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WHITTIER AREA CHAMBER OF COMMERCE

JULY/AUG 2020

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The Greenleaf Promenade

Whittier's newest outdoor dining and shopping experience



“It’s our goal to get Whittier businesses reopened safely and successfully.”

- Bryan Tabizon,
Chair of the Whittier Chamber's Board of Directors.



The Greenleaf Promenade opens to assist Uptown restaurants and retailers

In an effort to help businesses in Whittier's Uptown area recover from COVID-19 closures, the City of Whittier, the Whittier Uptown Association (WUA), the Uptown Whittier Improvement Association (UWIA) and the Whittier Chamber of Commerce have worked collaboratively on a plan to temporarily close Greenleaf Avenue to vehicular traffic to allow businesses to expand their service areas out into the street. The Whittier City Council approved the closure for up to 4 months at their meeting in May.

Now called The Greenleaf Promenade, the closure of Greenleaf Avenue between Wardman and Bailey Streets creates a new outdoor dining and shopping experience for Whittier residents and visitors.

Each block on Greenleaf has been barricaded at each intersection and is accessed by foot traffic only. Cars will still be allowed to cross east-west on

Wardman, Philadelphia, and Bailey Streets.

The new outdoor footprint for restaurants and retailers is designed to help businesses that are currently only allowed to open at 50% capacity. With the closure of Greenleaf Avenue, they are able to utilize space in the street to expand their service area while ensuring the safety of their guests and abiding by mandated social distancing guidelines. "It's our goal to get Whittier businesses reopened safely and successfully," stated Bryan Tabizon, Chair of the Whittier Chamber's Board of Directors. "This is a great way to give Uptown businesses an opportunity to rebuild while providing a great family-friendly atmosphere for our community."

Cleanliness, safety, parking and a uniformed appearance are major focuses of the plan. "We want this to be a safe and clean place where Whittier residents can come and enjoy the Uptown area day or

night while supporting local businesses," stated Frank Medina, Whittier Uptown Association President.

Both UWIA contractors and the City of Whittier Public Works staff have power washed the sidewalks and streets in the Promenade area in preparation for

Continued on page 2

See what's inside



page 7

Chamber launches Business Bootcamp

page 10



BOYS & GIRLS CLUBS OF WHITTIER

Boys' & Girls' Clubs of Whittier receives Dependable Leader Award

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

A Navigation Center for Whittier

by David Gonzalez, Jr.,
co-Founder, Whittier Consortium on Homelessness

Whittier's efforts in supporting homelessness recovery and quality of life for all are poised for additional tremendous progress. After much effort by many individuals and organizations, another vital component of Whittier's Homelessness Plan, adopted in 2018, is within reach.

People experience homelessness for a variety of reasons. Sometimes the experience comes from outside the person, such as a sudden job loss, deaths in the family, or a debilitating mental or physical condition which keeps a person from being able to hold a job. Sometimes the experience comes from within the person, such as unhealthy life choices. Either way, there is an important need to act.

Let's Talk About Whittier

In 2014, some in Whittier started to, once again, notice a change in the population experiencing homelessness. The late Ted Knoll, then the Executive Director of Whittier's First Day, observed some of the changes. Los Angeles County saw increases in homelessness between 2015-2019. For a variety of reasons, some things are handled by counties which include



Whittier City Council expected to negotiate an agreement with The Salvation Army as a service provider to operate the Whittier Navigation Center

homelessness, mental health, medical health, jails, and courts. Other public concerns are handled by cities. It can get a little confusing when one starts to look at areas that are cities, but are governed by counties. Bottomline is cities are responsible for certain public services, while counties are responsible for others. The experience of the public problems belongs to us all.

The Los Angeles County Continuum of Care (CoC) is the regional planning body responsible for coordinating public services related to homelessness. The CoC's lead agency is the Los Angeles Homeless Services Authority (LAHSA),

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.

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Whittier Area Chamber of Commerce
8158 Painter Avenue, Whittier, CA 90602
(562) 698-9554 • (562) 693-2700 FAX
www.whittierchamber.com • info@whittierchamber.com

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INDEX

- Chair's Message 2
- Chamber Ambassadors 3
- Mayor's Message 4
- 10-4 Tips from the WPD 5
- What's Cool in Your School 6
- Member Marketplace 9
- Renewing Members 10
- Milestone Members 10
- New Members 11
- Testimonial 11
- Congrats Class of 2020 12

A MESSAGE FROM THE CHAIR



Leading the way in unprecedented times

For most, the past 3 months have been challenging, to say the least. As a community, we've all reacted quickly to address human, financial and safety concerns and we have all adapted as best we could.

When mandated closures began, the Whittier Chamber of Commerce quickly gathered and interpreted information and kept the business community informed. The Chamber actively shared members' news, highlighted essential businesses, including providing needed restaurant and grocery store info, and served as a COVID-19 resource to the entire community. While most businesses were forced to shut down, the Chamber stepped up with leadership and credible information.

As we moved into the recovery stage, Chamber leaders continued to be the voice of our community and strongly advocated on behalf of our businesses with local, state and county officials for a pathway to safely and successfully ease restrictions. During this time, the Chamber gathered key community partners and stakeholders to form the Business & Economic Recovery Taskforce with a goal to gather information to successfully prepare businesses for reopening. This

group has been focusing on 3 areas: business recovery resources, workforce training and community engagement. Recently, the Chamber published the Recovery Readiness Toolkit which contains valuable information on how to safely get back to business. The Toolkit includes checklists, posters, ideas, direct links to credible resources and more to keep businesses, their employees and customers safe. The link to the Recovery Readiness Toolkit can be found at whittierchamber.com.

The Chamber has also been working collaboratively with the Whittier Uptown Association, the Uptown Whittier Improvement Association and the City of Whittier on the closure of Greenleaf Avenue between Wardman and Hadley to allow restaurants and retailers the opportunity to expand their footprint for maximum occupancy. It is hopeful that "The Greenleaf Promenade" concept will be well received throughout the Whittier community and can become a recurring summer attraction in future years. We hope to see you in Uptown enjoying outdoor dining!

Community engagement is the final component to the Taskforce's recovery efforts. Many of you may have seen

the green ribbons and signs on Whittier Boulevard and throughout Uptown reminding our residents to Shop Local first and support local businesses. Our small businesses are the backbone of our economy and we need to support them to keep our community thriving. Join us in taking the pledge to shop local and be #WhittierStrong by signing up on our Chamber's website.

While we are not able to meet in person for events and programs yet, Chamber staff has been available via phone and email to answer questions and provide resources. We will reopen the Chamber office doors this month and we are happy to invite you back in (with a mask!). Be on the lookout later this month for our Community Resource Magazine and for information on the Chamber-hosted State of the City Address where we will be hearing from our Mayor, City Manager and Chief of Police about what's happening around town. This will be a virtual event that can be enjoyed from the comforts of your home or office. Stay tuned for more information.

Wishing you a happy, safe and healthy summer. Thank you for shopping locally and for supporting our local businesses. Without you, there is no us!

The Greenleaf Promenade - Continued from Front Page

pedestrian traffic. UWIA Ambassadors are patrolling the streets and working with the Whittier Police Department to keep the area safe. While there will be a loss of parking spaces on Greenleaf Avenue, shoppers and diners will be directed to one of several parking lots that serve the Uptown area, including the multi-

deck parking structure on Bright Avenue which has 351 spaces. The Whittier City Council recently voted to provide free parking at the Bright Avenue structure. Additional lots are available around the Uptown area. Parking on side streets will still be available with designated spots reserved for restaurant takeout and

curbside delivery.

"Having the ability for outdoor dining is an important tool for the recovery of the restaurant industry," explained Crepes and Grapes owner Sandra Hahn. "I am happy that we are doing this and making a difference in our community."

Recovery READINESS TOOLKIT

The Path to Safely Reopen Your Business

The Whittier Chamber's Business and Economic Recovery Taskforce produced a Recovery Readiness Toolkit which contains checklists, posters, ideas, direct links to credible information and more to get back to business safely and successfully and protect employees and customers. "This Toolkit will help businesses navigate the new normal and ensure the safety of our community," explained Cheryl Estep, Business and Economic Recovery Taskforce Chair. The Toolkit can be accessed and downloaded at whittierchamber.com.

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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.



2020-2021 Chamber Ambassadors

The Whittier Chamber Ambassador Committee is a team of dedicated business owners and representatives who act as a liaison between the Chamber and business community. Read below to find out how they utilize their membership for maximum results. Want to learn more about becoming an Ambassador? Contact Jessica at jessica@whittierchamber.com



Guy Battaglia
Primerica
(909) 944-3390

I use my chamber membership to meet potential clients and develop strategic partnerships. I also seek out other members that may provide a product or service that I or my friends may need.



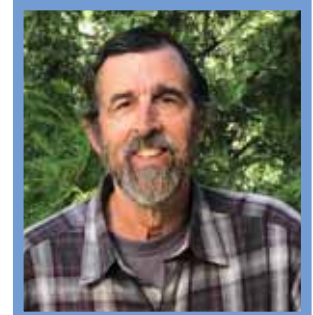
John Bogdanov
Telworx, Inc.
(626) 594-9822

Chamber membership has helped Telworx connect and build relationships with the Whittier community and its businesses, which has created opportunities to help and serve the community and its businesses with technology and telecommunications.



Judy Bradt
A Special Event
(562) 695-9570

I rely on the Chamber for good referrals, keeping me up to date on community happenings & providing me excellent networking opportunities.



Steve Burns
Steven Burns Photography
(562) 696-2065

I enjoy meeting new people who need my services.



Courtney French
Credit Union of Southern California
(562) 698-8326

At the Credit Union of Southern California, we use our Chamber membership in so many ways. The Whittier Chamber continues to provide amazing networking events, educational resources and opportunities for us to be more involved in our great community.



Mary Garcia
Helpline Youth Counseling
(562) 273-0722

The Whittier Chamber gives me a forum to collaborate and an opportunity to network with individuals, businesses, and organizations within the greater Whittier area! Proud to be #WhittierStrong.



Tom Guerrero
Say Cheese Photography
(562) 698-0530

I use my membership to network with other companies to grow my business.



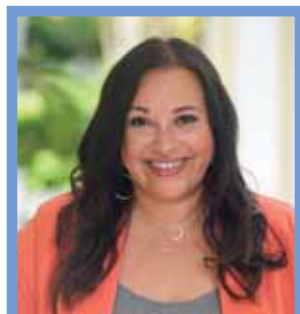
Paul Hernandez
State Farm Insurance
(562) 943-2700

The chamber is a great way to connect with other business owners.



Toni Lozano
Picasso Medical Aesthetics
(562) 945-1830

The best way to spread the word about your business is by making connections. Whether you're new to the local community or a veteran company that has been around for decades, your reputation grows as you engage in other influential entities within your community.



Danielle Nava-Mijares
Danielle Nava Consulting
(714) 883-7775

I use my Chamber membership to make new business connections, develop friendships and opportunities to stay connected to best business practices.



Rob Marin
Rob Marin Realty
(562) 688-1873

My chamber membership affords me the opportunity to connect with other businesses and in the community.



Laurie Perschbacher
2020-2021
Ambassador Committee Chair
MAP Property Management
(562) 945-3404

My Chamber membership has more than paid for itself these past 3 months, keeping me updated on the latest information on COVID-19 so I was able to focus my energies on running my business.



Joshua Reyes
Thrivent Financial
(562) 665-7772

I use my chamber membership as a way to reach a bigger audience in Whittier and its surrounding cities!



Pete Rodriguez
Farmers Insurance
(714) 396-5120

I do my best to attend every Whittier Chamber event so I can make new friends and learn what is going on with current business.



Frederik Wilkens
REACH
(562) 946-0467

The way I utilize the Chamber membership is by taking advantage of networking opportunities, events, and resources to connect, engage, and collaborate with the business community, as well as by staying informed about the latest happenings and news in the city.



Christy Wyant
Martplan Insurance Agency
(562) 691-9414

I use our chamber membership to connect & build relationships with the community business owners.



City Of Whittier UPDATE



MAYOR

Joe Vinatieri



MAYOR'S MESSAGE

Well, Whittier, we made it to summer! Although the announcement of the coronavirus pandemic in March changed things significantly for all of us, I'm glad to say that we're slowly getting back into the swing of things. As I write this, we are still adhering to Los Angeles County's Safer At Home & in the Community Public Health Order, however many restrictions have been lifted allowing City Hall and most of our local businesses to reopen. I want to thank all of you for your continued efforts to remain home during the last few months and for taking necessary precautions to help slow the spread of COVID-19. All businesses that are back up and running, including Whittier City Hall, are required to implement social distancing and infection control measures, and visitors must continue to wear a face covering or mask while shopping or engaging in activities with people other than your family members.

I know it's been a challenging time for all of us, but I am proud of how Whittier has weathered this storm and worked together to create new opportunities and creative ways to reengage our community. Thanks to the ongoing collaboration between City staff and the Whittier Chamber, Whittier Uptown Association, Uptown Whittier Improvement Association, and our local business owners, we have successfully launched the Greenleaf Promenade concept in Uptown to assist with creating additional space for socially-distanced shopping and al fresco dining for the summer. Our businesses have faced incredible adversity during the COVID-19 crisis and we are very excited to offer this unique, pedestrian-friendly experience for our businesses, our residents, and our visitors. My hope is that you are reading this message while enjoying an outdoor meal at one of our eateries along Greenleaf and enjoying a glimpse of what our historic Uptown district is shaping up to be!

It's critical that our small businesses are supported, as they are the backbone of this community. Through partnerships with the Chamber, the WUA, the LA & OC Small Business Development Centers, the County of Los Angeles, and the Small Business Administration, we are providing access to information on assistance programs, important updates, and available funding to jump start operations again in the wake of COVID-19. Find various helpful links to federal, state, and local assistance programs via the City's website at www.cityofwhittier.org/covid19/businesses or participate in daily or weekly webinars designed to help you reopen safely and efficiently. The City's Business Development Manager is also available to address concerns and help connect you to resources. Follow the City's social media for

important economic development updates as we continue to navigate the coronavirus and manage its impact on our local economy.

As you may have heard, the City of Whittier has identified The Salvation Army as the preferred operator for a Navigation Center to provide wraparound emergency shelter services for Whittier residents experiencing homelessness. The need to identify a local shelter arose from the City's settlement agreement with OC Catholic Workers to ensure adequate shelter capacity within our community. By providing necessary shelter beds to those members of our community who are unsheltered, the City will be able to enforce park curfew, anti-camping, and other quality of life ordinances in our public spaces. The Salvation Army, a longtime community partner, has served our homeless neighbors at its Pickering location since the 1950s and is well-integrated within the homeless services continuum of care. The City and The Salvation Army are working on an agreement that will define their scope of services and finalize a good neighbor policy, building on the existing quality operation we've come to know in Whittier. Our partnership with The Salvation Army, along with our existing outreach and service providers, will make a big impact on the current state of homelessness in our community and we are hopeful the Whittier Navigation Center will be open by later this year or early 2021.

The summer will look a little different this year in light of the pandemic, but the City's Parks, Recreation & Community Services staff has been busy putting together socially-distanced activities for the whole family to enjoy. Our popular summer concert series, while not taking place in the grass this year, will still feature your favorite tunes to groove to. Concerts will be streamed from the Whittier Community Theatre via the City's website and social media, and shown live on channel 3. Families can enjoy an evening of music from the comfort of their own backyard Mondays and Thursdays in July beginning on the 13th. Additionally, PRCS is kicking off a "Parking Lot Movie Series" with Frozen 2 on Saturday, July 18 at dusk. Drive-in and find your space at the former Alpha Beta parking lot off of Comstock Avenue in Uptown to view movies on the big screen and support a local restaurant with a picnic in your car! Reservations for parking, as well as a variety of new, interactive online recreation classes, can be made at WhittierRec.com or call (562) 567-9430 for information.

The Whittier Public Library staff is also engaging local families with plenty of enriching activities for kids, teens, and adults. The Online Summer Reading Challenge runs through July 31st, featuring a selection of age appropriate books and activities to complete, and opportunities to earn

badges and prizes along the way. This year's theme is "Imagine Your Story" and celebrates fairytales and adventures for reading enthusiasts. Call (562) 567-9900 for details or log on to www.whittierlibrary.org to learn more. And don't miss the City's new "Rec & Read" program, a collaborative pop-up park experience designed to get you reading AND outdoors! Families can meet in a socially-distanced atmosphere with their friends and neighbors to enjoy reading and crafts at a Whittier park throughout the summer months. Please follow Whittier City Hall at @WhittierCityGov on Facebook, Instagram, and Twitter to find out the dates, times, and each secret pop-up location. Also, check out the Library's digital resources online for special StoryTimes, workshops, book club discussions, music, and movies. Thank you for your patience and flexibility as we continue to look for safe, responsible ways to offer you and your family a COOL summer!

Lastly, I'd be remiss if I didn't share with you my gratitude for the very meaningful and transformative conversations I've had with so many

members of our community regarding the death of George Floyd in May. The tragic loss of Mr. Floyd has sparked a global conversation centered on race and inequality, and there's no doubt of the impact it's had right here in Whittier. I am proud of our community members for engaging in passionate, yet peaceful, demonstrations in recent weeks, but more importantly for bringing to light this heinous crime and championing real dialogue within our community. The Whittier City Council engaged in a very thorough conversation with Interim Whittier Police Chief Bar on the Whittier Police Department's Use of Force procedures during a public meeting held on June 9th, and I encourage you to view the WPD Policy Manual for further clarification of our practices at www.whittierpd.org. We will continue to explore ways to ensure that our City remains a place of acceptance, tolerance, and compassion where ALL residents feel safe and secure.

As we navigate the rest of this summer together, let us remember to take care of ourselves, of each other, and of our community.

We are... Whittier STRONG!

The Greenleaf Promenade
Whittier's newest outdoor dining and shopping experience

Family-Friendly Shopping Outdoor Dining

GREENLEAF

BAILEY

WARDMAN

Greenleaf Avenue will be open to pedestrian traffic only between Wardman and Bailey Streets.



City Of Whittier UPDATE



A Navigation Center for Whittier - Continued on from Front page

which is an independent joint powers authority. LAHSA helps to lead a large, dedicated group that aims to address homelessness in all the county, including the City of Whittier. To do this, the county is divided into eight Service Planning Areas (SPAs). Whittier is in SPA 7 with about 12 other cities or communities. LAHSA is responsible for coordinating care, assistance, and managing a \$300 million budget formed by federal, state, county and city funds. LAHSA programs and services are designed to address the three groups of people experiencing homelessness: Single Unattached Adults, Families, and Transitional Aged Youth.

Whittier has a few local organizations which are supportive of the county efforts on homelessness, but also have some local emphasis. Whittier's First Day, now led by Executive Director Irene Muro was founded by Whittierites to address homelessness, mostly Single Unattached Adults in Whittier. Further, Whittier is fortunate to have The Whole Child which leads the effort of supporting families experiencing homelessness, among their primary and important mandates for the region they serve. The Whole Child, led by Constanza Pachon, is known to work diligently to have strong and effective programs, and they rise to the exceptional occasion when something out of the ordinary comes along. For the Transitional Aged Youth, we are fortunate to have Jovenes, Inc. which is the organization that strives to help those young people transitioning from adolescence into adulthood from out of the ordinary situations (foster care, sometimes incarceration). Andrea Marchetti and his team do a strong job at Jovenes, Inc. The Cold Weather Shelter is an annual program by the Whittier Interfaith Council. This program, led by Richard Balkus, provides a secure and warm place for people to sleep during the cold months. While not directly homelessness related, the Women's and Children's Crisis Shelter, under the leadership of Yvette Morales, work to care for and rebuild victims of domestic violence, which is critical since domestic violence is a leading cause of homelessness among women and children. These local organizations work diligently in their various scopes, in coordination with local needs and the county Continuum of Care.

The Whittier Consortium on Homelessness (WCH) was formed in 2015 to bring all parts of Whittier together to look at the local expression of this large concern of homelessness. The Whole Child, Whittier's First Day, the Cold Weather Shelter, Whittier Area Community Church, First Friends Church, First Christian, our own City Hall, our own Police Department, the Whittier Chamber of Commerce, the Whittier Uptown Association, our colleges and school districts, the County CEO's Office, and LAHSA were among the first groups to form the WCH. The goal of the Consortium was to be a collaborative network looking at the problem of homelessness in Whittier to ask the right questions, incubate the best solutions, and to connect the community with what is oftentimes unseen and unthought of.

All the partners of the Consortium launched some key efforts: regularized community meetings (which have been

on COVID-hold), real-time support with food and hygiene supplies directly to the local service providers so that the community had a way to focus good samaritan efforts without creating conflict complicating efforts, the mentoring program for families coming out of homelessness so that cycles are broken and lives thrive, the Hospitality House which was a collaboration of the Whole Child and the Salvation Army, and there is more. The Hospitality House was an idea sparked by the community, incubated by the community and ultimately (through collaboration that included private donations) realized in swift fashion. The mentoring program, called Imagine Whittier, again born from the community, was Imagine LA's first spin-off attempt in all of Los Angeles County and it continues impacting the lives of many.

Enter the Courts

In 2018, the United States 9th Circuit Court of Appeals handed down a ruling that is now simply called "the Boise Ruling." The ruling found that ordinances banning sleeping outdoors in public space were unconstitutional (a violation of the 8th Amendment) if there are no other options for shelter available. Cities within the 9th Circuit's jurisdiction were banned from enforcing such laws if there was not a housing option and resources. Homelessness, for which there is a county-level system, was at that moment made a city level issue in a new way.

Separate, but related to the issue of homelessness, Federal Judge David Carter mediated a number of homelessness issues in Orange County related to the legal ability to require the acceptance of help, "move people along," or arrest for violations related to sleeping in public spaces. What is often called the Judge Carter Settlement Agreement simply is this: when a city enters into the agreement established by Judge Carter, the obligation to have a provision of beds in order to be able to direct people drops from 100% (which comes from the Boise Case) to 60%. These are percentages of the known count of people experiencing homelessness in a given city.

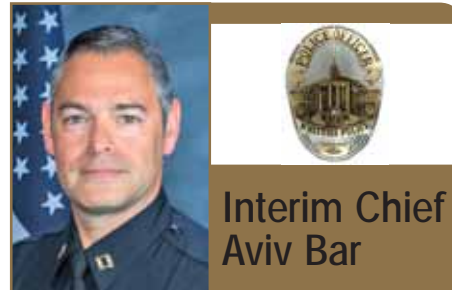
Whittier's Navigation Center

On April 22, 2020, our Whittier City Council voted unanimously to enter into the settlement agreement with Judge Carter. Whittier is now the second and the largest city in Los Angeles County to sign in agreement with the Judge. We look forward to a program that continues improving the lives of Whittierites, homed or yet-to-be-homed.

Whittier's number of beds required is 139 based on the 60% formula. This number comes from a Whittier specific count commissioned by our city. During the count, 60% of those surveyed self-reported a mental health and/or drug/alcohol problem.

A Homeless Navigation Center with 139 beds will allow Whittier to once again make significant strides in improving the concern of homelessness in our City for all. Whittier has a history of taking on problems from a uniquely Whittier spirit:

"A Navigation Center is essentially a shelter that includes services and resources aimed at helping a person not only recover from homelessness, not simply being off the street"



Interim Chief Aviv Bar

A recent national survey found that more than 5.5 million larceny thefts were reported across the country. Unfortunately, package theft is an easy crime for thieves to commit and many who are caught do not face serious jail consequences. Package thieves drive around neighborhoods daily looking for packages that are visible from the street. To reduce your chances of becoming a victim of package theft, here are some crime prevention tips to follow:

- Sign up for delivery notification via text or email. This will let you know that a package has been left on your doorstep.
- As soon as you receive a delivery notification and if no one is at your home, call a neighbor or a close-by family member and ask them to collect your package.
- Install a camera doorbell system that will send you a video notification when a package arrives and to serve as a deterrent for a would-be package thief.
- Have packages delivered to your workplace or place of business if it is allowed

Package Theft Prevention

- Ship your package(s) to an authorized local receipt center or locker system
- Set up and mark an area not visible from the street where delivery personnel can leave packages at your doorstep.
- Use chalk or tape to mark the area and leave detailed delivery instructions when completing an online order.
- Inquire with the shipping company about special programs and apps that allow customers to change delivery locations once the item has been shipped.

Most importantly, if you see suspicious people or vehicles stopping at various homes, please call us ASAP!

Our dispatch number is (562) 567-9240.



an effective mixture of compassion, reason, long term wisdom with short term application, and focusing on Whittier life; this is how we got Whittier's First Day and the people who do the good work there. There are naysayers and cheerleaders to this idea, but take a moment to consider this: both naysayers and cheerleaders are in Whittier for a reason.

A Navigation Center is essentially a shelter that includes services and resources aimed at helping a person recover from homelessness, not simply being off the street. A successful Navigation Center, which is in strong alignment of several of the City of Whittier Homelessness Plan goals, will provide comprehensive services that will include health, wellness, employment resources, and substance abuse help and counseling. There will be effective case management offering direct support to people inside the Navigation Center with the goal of becoming self-sufficient by acquiring stable income, stable housing,

and the critical life skills needed that lead to not only recovery, but live a thriving life. Since we must act locally, according to the Judge Carter Agreement, help and support will first go to those with a connection to Whittier by (among other ties) family, school, job. If we can, as a community, demonstrate access to beds, then we can support real recovery from homelessness and quality of life rules that we've all grown to expect.

Mayor Vinatieri and City Council have directed City of Whittier staff to negotiate an agreement with the Salvation Army as a service provider to operate a Navigation Center. We should expect to see something appear on a Council agenda this summer. Looking to the near future, we should be working on encouraging our state legislators to find effective ways to improve the mental health system (including designing and implementing laws that help).

Dr. David Gonzalez, Jr. is an Uptown Whittier resident, an Associate Professor of Public Administration & Organizational Leadership, and a Founding-Member of the Whittier Consortium on Homelessness (WCH). The WCH is a collaborative network aimed at finding workable solutions for the concern of homelessness in Whittier. WCH values include: Action, Collaboration, Effectiveness, A Drive for Solutions, and Open, Respectful Inquiry.



WHAT'S COOL IN YOUR SCHOOL



Río Hondo College Police Academy's 'Principled Policing' Approach Emphasizes Guardianship, Respect for Diversity

Río Hondo College Police Academy is a leader in progressive police training, following a teaching philosophy known as Principled Policing that encourages strong community relationships, respect for diversity and an understanding of constitutional rights.

"It's critical, now more than ever, that we stand up for the tenets of a training system that values the personal relationships police officers should forge with members of diverse communities, guards the sanctity of life and upholds the constitutional rights of all," Academy Director Walter Allen III said. "At Río Hondo College, we train guardians, not warriors."

College leaders are providing insight into the police training program in the aftermath of the death of George Floyd at the hands of Minneapolis police officers and subsequent demonstrations over treatment of African Americans by law enforcement.

Allen, who has led the Academy since 2014, is considered a titan in the field of law enforcement. Over more than 43 years, he has guided efforts to improve the criminal justice system. He has led the California Youth Authority, guided improvements to the state Department of Corrections and Rehabilitation, served on the Commission on Peace Officer Standards and Training (POST) and served as the assistant chief for the California Department of Justice, conducting statewide multi-jurisdictional criminal cases.

The Río Hondo Police Academy has trained police officers since 1964, placing them with agencies throughout Southern California. Some 20 police chiefs who graduated from the program are currently serving in the area.

The academy's Principled Policing approach addresses cultural diversity, prejudice, discrimination, hate crimes, investigative profiling vs. racial profiling, as well as the tenets of procedural justice, which speak to providing a voice and listening with empathy and compassion to the community, being neutral in decision-making and behavior, treating people with dignity and respect, and showing concern

for others to build and demonstrate trustworthiness.

The program includes training conducted in collaboration with the Museum of Tolerance and a panel discussion with members of surrounding communities who offer their perspectives on law enforcement.

"Principled Policing recognizes how implicit bias can influence perceptions, decisions and actions and how recognition of such bias can lead officers to behaving with the highest integrity and value," Public Safety Dean Mark Yokoyama said. "We are committed to improving our curriculum to incorporate a better understanding of systemic racism and its relation to policing and will be seeking other opportunities to advance the academy curriculum."

Cadets learn constitutional law, criminal law, domestic violence, traffic enforcement, emergency vehicle operations, tactical first aid and CPR, mental health, lifetime fitness, firearms, among other subjects mandated by POST. They learn techniques for de-escalation and use of force options.

The six-month training is considered one of the most intense available.

Many of the academy graduates in recent years have been minority and female officers, mirroring the makeup of the communities where they will work.

"Our graduating cadets represent the best of the best," Superintendent/President Dr. Arturo Reyes said. "We put our cadets through a rigorous program because we know the incredible responsibility they will shoulder on our behalf."

California Community Colleges Chancellor Eloy Ortiz Oakley has called for a review of police training in the across the 115-college system, which provides training to about 80 percent of the state's police.

"We welcome the chance to demonstrate the progressive and principled approach pioneered by the Río Hondo Police Academy in hopes of providing a model for others as we forge a path together for a stronger, more unified community," Reyes said.

Río Hondo College, located in Whittier, California, is committed to the success of its diverse students and communities by providing dynamic educational opportunities and resources that lead to degrees, certificates, transfer, career and technical pathways, basic skills proficiency, and lifelong learning. For information on the College or its programs, please call (562) 692-0921 or visit www.riohondo.edu.

Whittier Union High School District



to achieve and maintain excellence...

Whittier Union to Place \$183.5 Million Facilities Bond on November Ballot

The Whittier Union High School District Board of Trustees unanimously voted on June 9 to place a \$183.5 million facilities bond on the Nov. 3, 2020 ballot to address necessary repairs and renovations, improve school safety and technology, and upgrade career education and science/computer classrooms across District facilities.

Whittier Union voters previously supported Measure C in 1999 and Measure W in 2008, authorizing \$173 million to transform schools into modern, state-of-the-art facilities. The District concluded its construction program in 2019.

"Our students deserve the best facilities and a high-quality teaching staff. We know that there is a direct correlation between retaining high-quality teachers and having optimal learning environments for our students," Superintendent Martin Plourde said. "This new bond would allow us to address the critical needs of our schools, produce the highest-quality learning facilities for students and educators and ensure the continued success of our scholars."

The bond – which would not increase current tax rates and needs at least 55% of voter support – would cost property owners no more than 3

cents per \$100 of assessed valuation and would replace existing Measure C taxes that expire in 2023. A Citizens Oversight Committee would be formed to review expenditures and ensure funds are spent as authorized.

Under the proposed project list, the District plans to improve school safety and security by providing safe drinking water; upgrading fire safety systems; improving student access to health services at school; and preparing for natural disasters and public health emergencies.

Although the District regularly keeps up with maintenance of its buildings, which range from 60 to over 100 years old, ongoing basic repairs are necessary. They include removing asbestos lead paint; upgrading outdated heating, ventilation and air conditioning systems; expanding vocational and career education classrooms; and repairing leaky roofs and deteriorating bathrooms.

The District also plans to upgrade science and engineering classrooms, computer labs and libraries; improve instructional technology for online education; provide 21st century learning at each school; upgrade outdated electrical wiring and improve wi-fi access for online learning.



Associates Barbara H. and Andrea R. bringing supplies to Mary's Kitchen

Credit Union Aids Local Homeless Organization

American First Credit Union purchased containers, utensils, and other necessary supplies to help ensure the organization could continually provide and support the community with fresh, clean materials amidst COVID 19. "It was a humbling experience to deliver supplies for our most vulnerable population, especially when one of them is an existing member," said Andrea Reyes, Senior Business Development Account Executive of American First.

Read the full article in the Member News section on whittierchamber.com.



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Chamber launches Business Bootcamp to help businesses thrive post COVID-19

Business owners have a lot to wrestle with. From developing sales opportunities to managing payroll to carrying out the company vision, owning a business can be all-consuming. Are you ready to focus your efforts on ways that will help your business become smarter and stronger?

This summer, the Whittier Chamber will launch a 3-part small business strategic planning series that will help you work ON your business, not simply IN it. The series will be led by Kwan Lee, successful owner of Martplan Insurance Agency. This educational series will help businesses analyze their current methods and evaluate future goals to thrive, particularly in this uncertain post COVID-19 time. The sessions will take place virtually on 3 consecutive Tuesdays at 2 p.m.

- Tuesday, July 14: Retention of existing customers with the focus of attracting new customers *Based on Who Moved my Cheese model, Porter's Five Forces and S.W.O.T. Analysis*
- Tuesday, July 21: Drip Marketing – focus-driven ideas to maximize marketing dollars *Identifying your "why" and analyzing your branding*
- Tuesday July 28: Growing your piece of the pie by creation of Blue Ocean Strategies *Developing new market space and creating a winning formula*



Each session will last approximately 45 minutes followed by a Q&A session. Participants will be provided with video links and worksheets for application after each segment. Businesses are encouraged to participate in all three webinar sessions for maximum benefit. The cost to participate in the series is \$20 for members, \$30 for non-members. Register online at whittierchamber.com.



About the presenter

Kwan Lee has experience in operations, product management, pricing, regulatory, marketing, claims, underwriting and is currently the Chief

Executive Officer and President of Martplan Insurance Agency, Inc. Mr. Lee is a graduate of BIOLA University Crowell School of Business, with a Masters degree in Business Administration and Whittier College with a degree in Mathematics and Computer Science.

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BUSINESS BOOTCAMP
3-PART SMALL BUSINESS STRATEGIC PLANNING SERIES

JULY 14
RETENTION OF EXISTING CUSTOMERS WITH THE FOCUS OF ATTRACTING NEW CUSTOMERS

Based on Who Moved My Cheese model, Porter's Five Forces and S.W.O.T. Analysis

JULY 21
DRIP MARKETING- FOCUS-DRIVEN EFFORTS TO MAXIMIZE MARKETING DOLLARS

Identify your "why" and analyze your branding

JULY 28
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Thrivent's Three-Year Rebranding Initiative

For the past 100 years, Thrivent Financial has been dedicated to serving the Christian Community "Live Generously" through providing financial services and giving their members the resources to do good in their communities. Thrivent Financial helps members fulfill their financial needs through insurance and asset management services.

Thrivent is excited to announce its' three-year business transformation starting June 2020. In 2020 and beyond, Thrivent is focused on serving more clients with stronger relationships, more impactful digital solutions, and advanced expertise in driving financial clarity, among other priority initiatives.

What's Different?

Up until now, research shows that Thrivent is currently known for being a charity instead of the financial services we have provided to our members for over the past 100 years. Our brand transformation will focus on being a holistic financial services provider, first, while helping our members live a more generous life, second.

What's the same?

Thrivent's commitment to delivering on our promises hasn't changed. We will continue to be a diversified financial services organization that serves Christians and their families. To purchase traditional life/health insurance and plan/save for important milestones in their lives!

For more information on how Thrivent can help you with your insurance and financial planning needs, reach out to your local Thrivent representative, Joshua Reyes.



Joshua Reyes
Financial Representative
12501 Philadelphia St. Ste V
Whittier, CA 90601
E: Joshua.reyes@thrivent.com
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RENEWING MEMBERS

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| Beauty Lush Salon and Spa
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| Global IT
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| Hebert Design Werks
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| Lambert Inn
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JUNE

- | | |
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Congratulations to our Milestone Members this month!

Thank you to the following businesses that have been longstanding partners with the Whittier Chamber in helping to support our thriving economy.

JULY

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- 15 years:**
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- 5 years:**
ARCpoint Labs of Santa Fe Springs
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August

- 35 years:**
American Cancer Society
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- 10 years:**
GP Graphics
(562) 943-7345

Boys' & Girls' Club of Whittier awarded for technology and STEM programs

Boys & Girls Clubs of America and Maytag brand have selected seven new recipients of the annual Maytag Dependable Leader Award, a program that recognizes Boys & Girls Club employees and volunteers who have dedicated their lives to serving young people. The Boys' & Girls' Club of Whittier has been selected to receive the Maytag Dependable Leader Award for their technology and STEM Programs.

Elisa Avila from the Boys' & Girls' Club of Whittier not only received this award, but each recipient earned a \$20,000 grant to their local Boys & Girls Club. The funds from this grant will be used to implement a cyber senior program. Through this program, the Boys' & Girls' Clubs of Whittier's high school members will teach seniors, ages 55 and over, to use technology and close the digital gap that exists in our senior community.

To read more, please visit the Member News section of whittierchamber.com.



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S&L Security offers affordable and wide-ranging services in security solutions for properties of every type. Founded in 1999, they strive to meet client needs and keep them their number one priority. They welcome the opportunity to work with Whittier and show why their exceptional service sets them apart from the rest of the field. S&L is fully licensed and certified and services Los Angeles County, Orange County, Riverside County, Inland Empire and the San Fernando Valley. Their security service company works with business owners and event organizers to reduce the possibility of threats by creating a custom defense plan for each and every possible scenario. S&L Security is Fully Licensed and Bonded, PPO#15315. Employment and criminal/civil background checks are conducted on all of our security personnel. They will ensure that selected personnel have all the appropriate certification for first aid, CPR, and equipment such as a baton, pepper spray, etc.

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TESTIMONIAL



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- Ara Balayan, Catering by Herach & Ara



Congratulations Class of 2020!



Whittier Union High School District



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La Serna High School



Pioneer High School



Santa Fe High School



Sierra Vista High School



Whittier High School



Carden Academy of Whittier



St. Mark's Lutheran Church & School



St. Bruno Catholic School



Whittier Adult School

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