

BUSINESS MONTHLY

www.pomonachamber.org

Vol. 25, No. 2

101 W. Mission Boulevard, Suite 223, Pomona, CA 91766

February 2007

INTRODUCING THE NEW COUNCIL MEMBERS



Council Member Cristina Carrizosa



Council Member Elliott Rothman



Council Member Freddie Rodriguez



Council Member Steven Atchley

We posed the following question to our new leaders "What New year's wish do you have for Pomona?"

For everyone to be able to work together to move Pomona forward in a positive manner and to be able to implement the youth and family master plan.

—FREDDIE RODRIGUEZ

My wish for Pomona is that we remember to show our children and grandchildren the good example that will inspire them to make this a better city and a better world. We should all make a little extra time to listen to their dreams and needs, no matter how childish they seem to us, so

that they may know that we really care, even though they may not believe that we understand them. This small act of love will repay us all for a lifetime.

—STEVE ATCHLEY

It is my wish that the press and the public recognize the hard work and sacrifice that many of our students and families struggle with every day to make a living and support themselves and their city. This is a good City and should not always be perceived negatively. I will do everything within my power to change that perception.

—CHRISTINA CARRIZOSA

City Manager Appoints Information Technology Director

City Manager Douglas Dunlap announced today the appointment of John DePolis as Information Technology (IT) Director. John officially joined the City ranks as its newest Department Head in December 2006. Prior to this appointment, John served as Account Manager for Affiliated Computer Services (ACS) which contracts with the City of Pomona to provide information technology services. John managed the City's technology account since November 1999.

As a City employee, he will continue oversight of the ACS contracts and other contracts, purchases, and agreements related to computer and communications technologies.

As IT Director, John will assume a greater role in oversight and management of the City's overall electronic technology strategy and implementation. He makes an excellent addition to the management team and will provide "ready-made" impetus to Pomona's technological advancement.

Executive Director's
Comments by Frank Garcia



Newsletter exec column

Greetings and Happy Valentines day! Spring is just around the corner and we are busy implementing one of our new challenges to clean up our city. We would like you to join us in a city-wide clean up beautification program to eradicate graffiti. Our kick-off will be in May and will involve every major segment of

our City under the umbrella of the Pomona Youth & Family Master Plan. We will continue to bring you information on how your business can be involved.

Please join us and our Mayor Norma Torres, Council Man George Hunter, Council Woman Paula Lantz in welcoming our newly elected Pomona City Council members and Water Board Director at a Pomona Chamber mixer-reception hosted by Valley Vista Services on February 15Th at the Sheraton Suites Fairplex from 5-7pm. Please see feature article.

We want to also welcome Nick Martinez Director of Development for Western University Of Health Science and Raul Guerrero, Manager of PFF Bank & Trust, Garey Branch, as our two new Pomona Chamber Board of Directors members'. Their experience and enthusiasm will strengthen us. Please make a point of meeting them at our mixers and ribbon cuttings.

As I mentioned, spring will be very busy for us, we are planning for the highly successful "Taste of Pomona Valley," to be held on April 23rd and the "Chamber Scholarship Luncheon," where we host all of our seniors who will be receiving scholarships. This event will take place at the Avalon at Fairplex on May 31st. These are very rewarding functions provided by our business partners. We urge you to mark them in your calendar and join us.

If you prefer to receive our newsletter by e-mail please let us know and we will accommodate you.

Stay active and bring your business associates to our functions and urge them to join us, the larger we grow the more your business will benefit.

RENEWING MEMBERS

POMONA CHAMBER OF COMMERCE
ANNIVERSARIES

The Pomona Chamber of Commerce thanks the following businesses and individuals for renewing their membership investment.

42 YEAR

TROPHY KING AWARDS, INC.

28 YEARS

YMCA OF POMONA VALLEY

19 YEARS

AMERICAN RECOVERY
POMONA VALLEY WORKSHOP
POMONA WHOLESALE ELECTRIC, INC.

18 YEARS

PACIFIC FEDERAL CREDIT UNION

16 YEARS

F & H TIRE COMPANY

11 YEARS

ROTARY CLUB OF POMONA

10 YEARS

JOEY'S BAR-B-Q
CHRISTOPHER MICHAEL STUDIOS & PHOTOGRAPHY

7 YEARS

MARK WARREN REALTY

3 YEARS

LAW OFFICE OF PAUL L. BRISSON
NEW JERUSALEM CHURCH

2 YEARS

GOLDEN TREASURE ANTIQUES & COLLECTIONS
GOODWILL INDUSTRIES OF SOUTHERN CALIFORNIA

Referral Networking Group

Join us Tuesday, February 13
for Business Networking
8:00 -9:30 am at Lela's

296 W. 2nd St., Pomona 91766

Breakfast \$8.00 per person

Fun, Fellowship and the Best in Networking!

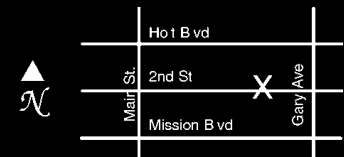
We'll be waiting for you!

2nd St. Bistro

French & Italian Cuisine ~ Patio Dining
Fine Wine & Beer Served

171 w Second St.
Pomona, CA 91786

T 909.622.6619
F 909.622.6806



AMBASSADORS

WELCOME NEW MEMBERS!

AMBASSADOR OF THE MONTH ANNETTE SEGURA



Annette Segura

Century 21 Prestige Properties- is located at 695 W. Foothill Blvd., Claremont, Ca 91711.

I have been in real estate for several years now and have learned a lot. I pride myself on my customer service and look forward to helping all of you with your real estate needs. I am so confident in my customer service that I offer a 100% satisfaction guarantee program and an easy exit

listing agreement. My focus is on my clients because my reward is a satisfied client.

My goal is to be your realtor of choice before you even need one. I believe in giving back to the community and that is why I am so involved with the chamber. I am on the board of directors for the chamber and am the chairperson of the ambassador's committee. Our goal for this year is to bring the businesses of the chamber together and to make it a profitable year for all. Together, I think we can do it.

If you have any questions about the chamber or have any real estate needs please think of me and give me a call anytime at 626 664-8204.

RG PROSEWORKS

Roy Greer
P.O. Box 2233
Pomona, CA 91769
(909) 215-417?

BOY SCOUTS OF AMERICA

David Cardenas
3450 E. Sierra Madre Blvd.
Pasadena, CA 91107
(626) 351-8815

HEALTH CARE REFORM PROPOSAL

Governor Schwarzenegger's health care reform proposal: □□ California Chamber of Commerce—"The California Chamber of Commerce shares Governor Schwarzenegger's goals of increased access to and affordability of health care coverage. Indeed, the CalChamber long has advocated policies to improve the ability of employers and employees to purchase coverage by reducing costs - such as reducing mandates in benefit coverage, increasing the types of plans available for purchase, favorable state tax treatment for health savings accounts, reducing cost shifting by adequately funding government health care programs, and streamlining government regulation.

"The CalChamber will conduct a comprehensive analysis of the reform proposal to examine its effects on the goals of increased affordability and access and on the state's economic competitiveness. We are concerned that the new costs mandated by this plan will far outstrip anticipated resources. One funding mechanism for the increased coverage - the employer tax and mandated employee contribution — is tied to payroll, and payroll growth in California has risen at just half the rate of health care costs in California in recent years. How will the inevitable shortfall in funding be addressed? Will the tax have to be doubled in ten years?

"We are concerned also about what the proposal will mean for those who purchase health care coverage today. Will the new tax on health care providers be passed on to employers and employees who currently purchase health care coverage, thereby reducing affordability and access?

"Finally, what effect will a new four percent payroll tax have on employers in California? How will small businesses that cannot provide health insurance today afford the new tax? How will it affect employment in our state and our state's economic competitiveness?

"The CalChamber is committed to improving access to health coverage through increased affordability. We will review today's proposal as we prepare an alternative approach for the state government to join with employers in increasing coverage in California."

Business Monthly Newsletter Newsletter Advertising

Benefits of advertising: Advertising in up to twelve (12) consecutive issues of the Business Monthly Newsletter. Four hundred Chamber members receive the newsletter each month. All prospective members receive the most current Business Monthly Newsletter.

What we need: Camera-ready artwork received in the Chamber office no later than the 15th of the month preceding your first issue.

Annual Pricing:

- * Full Page = 8 1/2" x 11" \$720.00
- * Half Page \$360.00
- * Quarter Page \$250.00

Quarterly Pricing:

- * Full Page = 8 1/2" x 11" \$225.00
- * Half Page \$135.00
- * Quarter Page \$107.50

Amounts to be paid in full prior to inclusion in Business Monthly Newsletter

"POLICE COMMUNITY ENGAGEMENT MEETING SCHEDULE"

Chief Joe Romero invites the community to support the Pomona Police Department's Community Engagement Group as it begins the 2007-year. The Community Engagement Group is comprised of representatives from Pomona Parks and Recreation, civic and fraternal organizations, faith based groups, non-profit organizations, neighborhood watch and individuals who are concerned with gangs and juvenile delinquency.

The Community Engagement Group meets once a month at the Pomona Unified School District's Village@Indian Hill, 1460 East Holt Avenue in Pomona. Meetings feature updates from Chief Romero and guest speakers such as Juvenile Court Judge Daniel Lopez, Mayor Norma Torres and other policy makers who impact the lives of youth.

The Community Engagement Group has created a special collection of resource material for parents and youth at the Pomona Public Library and has hosted a variety of youth activities to bring different neighborhoods together. The group helped the police department host a successful Civic Center Campout for approximately 200 pre-teens this past August.

Monthly meetings start at 4:30 PM and usually end by 6:00 PM. Upcoming meetings for the first half of 2007 are set for Thursdays as follows: January 5th, February 1st, April 5th, May 3rd, June 7th.

The Community Engagement Group seeks the input and talents of all members of the community in the effort to safeguard Pomona's neighborhoods and children.

For further information call Chief Romero's office at (909) 620-2141 or Christine Frausto, Pitzer College at (909) 607-8184.

POMONA HOMICIDES DOWN BY 9.5% IN 2006

Pomona Police Chief Joe Romero reports a drop in homicides last year. Pomona homicides numbered 19 during 2006. This is two less than in 2005, a 9.5 percent reduction. The City of Pomona is pleased to see a continued downward trend in crime. Chief Romero describes the City's progress as positive, and reminds the public there is more to be accomplished. A commitment to fighting and preventing crime must guide every decision and every action of the community. Community security results from measures which community leaders, families, businesses and individuals can take to enhance safety and personal security. Pomona will continue reducing crime. Chief Romero has successfully implemented two important strategies. One is taking guns off the streets. The second is targeting hard core gang members and high-risk criminals. Proactive enforcement coupled with the intervention and prevention efforts of stakeholders will continue to produce noticeable reductions in crime rates.

For more information on the City's crime statistics, please contact the Pomona Police Department, Records Division at (909) 620-2777.

TEMPORARY AMUSEMENT RIDES B

By the Department of Industrial Relations Amusement Ride Section- California temporary amusement rides are operating throughout the state each week. In order for these rides to operate each ride must have been inspected; and receive a valid permit for the current year to operate. This permit is issued by the Division of Occupational Safety and Health, Amusement Ride Section.

The permits are attached to the ride, as are automobile registration tabs. The expiration date is located on the permit. After that date the permit is no longer valid. To be valid, it must be attached to the ride for which it was issued. If it's not there, the ride has no permit. There is one exception to the permit date: On or before March 1, 2007, all ride owners must submit an application to the Division. Once received an owner is allowed to operate using last year's permit until the Division can schedule an inspection. This is only allowed as long as the current permit is not a temporary blue permit.

All simulators, orbitrons, space balls, whirlybirds, trampolines and bungee jumping operations (conventional or reverse) are also considered temporary amusement rides and require permits. We do not inspect inflatable, climbing walls and fun houses.

All known rides and ride owners are listed in our database. During business hours you are welcome to call the office to verify the status of any rides. We will need the name of the owner and the list of the rides. Your cooperation and assistance is greatly appreciated.

If you have any questions please contact us at 2424 Arden Way, Suite 340, Sacramento, CA 95825. Phone (916) 263-3511, or visit us at www.dir.ca.gov/DOSH/amusementrides.htm

Congratulations and thank you to our President's Club Sponsors for their dedication to and support of the Chamber's goals and objectives. President's Club members enjoy the convenience of a one-time transaction, which ensures representation at Chamber events. Through a choice of five levels of financial commitment, benefit packages are tailored to meet individual preferences.

Diamond Sponsor

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Western University of Health Sciences

Silver Sponsor

Foothill Transit

Would your company like to join this elite group of organizations? For additional details, please call the Chamber office 909-622-1256.

POMONA CHAMBER OF COMMERCE MEMBER TO MEMBER DISCOUNT PROGRAM

The following members offer various discounts to members. Use your Pomona Chamber discount card to enjoy the benefits of membership.

Member	Discount Offered	Member	Discount Offered	Member	Discount Offered
Aim Mail Center 8 Village Loop Rd., D Phillips Ranch, CA 91766 (909) 622-0630	\$2.00 off UPS/FedEx 10% off office supplies	H-Car Repair, Inc. 141 W. Foothill Blvd., #C Pomona, CA 91767 (909) 593-2999	10% off parts	Reliable Building Services 2300 S. Reservoir, Ste. 115 Pomona, CA 91766 (909) 628-5127, (909) 590-7891 fax	20% OFF 1st 6 Mos. Janitorial Svs.
Angelo's Pizzeria 135 E. 2nd St., Pomona, CA 91766 (909) 629-8100	10% off	Integrity Press Inc. 203 W. Arrow Hwy. Pomona, CA 91767 (909) 392-5892	10% off	2ND Street Live.Com 235/301 W. 2nd St. Pomona, CA 91769 (909) 629-4349 or 629-5264	\$2.00 OFF Admission or food over \$10.00 2 for 1 Admission on Fridays
Arts Improving Academics 164 E. Columbia Ave. Pomona, CA 91767 (909) 629-4158	30% off 1 Month Tutoring 40% off Fundraising Items	PFF Bank & Trust 550 N. Indian Hill Blvd. Pomona, CA 91767 (909) 625-4872	Free Checking available	Sound 2000 Pro D.J. Service 402 W. Arrow Hwy., Ste. 13 San Dimas, CA 91773 (909) 592-9113	15% off 1st Event
Athens Services 14048 Valley Blvd. Industry, CA 91716 (626) 336-3636	First Month Free and 25% Discount	PFF Bank & Trust 399 N. Garey Ave. Pomona, CA 91769 (909) 623-6512	Free Checking available	CT Storage 150 Country Rd. Pomona, CA 91766 (909) 623-5799	\$11 Move-In Special or 1/2 off 1st Mo. & 2nd Mo., free truck, pre-pay 6 mo. 10% off
California Sushi & Teriyaki 3520 Temple Ave. Pomona, CA 91768 (909) 595-8867	10% off Over \$5.00 Purchase	Paper Recycling & Shredding 1391 E. Mission Blvd. Pomona, CA 91766 (909) 620-4421	25% shredding	Storage USA 601 Ridgeway St. Pomona, CA 91768 (909) 865-8577	10% off 1st 6 months
Capital Loan Specialist Inc. 626 Park Ave. Pomona, CA 91768 (909) 397-9950	Free Appraisal (at the close of Escrow)	Prototypes Thrift Store 1485 E. Holt Ave. Pomona, CA 91767 (909) 397-5618	Buy One (item of clothing) Get One Free! (at equal or lesser value)	Valley Vista Services 17445 E. Railroad St. City of Industry, CA 91748 (800) 442-6454	First Month Free 30% Discount to Members
Century 21 Americana 170 W. Holt Ave. Pomona, CA 91768 (909) 524-2121	Buyer receives free Appraisal @ close of Escrow. Seller gets Free Home Warranty \$350 value.	Quiznos 101 W. Mission Rd., Ste. 107 Pomona, CA 91766 (909) 622-9111	10% OFF	If you would like to participate in the member to member discount and have your company name listed each month in the newsletter, fill out the attached application and mail, or fax it (909) 620-5986, to the chamber office today.	
Christopher Michael Studios 434 W. Arrow Hwy. Claremont, CA 91711 (909) 621-0591	15%				
Display Tech Exhibits 191 W. Fourth St. Pomona, CA 91766 (909) 629-2227	10% Displays & Graphics				
Double Tree Hotel Claremont 555 W. Foothill Blvd. Claremont, CA 91711 (909) 445-1824	10% off reg rate on hotel lodging				
Frantz Cleaners 1490 N. Garey Ave., Pomona, CA 91767 (909) 622-2513	10% off any Inhouse Dry Cleaning				

POMONA CHAMBER OF COMMERCE
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Business Name _____

Address _____

City _____ Zip _____

Phone () _____

Fax () _____

Contact Person _____

Discount offered _____

(Example: 10% off; 2 for 1; 10% off 1st month, free consultation, etc.)



City Side

NEWS

By Doug Dunlap, Pomona City Manager

As we closed 2006, the City made significant advancements. We welcomed new faces to the City Council in Freddie Rodriguez (District 2) and Stephen Atchley (District 6), as well as some familiar ones in re-elected Councilmember Elliott Rothman (District 5) and returning Councilmember Cristina Carrizosa (District 3). Together, the Council and I continue progress on the City's goals to improve and serve the Pomona community.

A number of major developments in 2006 are complete and some which will continue into 2007.

* Pomona Ranch Plaza in the southern portion of the City has completed over six and a half acres of shopping and dining space. Developers are continuing construction of additional space for retail, office and dining uses. This month, Grand Buffet restaurant, Tarbell Realty, and Bank of America will be joining existing tenants Starbuck's, Herman's Restaurant, and Subway.

* Alliance Commercial Partners have completed rehabilitation of the existing 750,000 square foot building located on the northeast corner of Mission Boulevard and State Route 71. Twelve buildings will accommodate large to medium sized industrial-use tenants. Alliance purchased a portion of the land from the previous tenants, General Dynamics, and rehabilitated the facility into warehouse space with new facades, parking lots and scenic landscape.

* Razor Scooters occupies a portion of the warehouse space. The Redevelopment Agency is currently assisting in the search for new tenants for this facility.

* The City is one step closer to starting construction of the Mission/SR 71 Grade Separation project. Construction plans were submitted to Caltrans for final approval and construction authorization in January. New air quality regulations necessitated preparation of a revised environmental impact report, which will require additional Caltrans review. It is anticipated that the project will be advertised for construction bids in spring of 2007 and construction will begin in summer of 2007. Construction will take an estimated two years to complete. Traffic detours and delays should be anticipated during construction. The City's website will feature a project page with a webcam so citizens can monitor project progress from home, as well as monthly construction traffic control, and detour updates.

Pomona offers attractive economic opportunities for developers and investors. The creation of jobs and retail destinations is revitalizing the City. The City Council, along

with the Redevelopment Agency and the Chamber, brings additional retail developments, promotes a business-friendly community, and provides continued improvement of the quality of life for all Pomona residents in 2007.

I welcome your suggestions and ideas. Please contact my office at (909) 620-2051. Visit the City's web site at www.ci.pomona.ca.us.

Emergency Response Training Offered to Pomona Citizens

The Pomona Police Department Office of Emergency Services, in partnership with Cal Poly Pomona Office of Emergency Services and the Los Angeles County Fire Department, announces FREE CERT Training (Community Emergency Response Training) for Pomona citizens on Saturday, March 3, 10, and 17th, 2007 from 9:00 a.m. to 4:00 p.m. All sessions will be held at the American Red Cross Regional Blood Facility, 100 Red Cross Circle (Kellogg Drive) between South Campus and Valley Blvd., near the Cal Poly Pomona campus. For information, call Carrie Cruz, Emergency Preparedness Coordinator at (909) 620-3741.

MEMBER NEWS *continued from page 5.*

excellence and achievements. The president and the Board of Trustees invite you to join us in celebrating these accomplishments and to partner with us as we continue to grow and expand over the next 30 years.

We look forward to continuing the legacy of excellence through learning and discovery.

For more information on the newly appointed deans, the University Strategic Plan or Western University of Health Sciences, please visit www.westernu.edu.

New Member of the Board of Directors

Xavier Alvarez is the new member of the Board of Directors of Three Valleys Municipal Water District-Division 1

"I'd like to wish all the people of the City of Pomona a Happy Year and many more to come. I'm looking forward to working with the Board of Directors of Three Valleys Municipal Water District and our City Council of Pomona. We will continue working together and taking action on potential impacts to the business community we serve. We need to remind ourselves to support our City Mayor Norma Torres and Council Members, as well as our Water Board of Directors, so



Xavier Alvarez

we can work together and stay united. Please feel free to call me at my office at (909) 621-5568 or on my cell (909) 762-7476 if I can help you in any way."

CHAMBER LEADERSHIP

EXECUTIVE COMMITTEE

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Martha Zamarripa	Office Manager
Jennifer Zamarripa	Receptionist



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Fax (909) 469-5872

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The Pomona Business Monthly is published the first of each month by the Pomona Chamber of Commerce. Editorial offices are located at 101 W. Mission Blvd., Suite 223, Pomona, CA 91766. Inquiries, news items, and advertising questions may be directed to the offices by calling (909) 622-1256 or Fax (909) 620-5986. The subscription rate is \$24 per year. Third class postage is paid at Pomona, California. Article submission deadline for each issue is the 15th day of the previous month. Because of the time necessary for bulk mailing, any event scheduled for the first fifteen days of any month, must be announced in the issue of the month prior to the event.



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