

WHITTIER AREA CHAMBER of commerce

MAR/APR 2020

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Gold Line Next Stop: Whittier

The Metro Board of Directors recently voted unanimously to approve the Washington Boulevard alignment as the preferred choice for the Eastside Gold Line transit corridor Phase 2 eastside extension.

The cities of Whittier, Pico Rivera, Commerce, Santa Fe Springs, and Montebello along with major employers and community leaders, including the Whittier Chamber of Commerce, were at the Metro Board meeting to speak on behalf of the project and hear the exciting announcement.

The Los Angeles County Metropolitan Transit Authority (METRO) is expected to release an updated Supplemental/ Recirculated Draft Environmental Impact Report (EIR) early next year.

Rail transit has been proven to

increase community well-being by creating jobs, by boosting economic development and property values, and by reducing pollution and traffic congestion. "The Chamber has played a key role in supporting this project since it was first introduced more than 10 years ago," stated President/CEO Carol Crosby. "Our businesses and residents deserve this opportunity for better access to work, shops, medical care, education and entertainment," added Chair of the Board Elizabeth Martinez.

The Washington Boulevard alignment being studied would extend the Gold Line Eastside extension from its current terminus at the Atlantic Station. The proposed route travels south along Atlantic Boulevard in an underground segment between the



current Metro Gold Line terminus and Santa Fe Springs, and Lambert

station at Pomona Boulevard/Atlantic Boulevard and the Citadel Outlets in Commerce. The route then proceeds east along Washington Boulevard via aerial and at-grade (street level) configurations ending at Lambert Road in the city of Whittier. Proposed stations along this route that are being considered include: redesigned Atlantic Boulevard station, Atlantic/ Whittier Boulevard station in East Los Angeles, Commerce/Citadel station in Commerce Greenwood Avenue station in Montebello, Rosemead Boulevard station in Pico Rivera, Norwalk Boulevard station serving unincorporated Los Nietos, Whittier,

and Santa Fe Springs, and Lambert Road station in Whittier.

Metro allocated \$6 billion for this project through Measure M funding. This alignment is identified as one of the four pillar priority projects and is a high priority for potential acceleration. If funding can be secured, the hope is that it could be built in time for the 2028 Summer Olympic and Paralympic Games.

Frequent updates on the Gold Line will be posted to the City of Whittier and Chamber of Commerce website pages. For more information, please visitcityofwhittier.org or metro.net/eastsidephase2 or email goldline@cityofwhittier.org.



Chamber's Top Priorities Revealed, Awards Presented, at Annual Meeting

For the past 12 months, Elizabeth Martinez has successfully been at the helm of the Whittier Chamber's Board of Directors. Beginning April 1st, Bryan Tabizon from Rose Hills Memorial Park & Mortuary will be stepping in as the next volunteer Chair of the Board for the start of the Chamber's 106th year. Both Elizabeth and Bryan have been involved in the Chamber for many years and share some strong leadership similarities including their belief in the organization, and their love for Whittier and the businesses the Chamber serves. accomplishments of the past year and honor the volunteers and member businesses who made it possible at the 106th Annual Meeting & Installation, presented by U.S. Bank. This year's event is taking place at the DoubleTree by Hilton - Whittier with the evening's festivities kicking off with a networking hour beginning at 5:00 p.m. followed by a magical dinner program starting at 6:00 p.m. Tickets to this special event are \$50 per person and include great networking, delicious food, entertainment, and a few fun surprises. "The Annual Meeting provides a great opportunity for our members to connect with each other, learn how the Chamber benefits business, and understand the role the Chamber plays in building a strong





For over a century, the Whittier Chamber has proudly served the interests of businesses within our community. On Wednesday, April 1, the Chamber will highlight the



Incoming Chair of the Board Bryan Tabizon and Outgoing Chair of the Board Elizbeth Martinez

community," explained President/CEO Carol Crosby.

During the program the Chamber will retire four outstanding Board members. Gary Lee Martinez (past President and owner of The Traveling

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MAR/APR 2020



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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

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A MESSAGE FROM THE CHAIR

transitioned to a new job at the Meruelo Group and served as the Chamber's Chair of the Board. It has been an honor and a privilege to represent the Whittier Chamber of Commerce this past year and I'd like to thank our members and the Board of Directors for giving me this opportunity and for their support and encouragement.

This year our staff and Board of Directors worked hard to enhance our programs and strengthen our communication, making the Chamber more visible and accessible. As I reflect on this past year, I am proud of the things we accomplished. It was an exciting year as the Chamber outlined a plan to be a catalyst for business growth, a convener of leaders and influencers to get things done and a champion for our community.

This year we introduced valuable new ways to promote our members, added informative seminars and workshops that helped make businesses run smoother and stay in compliance with the law, and we stayed on top of what our community needs to thrive.

This year we transitioned to a new tiered dues structure that allows

It's been a year of change for me as I our members to choose the benefit package that best suits their needs. We created a Chairman's Circle which now has 11 members and I'd like to thank those businesses who stepped up to be a partner and support the Chamber's mission and overall impact in our community. This year, we also made some changes to our Business Expo, making it more business-focused, and bringing it back to the DoubleTree Hotel. Our social media presence has increased and our message and impact is reaching further than ever before. We have increased our efforts to echo what our members are doing across many platforms and the results have been great. The Chamber's Member Appreciation Week, held in November, was an all-out effort by our staff, wonderful Ambassadors and Board to visit almost every Chamber member face to face to thank them for their partnership. It was wonderful to check in and catch up with those who make Whittier special. Lastly, our partnership with other Chambers of Commerce on events and programs such as our Summer Legislative Series and Women in Business are just great examples of the collaboration and dedication of the



leading business organizations in our region to offer the best resources we can. All of these are examples of how the Whittier Chamber is leading the way to educate, advocate, and connect our members and the community.

At the end of our fiscal year, the Whittier Chamber is standing strong fiscally and organizationally, and we couldn't have succeeded without you, our members. I speak on behalf of the Board and our staff when we say "THANK YOU" for continuing to be a part of a Chamber that believes in its city, its community and its businesses.

During my tenure, I was blessed to have members of my Board of Directors who care so much for the Whittier community that they gave an amazing amount of time, talent and treasure while each member still managed to run successful businesses. Thank you to all the 2019-2020 Board members. A special thank you to our retiring Board members Louis Gomez, Gary Lee Martinez, Greg Nicodemus,

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(<u>H</u>&B) Harvey & Parmelee LLP Debi Rhinehart

You have decided to move to another residence, but find it difficult to sell your present home. One way to weather a soft residential selling market is to rent out your present home until the market improves. If you are thinking of taking this step, you no doubt are fully aware of the economic risks and rewards. However, you also should be aware that renting out your personal residence carries potential tax benefits and pitfalls.

You generally are treated like a regular real estate landlord once you begin renting your home to others. That means you must report rental income on your return, but also are entitled to offsetting landlord-type deductions for the money you spend on utilities, operating expenses, and incidental repairs and maintenance (e.g., fixing a leak in the roof). Additionally, you

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Converting a Home into Rental Property

S TAX TIPS

your home. You can fully offset your made necessary by adverse market rental income with otherwise allowable landlord-type deductions. However, under the tax law passive activity loss (PAL) rules, you may not be able to currently deduct the rent-related deductions that exceed your rental income unless an exception applies. Under the most widely applicable exception, the PAL rules won't affect your converted property for a tax year in which your adjusted gross income doesn't exceed \$100,000, you actively participate in running the home-rental business, and your losses from all rental real estate activities in which you actively participate don't exceed \$25,000.

potential tax pitfalls may arise from the rental of your residence. Unless your

can claim depreciation deductions for rentals are strictly temporary and are conditions, you could forfeit an important tax break for home-sellers if you finally sell the home at a profit. In general, you can escape taxation on up to \$250,000 (\$500,000 for certain married couples filing joint returns) of gain on the sale of your home. However, this tax-free treatment is conditioned on your having used the residence as your principal residence for at least two of the five years preceding the sale. So renting your home out for an extended time could jeopardize a big tax break. Even if you don't rent out your home so long as to jeopardize your principal residence exclusion, the tax break you would have gotten on the sale (i.e., exclusion You should also be aware that of gain up to the \$250,000/\$500,000

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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.

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COMMUNITY CONNECTIONS



Members from Azar Event Center and CAPC, Inc. with their Whittier Chamber Certificate of Appreciation for hosting February's Wake Up Whittier



Planet Fitness representatives, Boys' & Girls' Clubs of Whittier staff, Whittier Chamber Board Members and Chamber Ambassadors celebrate the grand opening of Planet Fitness in Whittier with a ribbon cutting ceremony



Suddath staff and Whittier Chamber Board Members and Ambassadors moments before cutting the ribbon to celebrate Suddath Relocation Systems' grand opening



Century 21 staff, Whittier City Council, Whittier Chamber Board Members and Ambassadors celebrate Century 21 Cornerstone with a ribbon cutting ceremony



Dentists of Whittier celebrate the grand opening of their new location on Whittier Blvd with a ribbon cutting ceremony



Tasty Tuesday guests enjoying networking and lasagna at De Luca's restaurant

limits) will not apply to the extent of any depreciation allowable with respect to the rental or business use of the home for periods after May 6, 1997, or to any gain allocable to a period of nonqualified use (i.e., any period during which the property is not used as the principal residence of the taxpayer or the taxpayer's spouse or a former spouse, such as a rental) after December 31, 2008. A maximum tax rate of 25% applies to this gain (attributable to depreciation deductions).

Some homeowners who bought at the height of a market may ultimately sell at a loss. In such situations, the loss is available for tax purposes only if the owner can establish that the home was in fact converted permanently into income-producing property, and isn't such a conversion.

If you have any questions regarding the above discussed topic or any other tax matter, please feel free to give me a call at (562) 698-9891.

merely renting it temporarily until he can sell. Here, a longer lease period helps an owner. However, if you are in this situation, you should be aware that you probably won't wind up with much of a loss for tax purposes. That's because basis (cost for tax purposes) is equal to the lesser of actual cost or the property's fair market value when it's converted to rental property. So if a home was bought for \$300,000, converted to rental property when it's worth \$250,000, and ultimately sold for \$225,000, the loss would be only \$25,000.

Since the question of whether to turn a principal residence into rental property isn't easy to resolve, you should consider getting counsel from your tax adviser before consummating



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Congratulations to the Whittier Chamber of Commerce for hosting the 2020 Silver Shield Awards Banquet last month at Pacific Palms. Thank you to the committee for making it yet another successful event, and to the many residents and local businesses for their sponsorship and generosity. The City is fortunate to have its own Police Department and the City Council is proud of each and every sworn and civilian member, along with our wonderful group of volunteers, who answer the call of duty day in and day out. Congratulations again to all the men and women recognized for their outstanding service and dedication to public safety. And remember, if you see something, say something!

Our Economic Development staff has been busy meeting with developers and businesses looking to invest in Whittier, while also preparing to market our growing community to a variety of national retailers at the upcoming International Council of Shopping Centers (ICSC) tradeshow in May. Our Public Works staff celebrated the official groundbreaking for the new state-of-the-art parking structure last month, which will be located on Comstock Avenue. Now that the project is underway, we hope to have it open for residents and visitors alike by this time next year. Also, if you haven't had a chance yet to enjoy something delicious from Whittier Brewing Company at Poet Gardens, it's the perfect place to meet friends and dine out on Greenleaf. With new businesses like La Bodega Brewery and others under development, the future of Uptown is bright.

MAYOR'S MESSAGE

The City of Whittier will be participating in 2020 Census activities as we get closer to Census Day on April 1. Not only does the U.S Constitution require the Census every 10 years, but the exercise is very important relative to equal representation and the distribution of funds within our community. Staff has been working with Census Bureau representatives and many of our local partners to encourage outreach, awareness, and participation. The Census is now available online for the first time, making it quick and convenient to fill out at home. For those without internet access, the City will host computer kiosks at locations including our Library branches, the Uptown Senior Center, and the Clerk's department at City Hall. Watch for more updates on how to get involved and make sure 'Whittier Counts' by encouraging your friends and neighbors to take the survey. Visit www.2020census.gov to learn more.

Community events coming up are sure to offer fun for all ages. On Saturday, March 28, enjoy wining and dining at the Whittier Host Lions' 24th Annual Sight for Kids fundraiser at the Whittier Community Center from 5:30 to 8:00 p.m. Enjoy wine tasting and food samples from local restaurants while bidding on silent auction items and supporting a great cause.

Get your baskets ready! On April 4, the City of Whittier will host our annual Eggxtravaganza at Parnell Park from 11 a.m. to 2 p.m. Children of all ages are welcome to attend and enjoy egg hunts, inflatable attractions, face painting, and pictures with the Easter Bunny himself! Wristbands are \$5 per child. Please call (562) 567-9450 for more information.

I wish you and your family a fun-filled spring

and a happy Easter!

Later that day, visit the Whittier Uptown Association's 25th annual Art & Antique Faire along Philadelphia Street in Uptown between 9 a.m. and 3 p.m. This free community event features live music, tasty food, and plenty of opportunities to find a cool vintage keepsake or discover a one-of-a-kind art piece. Visit whittieruptown.org or call (562) 696-2662 for more details.

The Shelter's Right Hand will host its 24th annual 5K Run/Walk on Saturday, April 25, kicking off at 8:00 a.m. at Central Park in Uptown. Each year our community comes together to take a stand against domestic violence by supporting one of Whittier's great nonprofit organizations. Thank you to the many sponsors who help make this such a successful event!

That same day, join the Whittier Chapter of the United Nations Association for Whittier's 5th annual Earth Day celebration, happening at the grassy lot off of Greenleaf Avenue from 10:00 a.m. to 2:00 p.m. This family-friendly event will include a "smart car" display, guest speakers and booths featuring environmentallyfriendly tips and alternatives. Come learn more about how you can help reduce our community's carbon footprint and ensure a sustainable future for Whittier.

Lastly, don't miss the annual Whittier Mayor's Prayer Breakfast at the Doubletree Hotel, located at 7320 Greenleaf Avenue in Uptown, on Good Friday, April 10. Registration begins at 6:45 a.m. for the breakfast event and tickets are available for purchase online at www.whittierprayer.org.

Be sure to like and follow @ WhittierCityGov on social media for up-to-date community information and events.

Annual Meeting -Continued from front page

Traveler), Laurie Perschbacher (past President and owner of MAP Property Management), Greg Nicodemus (Regional Manager of Credit Union of Southern California), and Louis Gomez (Gov't Affairs/Sales Manager of F.F. Gomez), have all contributed greatly to the success of the Whittier Chamber.

In addition, incoming Chair of the Board, Bryan Tabizon, will announce his Executive Board, introduce his Board of community leaders, and install 4 new Board members including Tania Castaneda (Republic Services), Carla Chan (Credit Union of Southern California), Gregg Durkee (Kaiser Permanente) and Julia Emerson (Southern California Gas Company). "We have assembled a great team for next year," said Tabizon proudly. "I am grateful to each member of the Board for graciously committing their time and talents to the organization this upcoming year."

Outgoing Chair of the Board, Elizabeth Martinez, will present awards to outstanding businesses and exceptional volunteers who have helped make the past year a success. "It has been a great honor to serve as the Chair of the Board this past year," exclaimed Martinez. "I am so grateful for all the support I received from my fellow Board members, and countless outstanding business and community members," she added.

Sponsors for this event include Presenting Sponsor U.S. Bank and **Community Partners Associated** Cabinets, Athens Services, DoubleTree by Hilton Hotel - Whittier, PIH Health, Republic Services, Rose Hills Memorial Park & Mortuary, and Suburban Water Systems. Additional sponsorship opportunities are still available.

Reservations for a table of 10 or an individual seat at the event can be made by visiting www.whittierchamber. com or by calling (562) 698-9554.



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monthly resource support group meeting hosted at our community.

> Kindly RSVP as seating is limited. All meetings are free of charge



3rd Monday of Each Month 10:30am - 12pm

For more information, please contact Linda Loera Alzheimer's Association (213) 220-0713

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- · Share feelings, needs and concerns
- · Learn about community resources.

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Purses and Wallets Do Not Belong In Parked Cars

There are many reasons why you should never ever leave a purse or wallet in a parked vehicle. Here are a few:

- Window smash at least \$300 to replace.
- Lock punch at least \$300 to replace.
- Your credit cards will be maxed out before you discover the break in.
- Your debit cards will be maxed out before you discover the break in.
- Your checks will be used to fraudulently ravage your bank accounts.
- Your ID card and other wallet/purse documents will be used to open lines of credit in your name. Identity theft take years to clean it up.
- Your identity information will be sold to many other crooks.
- You will have to cancel all cards, close all bank accounts, reopen new accounts, and reissue cards and checks.
- You will spend hours updating direct deposit, automatic payments, credit cards on file with various websites and provider.
- Having your driver's license or ID card stolen means standing in line at the DMV and no photo ID for a while. Definitely complicates using checks or cards when shopping, verifying ID when flying, and making transactions at the bank.

This is not made up - this is what we hear victims sadly go through on a regular basis and we take reports of purses and wallets stolen from cars every week. You, your family, friends and neighbors can avoid the loss and hassles - don't leave purses or wallets in parked cars - not on the floorboard, not behind the seats, not under the seats, not it the glove box, not in the center console, not in the trunk... take it with you always.

Vehicle burglaries are almost 100% preventable. If you lock your doors, alarm your vehicle, and leave nothing visible inside, you will reduce the chances of becoming a crime victim.



Can Census Bureau Data Drive Business Growth and Job Creation?

An entrepreneur in San Francisco is weighing whether to open a new restaurant. A national chain headquartered in Los Angeles is making regional hiring plans, and a big-box store in Orange is deciding how to stock its shelves.

All three businesses have one thing in common; They can use U.S. Census Bureau statistics to help guide their decision.

When planning a new business or deciding whether to hire more staff, entrepreneurs and big chains alike must answer key questions.

Among them: Who are my potential customers? How many live in the area? How many similar businesses are already operating nearby? How much are those competitors paying their employees?

"Our data gets used extensively," said Andrew Hait, a Census Bureau economist. "The (annual) American Community Survey and the decennial census — both are critical resources."

That's why it's important to respond to the 2020 Census. Responses could lead to more jobs and new businesses in a community. Businesses use population statistics to help decide where to add jobs or open new stores, offices or other businesses in communities across the country.

Economic Census

One major Census Bureau resource for businesses is the recently released 2017 Economic Census. Conducted every five years, the economic census collects extensive data about nearly 4 million businesses across most industries and all geographic regions of the United States.

In addition, the Census Business Builder, a suite of free online tools available on census.gov, allows business owners and analysts to explore local statistics — ranging from consumer spending to new building permits — so they can identify new office locations, stock shelves and more. **2020 Census**

An entrepreneur in San Francisco in its aisles than one in a community weighing whether to open a where most of the population is age 65 v restaurant. A national chain or older.

Those local community statistics are available thanks to the census.

Customers in some areas may also prefer a particular kind of retail experience — an insight that can help small business owners stay competitive.

Take the restaurant owner in Albuquerque, New Mexico, who several years ago was debating whether to add drive-through windows to his restaurants.

Hait said the restauranteur approached him after a presentation to ask if the Census Bureau had any information that could aid in his decision. They scoured available stats together and discovered that, at that time, 34% of restaurant sales in his community were made via drive-through windows.

"It's the highest (percentage) in the nation," Hait said. Bottom line is that the restaurant owner was losing potential business without a drive-through option for customers.

Three years later, the man came up to Hait at another presentation and gave him a hug. He had just paid off the 10year small business loan he took out to install the drive-through windows.

Hiring, Payroll and Regulations

Business owners use Census Bureau data to make competitive hiring and pay decisions based on the typical payroll of similar businesses in their area.

And states and local governments use it to regulate businesses.

The state of Maryland, for example, was considering raising taxes on cigarettes. The state turned to census statistics to identify businesses that sold the most cigarettes within its borders and would be most affected by a cigarette tax hike.

The answer: convenience stores,



Message from the Chair - Continued from page 2

Laurie Perschbacher. These dedicated individuals have spent many years helping to shape our Chamber. We are grateful for their contributions and I am thankful for their mentorship.

Since this is my last message as Chair, I'd like to take a moment to thank the amazing staff at the Chamber office. They are committed to serving our members with excellent programs, opportunities and resources, and their professionalism is what makes this Chamber unique and one of the best in the region. Thank you to staff members Jessica Reyes, Celina Zambrano and Christina Almaraz. Thank you also to our President/CEO Carol Crosby. We are blessed with your amazing leadership, guidance and enthusiasm for this Chamber. This is one of the hardest working teams around and we appreciate what they do for our Chamber.

Finally, I would like to thank each and every one of you for your continued investment in our Chamber and in your business. I look forward to "passing the gavel" to incoming Chair of the Board, Bryan Tabizon from Rose Hills Memorial Park and Mortuary on April 1 at our Annual Meeting and Installation and supporting him as he takes this Chamber to the next level. The availability of census statistics to private businesses is just one of the benefits of the 2020 Census, which aims to count everyone who lives in the United States.

State, local and federal government officials will use 2020 Census statistics to determine how to allocate and spend billions of dollars annually for critical public services, including hospitals, schools, roads and bridges, which in turn will generate opportunities for private sector businesses.

Should a Store Sell Diapers?

Business owners also use the information to determine how best to serve their customers. A big-box superstore in a community full of young families, for example, is more likely to showcase diapers on prominent shelves

large chunk of their revenue.

"Using that data, they decided not to raise the cigarette tax at that time because they were concerned about how it might impact these mom-and-pop convenience stores," Hait said.

The Census Bureau encourages businesses to make use of the wide variety of census statistics available.

"Over 100,000 businesses are opened every year, and almost 100,000 businesses close every year," in the U.S., Hait said, adding that many of those that fail probably didn't do their homework.

Census Bureau data can help entrepreneurs do their homework — and then some.

For more information on the 2020 Census and how it gives back to our local business community, visit 2020census.gov

4 Dynamic Business Leaders Recognized For Their Contributions to the Chamber Board

Dedicating their time, talent and treasure to the Chamber's Board of Directors for a combined total of over 22 years, Louis Gomez, Gary Lee Martinez, Greg Nicodemus, and Laurie Perschbacher will retire at the end of the Chamber's fiscal year on March 31, 2020. "I was proud to serve with these wonderful community leaders who contributed greatly to shaping our community vision," explained Chamber Chair of the Board Elizabeth Martinez. "I want to thank each of them for their mentorship, and the shining example they set for me and other members of the Board," Martinez continued. enthusiasm, leadership "Their and commitment to the business community will be greatly missed on our Board," added Chamber President/CEO Carol Crosby.

Louis Gomez, Government Affairs and Sales Operations Manager of family business F.F. Gomez, joined the Board of Directors in 2018. In his short time on the Board, Louis contributed his skills in the technology, sales and manufacturing arenas. Louis was a strong advocate for small businesses and was an engaged participant at monthly Board meetings.

Gary Lee Martinez, owner of The Traveling Traveler travel agency, has spent the last 8 years on the Chamber's Board of Directors and served as the President in 2018-2019 and the Immediate Past President this year. Gary Lee enhanced the Board with his experience as a small business owner which included a strong understanding of networking, marketing and employee relations. During his term, Gary Lee served on the Executive Committee for a number of years, co-chaired the Hathaway Golf Classic, and participated on numerous committees, often donating trips to enhance Chamber events.

Greg Nicodemus, Regional Branch

Manager at Credit Union of Southern California, has spent the last 6 years serving the Whittier Chamber on its Board of Directors. During that time, Greg contributed his financial, leadership and management experience to help shape the work plan for the Chamber. Greg has served on the Executive Committee as the Finance Chair, chaired our Seminar committee and participated on the Hathaway Golf Classic committee.

Laurie Perschbacher, owner of MAP Property Management and MAP Property Services, joined the Board of Directors in 2014. Laurie was Chair of the Board in 2017-2018 and most recently served on the Executive Committee as the VP of Membership. Laurie has chaired, or participated on, most Chamber committees including recently serving as the Silver Shield Awards Banquet Chair and the Hathaway Golf Classic Mixer Chair.



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Gary Lee Martinez The Traveling Traveler



Laurie Perschbacher MAP Property Management



Greg Nicodemus Credit Union of Southern California



Last year, the Los Angeles County Board of Supervisors launched the LA County Fair Chance Hiring campaign, an integrated marketing campaign, which encourages businesses to actively hire members of the justiceinvolved community.

As part of the campaign, business owners and executives are asked to sign the Fair Chance Hiring Pledge, a commitment to adopt fair chance hiring practices. Companies that sign the pledge receive guidance from the County's Business Services Representatives who work with them to recruit and keep qualified candidates. The County connects businesses to tax credits, training reimbursement, and other resources when they hire qualified workers who were once incarcerated.

Since the campaign launched in September, 182 businesses have signed the pledge.

The Fair Chance Hiring initiative is a key component of the County's overall efforts to expand employment opportunities for justice-involved individuals and to reduce recidivism. Research shows that approximately one in three working-age Americans has a felony criminal record and up to 65 percent of individuals released from incarceration are unemployed a year after release.

The campaign also seeks to raise awareness of the State's Fair Chance Act, which went into effect in January 2018. The law generally prohibits businesses with more than five employees from asking about a job candidate's criminal record before tendering a conditional job offer.

To learn more about the LA County Fair Chance Hiring Initiative, visit https://fairchance.lacounty.gov.



Feel great and be super productive in everything you do.

Do you feel like you need to get your fatigue under control? Could your lack of energy be jeopardizing your promotion or your job altogether? Dr. Yani Feliciano, award-winning chiropractor and celebrated wellness advisor, has worked with thousands of clients who have wanted more than a life of just getting by. She's guided her clients on how to double their energy and productivity, cut stress levels in half, and improve body functions, all in a matter of weeks. Best selling author Dr. Yani has now put her energy-boosting program in *No More Fatigue*. She lays out 8 steps to increase your energy and productivity on and off the job. In this easy-to-use guide, you will learn:



- How to avoid food combinations that zap the energy out of you
- Why the amount of water and time of day you drink matters
- Why you need vitamins, minerals, and other types of supplements in your daily routine
- The differences between rest and sleep and what's better for high productivity
- How stress reduction therapy helps you stay healthy
- Time management strategies that help you double or triple your total productivity
- Body movements and stretches that help you prevent workplace injuries

If you hare ready to get serious about making the necessary changes in your life so that you can feel great and thrive, read *No More Fatigue* today. Go to NoMoreFatigueDoctor.com for your FREE copy.

Best selling author Dr. Yani Feliciano is known as "The Energy Doctor." A Chiropractor and Wellness Consultant for over 30 years, her mission is to "help others live their lives to the fullest without any limitations or pain." She devotes her time to patient care, to coaching executive women so they can feel great and be super productive in everything they do and presenting Wellness Workshops for companies and community groups. She is passionate about helping her clients improve their lives!



For more information, please contact Dr. Yani Feliciano at:

Friends Chiropractic 6736 Friends Avenue Whittier, CA 90601 Tel (562) 698-1275 www.proadjusterchiropractic.net









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RIO

HÖNDO College



Río Hondo College to Provide Free Tax Help to Families in Need

IRS-certified students from Río Hondo College will provide free basic income tax return preparation for individuals and families who earned \$56,000 or less in 2019 as part of the Volunteer Income Tax Assistance (VITA) program. The program will run from 10 to 11:30 a.m. Fridays through April 10 at the El Monte Educational Center, 3017 Tyler Ave., El Monte. It will be closed March 27. No appointment is needed. VITA volunteers will help prepare forms 1040, 1040A and 1040EZ, including standard and itemized deductions, and earned income tax credit. VITA does not handle Form 1040NR, married couples filing separately, Schedules C, D, E, F and SE, rental property or farm income. Applicants for aid will need:

- Photo identification for all those on the return
- · Social Security cards or taxpayer identification cards
- Birth dates for filers, spouse and dependents
- Wage and earnings forms (W-2, 1099, 1098)
- Deduction and credit information
- Forms 1095-A, 1095-B or 1095-C when applicable
- Copy of 2018 federal and state returns, if available
- Direct deposit information
- Other data: interest statements, day care records, day care tax ID number

For more information call (562) 463-7359.



Whittier Union Schools Earn Recognition for Engaging STEM Programs

Two Whittier Union high schools are being highlighted for their outstanding work to expand access to science, technology, engineering and mathematics (STEM) courses and develop robust, engaging programs that prepare students for innovative careers.

For the second consecutive year, Whittier High School earned the College Board Advanced Placement Computer Science Female Diversity Award for achieving high female representation in its AP Computer Science Principles course, integrated into the curriculum in 2016 to expand student access to STEM education. To receive the award, a school must either reach 50% or higher

female representation in the AP course or record a percentage of female computer science examinees that meets or exceeds the school's female population. Out of more than 20,000 secondary schools worldwide that offer AP courses, Whittier is among only 636 to accomplish this feat in 2018-19.

La Serna High School was also recently

recognized by Newsweek Magazine and STEM.org as one of America's Top 5,000 STEM High Schools.

Schools were identified in every region of the country that offer skilled teachers who keep up with developments in these fields and who create dynamic learning environments to engage their students.

La Serna, along with schools across Whittier Union, offers a variety of robust programs and courses in STEM, providing students with the opportunity to explore innovative concepts and careers.

"We're very proud that each of our schools implements curricula and programs that engage, challenge and prepare students to excel in

career Supe Martin said. to reskilled teache admini work implem progra provide ongoin along t

STEM majors and fields," Superintendent Plourde said. "I also want to recognize our skilled and talented teachers, staff and administrators who work together to implement these programs and provide our students ongoing support along the way.'



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Introducing the Joseph & Helen Koo Emergency Care Center

Beverly Hospital announces the naming of its Emergency Care Center after Mr. Joseph and Dr. Helen Koo, who donated \$1M to the Hospital. Dr. Helen Koo, Pediatrician, has been a Beverly Hospital Physician since 1982 and has been caring for the community's infants and children for nearly 4 decades. The Koo's contribution will help Beverly Hospital continue to make important improvements to its facilities. These improvements result in a higher level of quality and compassionate care for every patient.

The recently expanded Emergency Care Center (2019) added 15 new beds (bringing the total to 32), two trauma bays, a state-of-the art new nursing station, and a new waiting area. Alice Cheng, President & CEO, commented on the recent expansion "our community deserves the best care close to home, and we can now provide superior emergency care and shorter wait times for urgent needs." The additional space will help meet the needs of a growing community.

The hospital has experienced various expansions since its humble origins as a maternity cottage. Prior to current renovations to the Emergency

Care Center, the hospital renovated its Hensel Maternity Center into 18 private maternity suites in 2016, and retrofitted various areas of the hospital to meet earthquake standards in 2015. Funding for these and other renovations was secured with a \$40 million bond from the California Statewide Communities Authority in 2015. Older renovations include a move of the original hospital building from Beverly and 4th St. to Harding and 4th St. in 1957 and the rise of its patient towers (floors 2-5) which were added in 1973.

Beverly Hospital serve Montebello, East Los Angeles, Pico Rivera, Whittier and surrounding cities since 1949. For more information, please contact Veronica Ramirez at (323) 725-4352.

About Beverly Hospital

Since 1949, Beverly Hospital has been providing quality medical care to the residents of Montebello and surrounding communities such as Pico Rivera, Monterey Park, Rosemead, El Monte, Whittier, and East Los Angeles. Today, this 202-bed acute bed facility is a leading independent, non-profit community hospital, recognized nationally for providing quality care and has a medical staff of over 400 physicians.

Caption: Dr. Helen Koo, Mr. Joseph Koo, Alice Cheng, President & CEO of Beverly Hospital, Les Fujimoto, VP of the Beverly Foundation & Community Relations

The Whole Child Launches New Treatment Program for Whittier Youth At-Risk of Severe Mental Illness

The Whole Child has been selected by the Los Angeles County Department of Mental Health as one of four designated providers in the county to offer



early psychosis assistance for youth ages 12-25. Powerful Initiatives for Early Recovery (PIER) is designed to provide early treatment for youth who pose a clinical-high-risk of developing severe mental illness, such as schizophrenia and psychosis. By detecting and treating patients at the onset of psychosis, negative impact of psychosis may be mitigated. The Whole Child will be the exclusive provider of the Powerful Initiatives for Early Recovery (PIER) program in Service Planning Area 7, which includes the city of Whittier. "It is a great honor that The Whole Child has been designated to launch the PIER program - which is designed to help individuals, families, and communities learn of the early warning signs of psychosis and to promote advocacy, acceptance, and understanding by decreasing stigma and increasing hope for our constituents and for them to know that help is available. I feel very fortunate to be part of such a large initiative contributing to the quality of life for the families in our communities," stated Dr. Frank Nessary, Psy.D., Director of The Whole Child's PIER program.

The PIER program assists youth

and families to increase performance in all areas of life by building coping skills, reducing stress and implementing problemsolving techniques.

The PIER team of clinically trained mental health professionals has been actively conducting outreach to community organizations throughout Service Planning Area 7, raising awareness, reducing the misconceptions of severe mental health conditions and providing information on early detection and prevention treatment. Following a comprehensive outreach effort, the PIER team will begin treating young patients meeting referral guidelines. Any organization who works with youth ages 12-25 and is interested in learning more about the program or being included on its community partnership list should contact the PIER team at The Whole Child.

ABOUT THE WHOLE CHILD The Whole Child is a 62-year-old non-profit organization providing mental health, family housing, parent enrichment and nutrition education services to the most vulnerable families in Los Angeles County. Our mission is to help families raise emotionally and physically healthy children and have a place to call home.

To find out more, please visit us at thewholechild.org







Chamber Offers Mandated Sexual Harassment Prevention Training for Supervisors and Employees

By January 1, 2021, employers with at least five employees must provide: (1) at least two hours of sexual harassment prevention training to all supervisory employees; and (2) at least one hour of sexual harassment prevention training to all non-supervisory employees in California. New employees must be trained within six months of assuming their position, and once every two years thereafter.

The Whittier Chamber of Commerce has teamed up with local employee compliance training company, Compliance Training Group, to offer mandated sexual harassment prevention training to all Whittier area employers. The training will be offered two different times throughout 2020, with the first training to be held on Wednesday, March 25 at Parnell Park. Both the 2-hour training for supervisors and the 1-hour employee training will be offered on each of the two training dates. The other training is scheduled for October 28.

This on-site training will be conducted by an experienced sexual harassment instructor and investigator who will provide an overview of the prohibitions against harassment, discrimination, and retaliation under state and federal law. The training will include:

Examples of what constitutes unlawful harassment, discrimination, and retaliation in the workplace

- Remedies and solutions available to employees
- Real-life hypothetical and practical • information
 - Interactive question-and-answer session

Cost for the 2-hour supervisor training is \$50 for Chamber members; \$65 for nonmembers. Also included in the supervisor training is a session on background screening best practices. Cost for the 1-hour employee training is \$30 for Chamber members; \$45 for nonmembers. All trainings will follow the same time schedule with supervisor training from 8:00-10:00 a.m., background screening best practices from 10:00 - 10:30 a.m. and employee training from 11 a.m. -12 p.m. Spanish training is available from 12 p.m. to 1 p.m. All attendees will receive a certificate of completion at the end of the training session. While other options are available for this required training, this live and interactive training by experts offers the best way to educate your employees. Visit whittierchamber.com to register you and your employees today.

There will be a limited number of seats available at each training session, so reserve your seats early at whittierchamber.com. If you have a large group of employees that need to be trained, contact the Chamber office at (562) 698-9554 for information on live webinars or on-site training.

Flying Domestically? REAL IDs Will Be Required by October 1 By CalChamber

frequent the skies for work are being encouraged by the California Department of Motor Vehicles (DMV) to be REAL ID-ready by October 1, if they wish to continue using their California driver license to board domestic flights in the United States.

The federal REAL ID Act places new rules on which forms of identification may be used to board flights within the United States and enter secure federal facilities, such as military bases and federal courthouses, starting October 1. A California-issued REAL ID driver license or identification card meets these new requirements and is marked with a gold bear and star.

Documents Needed

Applying for a REAL ID requires the following:

- Proof of identity (birth certificate or U.S. passport);
- Proof of Social Security number; and
- Two documents to prove California residency (such as a cable or cell phone bill, bank statement or lease agreement).

If you have changed your name, a legal name change document, such as



Executives and employees who a marriage certificate or divorce decree, may also be required.

How to Apply

To apply for the REAL ID, customers should fill out the REAL ID online application, gather all necessary documentation and head to their local DMV office.

There is no need for an appointment to get a REAL ID. Customers should check business hours and wait times of their local office on the DMV website to help plan their visit. More than 60 DMV offices across the state are also open on Saturdays.

In an effort to make obtaining a REAL ID easier, the DMV offers a business-direct service called DMV2U available to some of California's largest employers.

After setting up a mini-office on site, DMV staff process applications and employees receive their new REAL IDs in the mail within a few weeks.

To date, the DMV has held eight popup events with more than 5.600 REAL ID applications processed — with more scheduled as the federal enforcement date approaches in October.

For more information about **REAL ID**, go to realid.dmv.ca.gov.

SEXUAL HARASSMENT PREVENTION TRAINING

MARCH 25

Spring into Savings The



AROUND TOWN

Michael Vacchio Introduces New Law Firm

Introducing "Spanos & Gustafson LLP"! Michael A. Vacchio, former Senior Counsel for 'Samini, Cohen & Spanos', has transitioned to a new firm, 'Spanos & Gustafson.' Specializing in commercial business disputes, Spanos & Gustafson will fight for you on issues regarding breach of contract, business torts, real estate, an opportunity to purchase California grown products. It is a great spot for the environmental, trade secrets, etc. Michael Vacchio has been practicing for over 37 years and, collectively, his team has over 105 years of experience of litigation and trial experience. "We don't just push paper - if the case needs to be tried, we with plentiful supplies and stroll the pedestrian-friendly streets in Historic Uptown take it to trial !" If they can't get the job done, they'll refer you to someone who can. Whittier. For more information, call (562) 696-2662.

Reserve Your Friday for Uptown Whittier Farmers' Market

The Uptown Whittier Farmers' Market is a community gathering place and community, residents and merchants to access locally grown, farm-fresh produce all while personally interacting with the farmer who produces it. Enjoy the vendors

MARCH

The Whittier Art Association & Gallery present "Everything Clay, Glass and More"

From Wednesday, March 11 to Saturday, April 5, from 1 to 6 p.m., The Whittier Art Gallery will display an "All things Glass, Wood and Metal" show and sale. Along with traditional clay and stained-glass pieces, there are sculptures made from polymer, paper clay and even origami fashioned from clay. There are exciting entries, representing many cultures, as well as works from their award-winning Gallery favorites. The reception will be March 21, Saturday from 2 p.m. to 5 p.m. There is no charge. The public is encouraged to join!

APRIL

The 25th Annual Art & Antique Fair Returns to **Uptown Whittier**

Join the Whittier Uptown Association on Saturday, April 4 from 9 a.m. to 3 p.m. for a fun day in Uptown Whittier. The Annual Fair will be filled with over 150 vendors, live entertainment and music. Local artists and artisans will be selling rustic furniture, original artwork, vintage jewelry and more. No Multi-Level Marketing or reseller products will be on display, just one-of-a-kind special finds. For additional information on becoming an antique/food vendor and general inquiries, visit whittieruptown.org.

Whittier City School District's Annual **Scholarship Show Calls All** WUHSD Artistic Students

The Whittier Art Association has provided a grant to enable any interested elementary or middle school students in the district to enter the Annual Scholarship show from Wednesday, April 8 to Saturday, April 18. The art ranges from drawings to sculptures-with paintings created from pastel to acrylic and everything in-between. Once you experience the world through the eyes of a child, you are hooked. This has become one of Whittier Art Association & Gallery's most popular shows. Call the Gallery at (562) 698-9710 for time and date of the reception, to which the public is enthusiastically invited. Gallery is open Wednesday through Sunday from 1 to 6 p.m.



Sun Chilson You is Back at the Whittier Art Association & Gallery

Once again, The Whittier Art Association & Gallery is honored to be chosen as the venue of the incomparable SUN CHILSON YOU's annual show form April 22 to May 2. You will be astonished at the combination of ancient and modern influences on some truly magnificent and original art. Don't miss this one. For dates and times of the reception, contact Whittier Art association and Gallery at (562) 698-9710. Open Wednesday through Sunday from 1 to 6 p.m.

Raise Awareness & Dedicate Resources

Manage your Small Business to its **Best Potential**

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. The application period will close on April 23, so this is your chance to apply for the 2020 fall cohort NOW.

ECF Art Centers Presents From the Archive: Inaugural Exhibit

The Exceptional Children's Foundation (ECF) Art Centers are pleased to present a selection of works from the archives of their five progressive art studios and work from several prolific artists. The exhibition will showcase various forms of art, such as sketchbook art, digital art, and works of art on paper. Since 1968, the ECF Art Centers have provided adults with developmental disabilities a place to explore their creativity and freedom of expression, and Wednesday, March 28 is your time to support these artists. Please join ECF for the opening reception in Suite 300 at the Gallery & Zine Library from 3 p.m. to 6 p.m.

The Whole Child Invites You to Dine, Dance and Donate

The Whole Child's annual fundraising event, 'Raise the Roof', returns April 25. They will be undertaking one of the largest projects in the organization's history, a new housing complex in Santa Fe Springs. Funds raised at the event will contribute to underprivileged families and will help provide them with the interim or permanent housing solutions they need. The night will include silent auctions, dinner and entertainment for a great cause. Tickets and sponsorship opportunities are available at thewholechild.org.



to Children with Vision Impairments at "Sight for Kids"



The Whittier Host Lions Club of Whittier returns with their annual fundraiser, "Sight for Kids", on Saturday, March 28, 2020 at 5:30 p.m. Raising awareness for and dedicating time and resources to children with vision impairments are the goals of this fundraiser and brings together hundreds of people for a night fun, with live auctions, silent auctions, and food and wine tastings from local restaurants and California wineries. You and your family won't want to miss this heartwarming event, with all proceeds going back into the Whittier Community. Contact Club President Sam Bonderov for ticket information or sponsoring opportunities. (562) 441-4903

Let's Do a Movie Memories Night

New Century Singers Whittier is presents "Movie Memories" on Saturday, March 21 at 5:30 p.m. at First Friends Church. Enjoy a night of fun, with dinner, entertainment, silent auctions, and gift opportunities. This is a major fundraiser for vocal scholarships for college students. Call Jean for tickets at (562) 941-7373.

Eat Food, Drink Wine and Craft Beer, and Raise Funds to Support Scholarships at "Taste of Rio"

Help a student fulfill their dreams by heading to Rio Hondo's annual fundraiser "A Taste of Rio." This popular and festive event brings friends of Rio Hondo College together for an evening of delicious food, fine wine and craft beer, delightful entertainment and opportunity drawings. Proceeds from the event will go toward student scholarships, programs and equipment leading to student success. A Taste of Rio will be held at the Rio Hondo College campus on Friday, April 17 from 6 to 9 pm. For more information, visit riohondo.edu.

Registration Underway for Shelter's Right Hand 5K Fitness Walk

On April 25, 2020, hundreds of community members and Honorary Chairperson, United Healthcare, are expected to step out in support of victims of domestic violence. From Central Park, walkers will follow a 3.1-mile scenic walk through historic residential and business districts of Uptown Whittier. For registration and event information, visit the Shelter's Right Hand website at www.sheltersrighthand. org or call (657) 549-2551. Donations to benefit the Women's and Children's Crisis Shelter are payable to Shelter's Right Hand, P.O. Box 9304, Whittier, CA 90608.

MAR/APR 2020

SILVER SHIELD HIGHLIGHTS

















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> Whittier Hearing Center (562) 698-0581

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Gateway Management Company (562) 696-6900 X224

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Congratulations to our **Milestone Members this month!**

Thanks to the following businesses that have been partners with the Whittier Chamber in helping to create a thriving economy.

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> **Bizarra Capital** (562) 945-2426

APRIL:

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Mon.-Fri. 8:00am-6:00pm & Sat. 9:00am-1:00pm mark@hadleytow.net



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DENTISTS & ORTHODONTISTS

Dentists of Whittier Marcela Ascencio 16461 Whittier Blvd. Whittier, CA 90603 (562) 444-1544 whittier@caredentistrygroup.com dentistsowhittier.com



At Dentists of Whittier, providing high-quality dental care is at the forefront of their mission. There is no compromise on the quality of dentistry that you receive as their patient. Each patient is treated with respect and provided oral health care on a level that is second to none. When it comes to the oral health of you and your loved ones, Dentists of Whittier are dedicated to treating happy healthy smiles. They believe in providing all their patients with exceptional service and their client testimonials prove just that. Dentists of Whittier's experienced dental practice focuses on correcting oral problems and treatments that may apply.

FLORISTS/FLOWER SHOPS

Orchid's Floral Touch is a new floral business running in the beautiful City of

Whittier, California. They have over 15 years of experience in floral design and take

pride in bringing their clients' vision into a reality. Orchid's Floral Touch specializes

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SIGNS Sign it! Signs & Graphics Mike Garcia 8724 Millergrove Dr. Santa Fe Springs, CA 90670 (562) 696-1168 Email: mike@mysignit.com Website: mysignit.com

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Orchid's Floral Touch

orchidsfloraltouch.com

orchid@orchidsfloraltouch.com

Orquidia Rodriguez

Whittier, CA

(562) 567-3966

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TESTIMONIAL

G My name is Peter Rodriguez and I am the owner of the Peter Rodriguez Farmers Insurance Agency in Uptown Whittier. I offer Life Insurance, Home

Insurance, Business Insurance, and Auto Insurance. I educate my clients on the importance of having the proper coverages to protect them and their families. I have been a member of the Whittier Chamber for 4 years. It has dramatically changed my daily business. I have met wonderful professionals to network with and learn from. I think the Chamber can help any business if you ask for help and are wanting to market yourself.



For more info, email Mike Rizzo at mrizzo@whittier.edu or call (562) 907-4967

Individual Golfer: \$300

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