

BUSINESS MONTHLY

www.pomonachamber.org

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

January 2007

Christmas Party at the Double Tree Hotel



Jeff Chang representing Citizen Business Bank, Jill Reiff from Valley Vista Services, Erin Delgado from Irises Floral Designs, Mrs. Chang and children.



Newly appointed City Council Member Steve Atchley sits on Santa's lap to give Santa his wish list.



PUSD Board President John Avila, Santa Claus and Cathy Garcia, sit on Santa's lap for a picture session.



Raul Guerrero from PFF Bank & Trust, Santa Claus played by Frank Garcia, Chamber President Dwight Richards from Fairplex, Ambassador Chair Annette Segura from Century 21 Prestige Properties and Ricardo Delgado from Irises Floral Design.



Miss Pomona being interviewed by Santa.



The crowd enjoyed carols by the Pomona Concert Band.

“G.R.E.A.T. GRADUATIONS”

Chief Joe Romero is proud to announce that the Pomona Police Department has graduated 203 of the Pomona Unified School District’s fifth grade students from the department’s GREAT program—Gang Resistance Education and Training. The graduating fifth graders attend the following elementary schools: Vejar, Yorba, Alcott Annex, Washington, Philadelphia, Pueblo and Kingsley.

The G.R.E.A.T. Program is a school-based, law enforcement officer-instructed classroom curriculum. The program’s primary objective is prevention and is intended as an immunization against delinquency, youth violence, and gang membership. G.R.E.A.T. lessons focus on providing life skills to students to help them avoid delinquent behavior and violence to solve problems. It has undergone longitudinal studies which show lower levels of victimization, more negative views about gangs, more favorable attitudes about police, reduction in risk-seeking behaviors, and increased association with peers involved in positive social activities.

In 1991, the GREAT Program was developed through a combined effort of the U.S. Bureau of Alcohol, Tobacco, Firearms and Explosives and the Phoenix Police Department. Its success prompted it to be offered nationwide and in 2004, Congress directed that overall program administration be transferred to the Office of Justice Programs, Bureau of Justice Assistance (BJA).

“By the Pomona Police Department providing the GREAT program to students in Pomona’s elementary and middle schools, it is believed that our community has a better chance of heading off problem behavior. Developing a positive bond between law enforcement and youth during their early developmental years is a responsibility that we should not take lightly. The curriculum can be used in conjunction with and reinforcement of other prevention programs that are offered in our community,” states Chief Romero.

The support of Superintendent Thelma Melendez de Santa Ana, school principals and most importantly teachers, is exactly the kind of partnership that helps dispel the perception of community disorganization mentioned in the Youth and Family Master Plan.

The Pomona City Council sustains this partnership by approving the police department’s involvement with GREAT grants and fostering training opportunities for instructors. The GREAT program is taught by the Pomona Police Department’s four School Resource Officers: Jorge Aleman, Ralph Rivera, Karen Callaghan and Ken Serpan. Lieutenant Ron Mc Donald is in charge of the School Resource Officer program.

Chief Romero looks to broaden community support for future GREAT graduations and get the Department’s Community Engagement Group and other civic organizations involved in congratulating program graduates and providing encouragement outside their classrooms.

Persons interested in learning more about the GREAT program or the department’s Community Engagement Group should call Chief Romero’s office at (909) 620-2141.

RENEWING MEMBERS

POMONA CHAMBER OF COMMERCE ANNIVERSARIES

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

57 YEARS

TODD MEMORIAL CHAPEL

21 YEARS

POMONA VALLEY MINING CO.

18 YEARS

MCDONALDS RESTAURANT

8 YEARS

ACS ENTERPRISE SOLUTIONS

3 YEARS

EAST VALLEY COMMUNITY HEALTH

1 YEAR

QUIZNO’S SUBS

REDESIGNED WEBSITE HELPS BUSINESSES FIND FEDERAL COMPLIANCE INFORMATION

For the first time, businesses can search for compliance information from the entire U.S. Government in one place, via the newly redesigned www.Business.gov website. Business.gov is the official business link to U.S. government. It was publicly relaunched in October 2006 to focus on compliance information, federal forms and government compliance contact. This service saves businesses time and money in locating information on tax, labor, environmental, immigration, and other requirements and regulations that often present challenges for small and mid-sized businesses. The new compliance focus is designed to better meet the needs of the business community.

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





Executive Director's
Comments by
 Frank Garcia



Greetings, we hope you had a wonderful Holiday Season and rested up for the challenges of the New Year. It was good to see so many of you at the Christmas mixer at the new Claremont Double Tree. John and Stephanie from the hotel catering dept. could not have been more attentive, and we thank them and the management for their outstanding service. The food was delicious and their

generosity extended to an open bar. What they have done to renovate the hotel to the Double Tree standard is worth seeing for yourself.

The Pomona Concert Band under the direction of Linda Taylor entertained us with Christmas music the entire evening, they were wonderful and we thank them.

On November 29th we celebrated our new member Aim Mail Center with a Ribbon Cutting. Some of the city dignitaries were present to join the Chamber in welcoming Aim Mail Center owner, Christopher Kapp. They are located in Phillips Ranch and will assist you in your mailing needs.

Our new City Council has been sworn in, and by their comments that evening, are ambitious and eager to begin the new year. After thanking their supporters and the community for placing their trust in them, they each pledged to fulfill their duties with regard to improving Pomona. We as a business community will work with them to that end; a unified effort is called for to continue to improve our City.

We are working closely with the recently adopted Mayor's Youth and Family Master Plan and will be addressing a major risk factor finding, (community disorganization), in the spring, by coordinating a city wide beautification anti-graffiti event that will bring us all together to assist our youth. In a survey given to youth by the task force, one of the major risk factors identified by the students was that they had a perception that the community was not organized sufficiently to help them with their problems.

After much dialog with community focus groups we agree that we need to pull all of our resources together for better program coordination to attack the problems our youth face with gangs, violence, graffiti, truancy etc.

A healthy community anywhere in the world is one that engages everyone to improve itself.

On the bright side we have the commitment and support of all of our major entities, PUSD, The City of Pomona, Fairplex, Cal Poly, Pomona Valley Hospital Medical Center

Western University Of Health Sciences, Mt. San Antonio College, and the Pomona Chamber of Commerce just to name a few. We will accomplish this and together we will change the negative press we continue to receive. We call on each of

WELCOME NEW MEMBERS!

STATE FARM AGENT

Alicia Rogan
 P.O. Box 1494
 Chino Hills, CA 91709
 (909) 636-8946

EAST SAN GABRIEL VALLEY ROP/TC

Eva Perez
 1501 Del Norte St.
 West Covina, CA 91790
 (626) 472-5179

BOY SCOUTS OF AMERICA

Sal Diaz Falcon
 3450 E. Sierra Madre Blvd.
 Pasadena, CA 91107
 (626) 351-8815

CRAIG FIRE PROTECTION CO., INC.

Dale Craig
 1044 W. First St.
 Pomona, CA 91766
 (909) 865-7030

BALDY CLASSIC CAR

Darren Krohn
 2125 Arrow Rte., #B
 Upland, CA 91768
 (909) 946-1984

POMONA FRAME HOUSE

Brandi Jennings
 252-C S. Main Street
 Pomona, CA 91766
 (909) 868-2970

THE UPS-DOWNTOWN POMONA

Andre Robinson
 101 W. Mission Blvd., #110
 Pomona, CA 91766
 (909) 263-7561

you to step up to the plate and join us in the critical endeavor. A clean healthy Pomona is a beacon for your business. Call me at the chamber office at 909-622-1256 or on my cell 909-241-4249 and let me know how you can help.

GET THE MOST OUT OF YOUR CHAMBER...

BE AN ACTIVE PARTICIPANT!

**GET OUT OF YOUR CHAMBER WHAT YOU PUT INTO IT
 BY JOINING US AT MONTHLY MIXERS AND EVENTS. JOIN A
 COMMITTEE. IT'S A GREAT NETWORKING OPPORTUNITY!!**

LEGISLATIVE COMMITTEE NEWS

Jennetta Harris, Southern California Edison Co.
Legislative Chair

In an ongoing effort to monitor legislative activities, the Legislative Committee will develop Legislative Priorities for 2007 as a means of presenting our platform areas of concern. The platform statements will be reviewed and approved by the Board of Directors and will enable the Chamber to respond quickly to business issues as they develop— especially when timelines are critical. Issues of concern may include: Education, Economic Development, Energy, Labor and Workforce Development, Healthcare, and Environment.

Looking back at 2006, I'd like to thank every committee member who participated in committee meetings, the Mayor's Candidate Forum, the Mayor's State of the City Address, the City Council Candidate's Forum and for your committed effort to study and present the November state ballot propositions.

Our goal to study federal and state legislation and take action on potential impacts to the business community we serve will continue. It is because of your efforts that the Chamber was able to host and provide these venues.

The Legislative Committee will "keep a watchful eye" and interact with our local legislative offices to provide information to our members. We invite you to join us on the second Tuesday of each month at 9:30 am in the Chamber conference room. We hope to see you on Jan. 9, 2007.

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
Fairplex

Gold Sponsor
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.

GLORIA MOLINA MANDATES COUNTY LIVING WAGE HIKE

Board Action Raises Wage for First Time in Seven Years

Los Angeles County Supervisors Gloria Molina and Yvonne B. Burke announced today the raising of the county's hourly living wage rates from \$8.32 to \$9.64 for employees with employer-provided health benefits and from \$9.46 to \$11.84 for employees without it. The rate increase affects all vendors under L.A. County's Proposition A and cafeteria services contracts. The county living wage rates have remained stagnant since they first were enacted in 1999.

"Over the past seven years, the skyrocketing costs of housing and basic necessities have eroded the value of the county's living wage by 22 percent but today we closed that gap," Molina said. "Now it truly reflects a living wage in today's economy. Working families deserve this pay raise and I'm proud to join with Supervisor Yvonne B. Burke in leading this effort."

On a motion co-authored by Molina and Burke, the county living wage rate increase will apply to all aforementioned county contracts renewed or enacted after January 1, 2007. It will affect up approximately 6,500 contract employees upon future contract renewals. In addition, the Board of Supervisors mandated an annual review of the county living wage rates to assess its myriad impacts, which would be taken into consideration during prospective rate increase considerations by the board and, ideally, prevent rate hike lapses in the future.

New Member Profile

State Farm Insurance located at 3580 Temple Ave. Suite H, Pomona CA 91768 provide a wide array of services to meet customers needs. They offer auto, fire, life, health, and business insurance. They also provide financial services. They focus on exceptional customer service and have bilingual staff to assist you, Spanish and Tagalog. Alicia Rogan, has been an agent for State Farm Insurance for 16 years and is glad to be part of the community. Their business hours are Monday-Friday 9:00 am to 6:00 pm. Saturday 9:00 am to 1:00 pm, evenings only by appointment. Their phone number is (909) 593-4915

Craig Fire Protection Co. Inc. at 1044 W. First St. in Pomona designs and installs fire sprinkler systems. Dale Craig will be happy to assist you in any of your fire protection needs. Craig Fire Protection Co. offers a 15% discount to new customers. His telephone number is (909) 865-7030

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
MEMBER TO MEMBER DISCOUNT PROGRAM APPLICATION

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



Pomona Ranch Plaza - Open for Business

The traffic congestion at the newly opened Starbucks in the Pomona Ranch Plaza is one sign of success at Pomona's newest shopping center. This month, Pomona Ranch Plaza opens for business as the first multi-service, one-stop shopping and dining development in the southern portion of Pomona.

Soon after breaking ground on November 3, 2005, the Pomona Ranch Plaza lead developers, YK America and KU & Associates moved quickly to convert the once vacant lot into a spectacular destination for shopping, dining, quick service, and entertainment.

Starbucks, Subway, Herman's Restaurant, Hawaiian BBQ, and Lapel's Dry Cleaners have already opened their doors to droves of customers. Other new businesses will open to the public later this month.

The Pomona Ranch Plaza project site is critical to the revitalization efforts of the City. Home to retail stalwarts Wal-Mart and WinCo Foods, Pomona Ranch Plaza is at the southern gateway to the City. With the opening of the new Pomona Ranch Plaza, the City is beginning to realize its full potential as an economically healthy, dynamic community.

Not only is Pomona Ranch Plaza stimulating the City's economy, but it is also meeting the day-to-day needs of Pomona area customers.

Specifically designed to respond to the growth of suburban "off-mall lifestyle" centers, Pomona Ranch Plaza is the answer to the community's desire for more convenient shopping. KU & Associates and YK America International, Inc. are pleased to be a part of such an exciting shopping environment. This new development presents an excellent opportunity to showcase quality service to local Pomona customers.

Conveniently between the 60 Freeway and the 71 Freeway off of Rio Rancho Road, Pomona Ranch Plaza provides a one-stop shopping, dining and entertainment destination. It encompasses more than 60 acres of premium retail space as well as restaurant, lodging and entertainment uses.

We ask you to support all Chamber member companies and businesses. Your dollars spent in Pomona go a long way to improve the economic conditions here. The pledge of both the Chamber and the City is to work with you, our businesses to help your company grow and to improve our community. Please let us know of any suggestions you may have to help us reach this goal.

BE AN AMBASSADOR

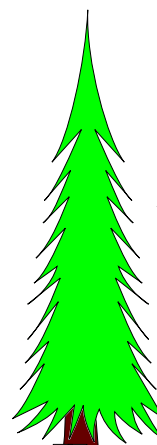
Join the newly formed Ambassador Team Chair by Annette Segura from Century 21 Prestige Properties and Co-Chair by Jill Reiff from Valley Vista Services. Ambassadors get all the benefits of being a member plus they serve as a liaison between the Chamber and its members. Ambassadors have an opportunity for personal recognition and publicity for their business. Ambassadors are on top of news and city information. Ambassadors meet one-on-one with chamber members.

The Ambassador Committee meets on the first Thursdays of every month at 11:30. Call the Chamber for locations and more information.

MEMBER NEWS *continued from page 5.*

Current sponsors include Associated Pomona Teachers, Pomona Unified School District, Safe School Healthy Students, and Child Development. With a large attendance expected, we are looking for additional sponsors large and small. It will be a great affair to share your business with people throughout the community. If you are a member of the Pomona business community, you should be participating in this event.

Tables will be available for you to meet the community and provide samples of your wares. We are also looking for financial support to help pay for some presenters and food. All donations will be appreciated and will go toward improving our community through this conference.



Remember to TreeCycle!

Please place your Christmas tree at the curbside on your regular collection day. Remove tree stand, lights and ornaments.

**Tuesday, December 26, 2006 through
Friday, January 12, 2007**

Any questions?
Call (909) 620-2241

CHAMBER LEADERSHIP

EXECUTIVE COMMITTEE

Dwight Richards - <i>President</i>	Fairplex
Phyllis Murphy - <i>President Elect</i>	Consultant
Simon Concepcion - <i>VP, Governmental Affairs</i>	Cole Schaefer Ambulance
Barbara Crane - <i>VP, Education</i>	Mt. San Antonio College
Jillian Reiff - <i>VP, Networking</i>	Valley Vista Services
Mike Dye - <i>VP, Membership</i>	Universal Waste Systems
Darren Krohn - <i>Secretary</i>	Pronto Photo
Ricardo Delgado - <i>VP, Treasurer</i>	Irises Floral Design
Frank Garcia - <i>Executive Director & Past President</i>	Consultant

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John Eckead	Integrity Press
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Hart Roussel	Cal Poly Pomona
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Nick Martinez	Western University of Health Sciences
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EDUCATION
Bob Cruz, Chairperson The Gas Company

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Martha Zamarripa Office Manager
Jennifer Zamarripa Receptionist



**Sheraton Suites
Fairplex**
P O M O N A

WALTER PRICE GENERAL MANAGER	DIRECT: (909) 868-5922 FAX: (909) 622-1028
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601 W. MCKINLEY AVENUE, POMONA, CA 91768
 www.sheraton.com/fairplex
 wally.price@sheraton.com

Bernstein & Rathman, Inc.

Certified Public Accountants

740 North Garey Avenue
 Pomona, California 91767

Bernard A. Bernstein, C.P.A. (909) 620-8388
 Fax (909) 469-5872

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Medicine of the Pacific*

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*College of Allied
Health Professions*

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College of Pharmacy

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College of Graduate Nursing

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College of Veterinary Medicine



**Western
University**
OF HEALTH SCIENCES

*The discipline of learning.
The art of caring.*

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 www.pomonachamber.org

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Claremont, CA

DATE SENSITIVE MATERIALS