more important than ever," she explained.

The Whittier Chamber runs on affordable membership investments by our local businesses, nonprofits and community members. If you are not a Whittier Chamber member and wish to support the efforts of the Chamber, please visit [whittierchamber.com](http://whittierchamber.com) and click the Join Online box.

Together.

As always, as ONE.

Since 1989

562.945.3404 [mapmanagement.com](http://mapmanagement.com)

## Business in the time of ZOOM

Virtual calls are quickly gaining popularity in this time of “safer at home.” If you are pivoting to online work, here’s three tips to help you have a better virtual meeting.

### Tip 1: LEAN IN TO THE CONVERSATION, NOT THE CAMERA.

We’ve all been there. We hop on a call with 2-200 people and see a variety of backdrops, and camera angles from side angles, to ceiling fans, and the tops of people’s heads and sometimes right into their noses because they are trying to get up close. Find a spot to prop up your computer (use a stack of books or blankets if that’s all you’ve got.) so that you neither have to look too far up or too far down at your camera.



 NOT THIS

helps to build oxytocin (the connection chemical or happy hormone) for people that you’re meeting with.

This doesn’t mean you have to stare into the camera, but rather, use a mutual gaze as you would speaking directly face to face with someone. Too much eye contact, in person or online, can send a different message than you intend.

When you’re listening, simple cues like smiling, nodding your head, raising your virtual or real hand to indicate you’d like to respond are always positive body language cues to use and help us feel and be less... awkward.

### Tip 3: SHOW US YOUR HANDS

Don’t be hand-shy, friends. Hands are our trust indicators. We use them often to communicate with others. They help us explain and express emotion. Do the same in your virtual meetings. Use explanatory gestures to make your points. Research indicates that people who use their hands are viewed as more warm, charismatic, and friendly.

TIPS: Use the List method to when making you’re talking about numbers. For example, “I am going to share two tips with you”. Using your hands makes you and what you say, more memorable.

Second, use your hands as part of explaining your ideas. No jazz hands (in the most cases), but explanatory gestures that help make your point and that are comfortable and natural to you.

And finally, remember we are all in this together. Even if you forget to look at the green dot or we just see the top of your head, we know you’re trying. The best tip of all is to have fun and share some laughs together, yes, even in a virtual business meeting!



 THIS

### Tip 2: WHERE DO I LOOK?

Online meetings can feel awkward. Real concerns like, where do I look often come up? Do I look into the camera or where the person is on my screen? The biggest mistake people make in virtual meetings, is looking at themselves.

TIP: Always look into the camera when speaking rather than at your screen or yourself. The green dot is your friend.

This way people see you looking at them as though you were having a face to face conversation. This



## 5 reasons your website is losing visitors

Internet speeds are increasing, attention spans are decreasing, and people hate ads so much they're PAYING to avoid them! This makes it harder for your website to get noticed and trying to remedy the situation by creating consistent content seems impossible. You only have 3-5 seconds to make an impression on your website visitors. You are swimming against the tide and the longer you wait the farther your business will fall behind. That's exactly why Brand Gratitude has taken our teams combined experience of over 24 years and created this list of actions you can take NOW to get your business moving upstream. Creating a clear brand online is one of the best decisions you can make to grow your business.

### You don't have a clear message

Within the first 5 seconds of viewing your website I should be able to tell what you do, how it benefits me, and how I can get it. If I can't, you're losing customers. Test this on a few strangers. Show them the first page on your website and ask them if they can tell you what you do, how it helps them, and how they get it.

### You don't know your audience

The text on your website should be clear on who you're trying to reach and direct visitors to EXACTLY what you want them to do. Too many options

create confusion and your visitors' brain will become overloaded and they'll leave. What is the one ACTION you want your visitors to take?

### You write too much!

Keep things simple. Use short sentences, avoid commas, and don't use insider language. "Insider language" is when you use words related only to your type of work. Don't get trapped in the "curse of knowledge". PEOPLE DON'T KNOW WHAT YOU KNOW! Again, Keep it simple. Can a 3rd grader read it and understand it?

### You talk about your Grandpa

The truth is I don't know you or your grandpa and I could care less about who they are. I want to know what you do and how it helps ME! Avoid writing pointless "history novels" about your business or how it got started. If you have one on your website, don't delete it, just create a link to it from the footer of your site.

### Your site isn't visually appealing and easy to navigate

Nothing is more frustrating than arriving on a website and not being able to read it. Your website needs to be visually appealing and easy to navigate. We like pretty things. It's just human nature. Your navigation should be simple, and every link should lead to a section or page that highlights the problem your customer is facing and/or how you can help them fix it.



Branding your website is no small task but Brand Gratitude's team of professionals is enjoyable to work with and make it easy for you to become the business that people think of. Give us a call today at (562) 646-6067. Visit our website at brandgratitude.com for more information about us!



### About Danielle Nava-Mijares

Danielle started her consulting firm, Nava Consulting LLC, in 2017 after a 25-year career in the non-profit sector.

Danielle is a trained and certified Body Language Specialist. She is trained in lie detection, body language basics, including facial reading and vocal power. She is a conference presenter, coach, and professional development trainer for both individuals and organizations.

Danielle is also in organizational transformation. She designs and facilitates professional development trainings for organizations, schools and universities and provides coaching for executive leadership to maximize the skills and talents of a diverse workforce to create more healthy, inclusive workplaces.

Danielle brings expertise in restorative mediation, organizational leadership, and non-verbal communication. She is a certified both as a Conflict Mediator and has an MA in Organizational Leadership from Chapman University. Find her at [www.daniellenavaconsulting.com](http://www.daniellenavaconsulting.com)



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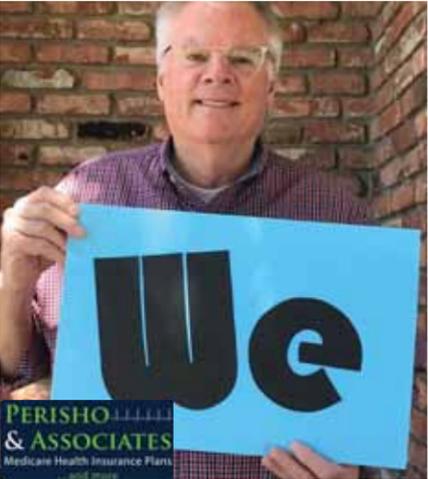
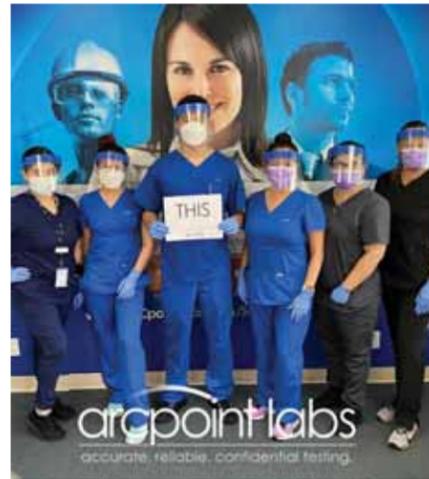
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# WHITTIER STRONG



## SoCalGas takes next step toward offering renewable natural gas

Utility and other stakeholders file agreement on the details of a new program that would give millions of Californians the option of getting part of their natural gas from renewable sources

Southern California Gas Co. (SoCalGas) announced it and other important stakeholders have agreed on details of a proposed plan to offer renewable natural gas to customers, and have filed that agreement with the California Public Utilities Commission (CPUC). Stakeholders include consumer advocate groups (including the state's consumer advocate), a national environmental organization, and various industry groups. Renewable natural gas can be used just like traditional natural gas to cook, heat homes and run businesses, and fuel trucks and buses. The fuel can be made when methane, a greenhouse gas that occurs naturally when organic waste breaks down, is captured rather than being released into the air.

The proposed program would allow millions of Californians the option to purchase a portion of their natural gas from renewable sources, just as many today can opt to purchase renewable electricity. The program is expected to create increased demand for renewable natural gas, which can help increase supply and lower its cost over time, similar to what has happened with renewable electricity created from wind and solar power.

"Replacing traditional natural gas with the renewable kind is a great way to reduce climate change emissions," said Andy Carrasco, SoCalGas chief environmental officer. "People like using natural gas for cooking, hot water and home heating, so using renewable gas allows them to keep their preferred energy source while helping achieve climate goals."

With the agreement in place, the CPUC can begin its review and evaluation process; a decision could come in the fall of this year.

The production and use of renewable natural gas in California has steadily increased since the enactment of a 2016 law requiring the reduction of methane emissions from dairy farms and diversion of food and green waste from landfills. Over 30 dairy renewable natural gas projects are now in operation in the state, and about 50 more are in various stages of development. Renewable natural gas from a San Joaquin Valley dairy digester facility began flowing into SoCalGas' pipelines over a year ago.

Renewable natural gas is also being made in California from household food waste, grass clippings and the like, keeping such waste out of landfills and putting it to use. In 2018, SoCalGas began putting the renewable gas in its pipelines from a waste hauling company's anaerobic digestion facility in Perris, California.

In 20 years, enough renewable natural gas will be available to replace about 90 percent of the nation's current residential natural gas consumption, a recent study by ICF estimates.

While thus far most renewable natural gas produced in California has been used for heavy-duty trucking, Renewable natural gas can also be used in homes, which contribute about six percent of California's greenhouse gas emissions. A 2018 study showed that replacing less than 20 percent of SoCalGas' traditional natural gas supply with renewable



natural gas by 2030 can achieve the same greenhouse gas reductions as converting all homes and commercial buildings to electric-only energy. That same study also found that using a mix of in- and out-of-state renewable gas resources would be 2 to 3 times more cost effective in reducing greenhouse gases than converting homes to all-electric.

### Renewable Natural Gas Program Details

If approved, the renewable natural gas program will be available to residential and small commercial and industrial customers. Residential customers will be able to select a fixed dollar amount per month for the purchase of renewable natural gas. Commercial customers will be able to select a fixed dollar amount per month or select a percentage of their consumption for the purchase of renewable natural gas, up to 100%.

Each month, participating

customers would see a line item on their bill that includes the amount of renewable gas they received, along with a very small program fee. To allow the utilities to enter into the longer-term contracts necessary to purchase renewable natural gas, residential customers will have to commit to one year. After one year, they would have the option to change their dollar amount or could participate on a month-to-month basis.

As customers opt to purchase renewable natural gas, SoCalGas will buy the renewable gas from producers and reduce the amount of fossil gas that is brought into their pipeline systems. As renewable natural gas enters the SoCalGas pipeline system, its molecules blend together with traditional natural gas just like solar and wind electrons on the electric grid. Every additional therm of this renewable fuel that customers

*Continued on page 9*

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**SoCalGas -  
Continued from previous page**

purchase means one less therm of traditional natural gas is used.

**About SoCalGas**

Headquartered in Los Angeles, SoCalGas® is the largest gas distribution utility in the United States. SoCalGas delivers affordable, reliable, clean and increasingly renewable gas service to 21.8 million customers across 24,000 square miles of Central and Southern California, where more than 90 percent of residents use natural gas for heating, hot water, cooking, drying clothes or other uses. Gas delivered through the company's pipelines also plays a key role in providing electricity to Californians— about 45 percent of electric power generated in the state comes from gas-fired power plants.

SoCalGas' vision is to be the cleanest gas utility in North America, delivering affordable and increasingly renewable energy to its customers. In support of that vision, SoCalGas is committed to replacing 20 percent of its traditional natural gas supply with renewable natural gas (RNG) by 2030. Renewable natural gas is made from waste created by dairy farms, landfills and wastewater treatment plants. SoCalGas is also committed to investing in its gas delivery infrastructure while keeping bills affordable for our customers. From 2014 through 2018, the company invested nearly \$6.5 billion to upgrade and modernize its pipeline system to enhance safety and reliability. SoCalGas is a subsidiary of Sempra Energy (NYSE: SRE), an energy services holding company based in San Diego. For more information visit [socialgas.com/newsroom](http://socialgas.com/newsroom) or connect with SoCalGas on Twitter (@SoCalGas), Instagram (@SoCalGas) and Facebook.



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- CIL Freight, Inc.**  
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- Collaborative Action & Unity in Special Education**  
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- H&R Block Enterprise, Inc.**  
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- McDonnell Group**  
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- Pacific Western Bank**  
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- Shakey's Pizza Restaurant**  
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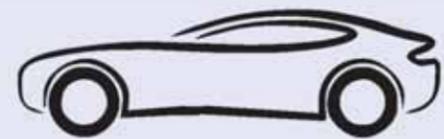
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