

SANTA FE SPRINGS BUSINESS

Official publication of the Santa Fe Springs Chamber of Commerce / www.sfschamber.com / Vol. 37, No. 1 / January-February 2024

City of Santa Fe Springs Appoints New Mayor and Mayor Pro Tem

Santa Fe Springs City Council appointed a new Mayor, Jay Sarno, and Mayor Pro Tem, Bill Rounds, at its regular meeting on December 5, 2023. The annual reorganization included a recognition ceremony for the outgoing Mayor Juanita Martin and Mayor Pro Tem Jay Sarno. This will be Jay Sarno's second term serving as Mayor of the City of Santa Fe Springs.

In 2013, Mayor Sarno was first elected to the City Council and first served as Mayor in 2018. In 2020, he was elected to the Council for his second term and was appointed as Mayor Pro Tem in 2023. Mayor Sarno has lived in Santa Fe Springs since 1973.

He attended the local schools of Lakeview Elementary, Lake Center Middle School, and graduated from Santa Fe High School. Mayor Sarno is the owner of CJ Concrete Construction; a family-run Santa Fe Springs-based construction company, which he has operated for the past 30 years.

Mayor Sarno has been actively supportive of local schools and sports programs in the community. During his service on the Council, he has served as delegate to Gateway Cities Council of Governments, League of California Cities, as well as alternate liaison to the Chamber of Commerce Economic Development, among others.

Mayor Sarno is happily married to his wife Christina and enjoys raising their two children in the City. "It is a true honor to be appointed by my colleagues as the Mayor of this amazing city. I have always believed in the power of community and now, I get to play a hands-on role in shaping its future. It is not about the title; it is about the people, the stories, and the shared dreams of this city. I looking forward to working as a team with my colleagues to make our city proud with one positive change at a time" said Mayor Sarno.

Mayor Pro Tem William (Bill) Rounds is serving his fourth term since being elected to City Council in November 2007. He served as Mayor in 2012, 2017, and 2020. This will be Mr. Rounds fourth time serving as Mayor Pro Tem of the City of Santa Fe Springs.

During his tenure as a Councilmember, Mr. Rounds has been as liaison to the I-5 Consortium Policy Board, Metropolitan Little League, Beautification and Historical Committee, Senior Advisory Committee, the Parks & Recreation Committee, Christmas Home Decorating Contest, Safe Neighborhood Team, as well as the Budget Review City Council Subcommittee, among other appointments.

Mayor Pro Tem Rounds was born in Concord, Massachusetts and moved to Santa Fe Springs with his parents in 1951. Mayor Pro Tem Rounds attended local schools and graduated from Santa Fe High School in 1968. For 11 years, Mayor Pro Tem Rounds served as a Santa Fe Springs Planning Commissioner.

He has been an active member of multiple committees including the City's Santa Float, Rose Parade Float, and 60th Anniversary Celebration Committee. Mayor Pro Tem Rounds was also a former coach and Board Member for the Metropolitan Little League.

In 2014, Mr. Rounds retired after working 41 years as a supervisor with the Los Angeles County Sanitation Districts (LACSD) in the Field Engineering Department. Bill and his wife, Jennifer, have four adult children and nine grandchildren.

"The community here is something special and I am thrilled to take on the role of Mayor Pro Tem. I am ready to dive in, work alongside my colleagues and make a positive impact. I am excited for the future of our beloved city, here's to new beginnings, teamwork and making our City an even better place to live, work and play" said Mayor Pro Tem Rounds.



Jay Sarno and Bill Rounds will serve as mayor and mayor pro tem respectively through the end of the 2024 calendar year.

Santa Fe Springs Chamber of Commerce and First Pacific Bank PRESENT



2024 ECONOMIC OUTLOOK

Dr. Chris Thornberg
BEACON ECONOMICS

THURSDAY JANUARY 18
7:30AM - 9:30AM

Dr. Thornberg is a renowned economist with deep expertise in economic and revenue forecasting, regional economics, economic policy, and labor and real estate markets. He has consulted globally for private industry, cities, counties, and public agencies.

Registration includes breakfast with Q & A session


- SFS Chamber Member: \$85
- Non-Member: \$110
- Table of 8: \$650

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11740 E. Telegraph Rd.,
Santa Fe Springs, 90670



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PRESIDENT'S MESSAGE

By **Bruce A. Lazenby, Rose Hills Memorial Park**

I want to extend my heartfelt wishes for a happy and prosperous New Year. While I may not be the first to convey these sentiments, rest assured that my wish is sincere.

It is hard to believe that six months have already passed since I assumed the role of president at the Santa Fe Springs Chamber of Commerce. Time flies. At our recent annual board of directors retreat, we took a moment to reflect on our accomplishments and set new goals for the future.

I am pleased to share that one of our initiatives, "Business Watch," came to fruition in October 2023. We hosted a workshop inviting the public to meet with the city's public safety team, fostering strength and support for business safety. Additionally, our chamber is getting ready to launch our Social Media Training workshops, among other programs resulting from our retreat. We have also made internal adjustments to ensure the continued prosperity of the chamber.

Looking ahead to the first quarter of 2024, we have exciting events planned. Business Education

Workshops are scheduled for January and February. Additionally, we will be providing a CPR training class. Details are available by contacting the chamber.

Do not miss the Economic Forecast on Thursday, January 18, where Dr. Chris Thornberg, a leading economist, will share his insights. For more information, visit our Chamber website at www.sfschamber.com.

In the city, there are notable events lined up for the first quarter of the New Year. The "President's Day Penny Carnival," "Shamrock 5K Fun Run", and the "Easter EGGstravaganze". www.santafesprings.org/

As we move forward, we firmly believe that the best is yet to come. Your participation in the chamber is a key to building your business and cultivating critical business relationships.

Wishing you a Happy and Prosperous New Year!



In Memoriam: Harold H. Adishian — A Legacy of Love, Service, and Family

On November 3, 2023, the community bid farewell to a remarkable individual, Harold Haig Adishian, a loving husband, father, grandfather, great-grandfather, uncle, cousin, and friend, who passed away peacefully at his Salinas residence at the remarkable age of 101.

Harold's journey, which spanned over a century, was one filled with love, dedication, and a profound commitment to education and community service. Born on March 22, 1922, in Fresno, California, to Armenian immigrant parents, Peter and Sarah Adishian. Harold's story unfolded with a rich tapestry of experiences that touched the lives of many.

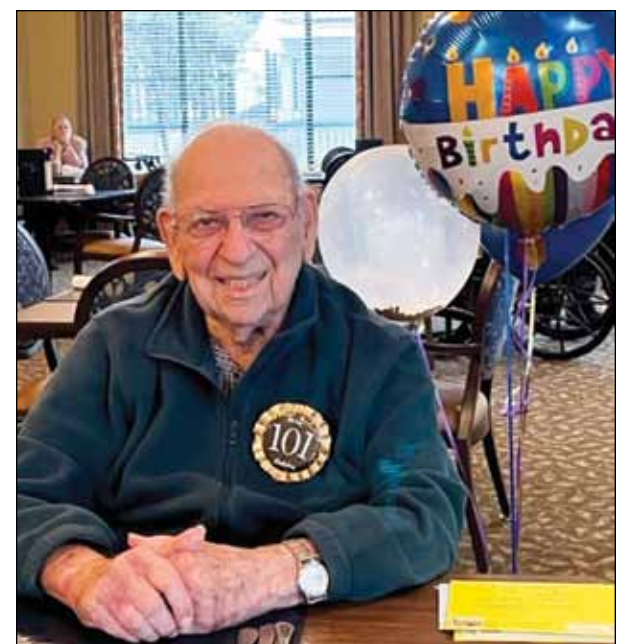
In 1928, the Adishian family moved to San Leandro, and by 1934 they had settled in Oakland. Harold graduated from Oakland High School in 1940, and his pursuit of knowledge led him to Compton College and later USC. However, the call to serve his country beckoned, leading him to enlist in the U.S. Army Air Force where he served from 1942 to 1946.

Upon returning, he met Marie Presnall, the love of his life. Their union in June 1949 marked the beginning of a beautiful journey that lasted 68 years until Marie's passing in 2018.

Harold's dedication to education saw him work for thirty-one years in the Norwalk La Mirada Unified School District, where he made lifelong connections with colleagues, staff, and students. His impact resonated not only in the classroom but also in the lives he touched as a Director of Elementary Curriculum and School Principal.

Post retirement, Harold embarked on another chapter of service, joining the Santa Fe Springs Chamber of Commerce as a Membership Director for eighteen years. His dedication earned him the endearing title of "Mr. Santa Fe Springs," a testament to his love for the city, its residents, and the thriving business community.

A devoted member of Kiwanis International since



1976, Harold's commitment went beyond serving as President and Lt. Governor. He received numerous awards for his dedicated community service, showcasing his unwavering commitment to making a positive impact.

Harold's Armenian heritage held a special place in his heart, a sentiment he lovingly passed on to his children and grandchildren. The bi-annual family reunions initiated in 1962 became a cherished tradition, fostering a strong sense of unity, pride, and connection among the Adishian family.

His warmth, kindness, and genuine interest in others were constants in a life full of accomplishments and contributions. Harold's legacy lives on in the hearts of his family, friends, and the communities he touched throughout his remarkable journey.

In Loving Memory of Harold H. Adishian

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12016 Telegraph Road, Suite 100
Santa Fe Springs, CA 90670
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Volunteers Needed- Volunteer Income Tax Assistance Program (V.I.T.A.)

Learn how to prepare taxes, while helping your community! Training is free and available to interested Volunteers. Volunteers will help complete income tax forms for low-to-moderate-income people who cannot prepare their own 2023 tax returns. Call the Gus Velasco Neighborhood Center at (562) 692-0261 to sign up as a Volunteer Tax Preparer!

Promote Your Job Opening

Employers can submit their current job listings free of charge. City of Santa Fe Springs Case Managers can notify residents seeking employment via direct email. Please call the Gus Velasco Neighborhood Center for more information, (562) 692-0261.

CITY OF SANTA FE SPRINGS
DEPARTMENT OF COMMUNITY SERVICES

SHAMROCK 5K FUN RUN/WALK

MARCH 9, 2024 AT 7:30 A.M.
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As a host, of a Business Card Exchange or Networking @ Noon event your business will be announced at every Business Card Exchange throughout the year and your event will be advertised on our website and in the newspaper.

We will do an article after your event for the chamber newspaper. In addition, you receive lots of social media buzz and photos.

Please contact the chamber at (562) 944-1616 or mail@sfschamber.com if you are interested in hosting a Business Card Exchange, Networking @ Noon, or evening mixer.

Santa Fe Springs Crime Statistics Year-to-date Comparison of Part I Crimes October 2023

Crimes reported	2022	2023	-/+	%
Total	1,253	1,123	-130	-10 %
Homicide	3	4	1	33 %
Rape	8	6	-2	-25 %
Robbery	42	30	-12	-29 %
Aggravated Assault	49	44	-5	-10 %
Burglary	151	187	36	24 %
Commercial/Retail	145	175	30	21 %
Residential	7	12	5	71 %
All Thefts	715	588	-127	-18 %
Shoplifting	70	95	25	36 %
Burglary/Theft from Vehicle	452	308	-144	-32 %
Other theft	193	185	-8	-4 %
Grand Theft Auto	278	255	-23	-8 %
Arson	7	9	2	29 %

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Networking @ Noon
11:30am-1:00pm

SFS Chamber members and non-members getting together for business-to-business networking lunch.

- 18 JAN** Zapien's Salsa Grill
6702 Rosemead Blvd.
Pico Rivera
- 15 FEB** Chick-fil-A
12501 Imperial Hwy. Ste 120
Norwalk
- 21 MAR** Heritage Park
12100 Mora Drive
Santa Fe Springs

November Networking @ Noon: A Slice of Success at Shakey's Pizza Parlor

A local hotspot in Whittier, Shakey's Pizza Parlor was a hit with their famous PCM (pizza, chicken, and mojo's) Bunch of Lunch for all who attended the Networking @ Noon on November 16.

With its casual décor, amazing staff, and delicious menu, the event was productive and enjoyable. The 'speed networking' worked like a charm as the guests had a blast rotating seats to meet someone new.


We love relationship building where members and prospective members can thrive and our monthly events cater to that at a new location every third Thursday.

Attendees listen to introductions and announcements.



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Chamber members and prospective members listening attentively to see if their name is called for the door prize!

December Networking @ Noon with Tamales and a Twist!

What could be better than finishing off our last Networking at Noon of 2023 with an assortment of delicious tamales and expertly crafted classic margaritas with a twist of lime! The SFS Chamber office was packed from wall to wall with members and guests enjoying the Mexican cuisine while connecting with fellow business leaders. The feeling of warmth and holiday cheer filled the air as music played and laughter and chatter filled the air during and after the event. We are thankful for memories made and relationships built and 2023 was no exception. Members, old and new, are like family and we look forward to more wonderful events and connections in 2024! There's no better way to start the new year off than joining us at our networking events and jump-starting your business leads. For more information go to sfschamber.com or call (562) 944-1616.

You're Invited

RIBBON CUTTING EVENT



14561 Marquardt Ave, Santa Fe Springs, CA 90670

Join us in celebration the grand reveal of the new state of the art facility for PRO-TECH! Come meet the team, network and enjoy a tour of the facility. Refreshments will be provided.

REGISTER  www.sfschamber.com




Wednesday
January 31st
12:00 PM - 2:00 PM

WELCOME, NEW MEMBERS!

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Santa Fe Springs Poised for Clean Energy Leadership as GridStor Proposes to Revitalize Old Refinery Site with State-of-the-art Battery Storage Facility

A new clean energy site may soon be coming to the City of Santa Fe Springs. GridStor, a developer and operator of utility-scale battery energy storage systems, is in discussions with the city about converting a former petroleum refinery-turned chemicals manufacturing facility that has been sitting vacant in town since 1992.

Once extensive remediation work is completed, the vacant industrial site—which neighbors a railroad and other industrial facilities—will be ready to be repurposed into an emission-free storage facility. The new facility would provide power equivalent to the supply for 72,000 residential customers during hours of peak energy demand each day. The battery storage facility would strengthen the reliability of the area's electric infrastructure by deploying energy at times when the power grid is most stressed helping to keep the lights on for local residents and businesses.

GridStor's proposed use of the property comes with additional benefits to the city, including \$2.7 million in sales tax revenue and over \$1 million in property taxes to the City of Santa Fe Springs over the life of the facility. These funds will go into the city's tax base and can be used to support local services for residents, including investments in public safety, infrastructure, and schools.

GridStor is in consultation with the city to move forward after the November 13, 2023 zoning vote by the Planning Commission that determined battery storage facilities to be of similar use to substations in terms of safety and purpose. Upon further project-specific city review and approval, construction of the new battery storage site could commence as soon as summer 2024, with a planned completion as soon as the end of 2025.

Safety for the site and the local community are top priorities. GridStor representatives have met with the fire department several times to discuss the project, and the company plans to work closely with city officials to offer training and coordinated safety checks on an ongoing basis. The consultations with Santa Fe Springs follow the recent inauguration of GridStor's new battery storage facility, which was developed in partnership with the City of Goleta in Santa Barbara County.

GridStor is a member of the Santa Fe Springs Chamber of Commerce. Learn more about the company and its projects at www.gridstor.com. Ryan Schalk, Director of Development (503) 758-5843, ryan.schalk@gridstor.com

Peter Rodriguez Home Loans

Pete has been a pillar in the community for over 8 years. He is currently a volunteer for the Boys and Girls Club of Whittier. Peter is the Liaison for the networking group THE COLLAB that has been in existence for 5 years. He has a strong sense of community as a loan officer helping individuals and families get into a home. He also focuses on commercial real estate to ensure the right fit for any business needs. To contact Peter, call (714) 396-5120.

Pete Rodriguez | (714) 396-5120
peterrodriguezteam@gmail.com



Optimal Health & Wellbeing

Making a commitment to your health is one of the best gifts you can give yourself. Health doesn't come with ribbons and bows, but it does come with more energy, better mental health, less inflammation and best of all, the ability to make the memories you want to make with the ones you love. My name is Jeanie Sauder and I partner with people using a virtual platform, who are looking to improve their health, find purpose and create income freedom in their life.

Jeanie Sauder—Transformational Wellness Coach
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Welcoming New Faces: A Spotlight on the Latest Members of the SFS Chamber of Commerce



Our newest members joined with some of our chamber ambassadors.

The Santa Fe Springs Chamber of Commerce is buzzing with excitement as it welcomes a cohort of dynamic new members into its vibrant community. These fresh faces bring diverse perspectives, innovative ideas, and a wealth of expertise, enriching the collective strength of the chamber. By joining the SFS Chamber you are taking an important step towards business success with many benefits. To become a member or to find out more about the chamber, call (562) 944-1616.

2024 California and Federal Employment Posters



Support the SFS Chamber Order Your 2024 Poster Today!

2024 California and Federal Employment Poster

You must post a compliant *Employment Poster* in a conspicuous place in the workplace where all employees and applicants can see it. The poster also must include information about your workers' compensation benefits, payday schedule and emergency contacts. You may need to order several to ensure that your business, branches and satellite offices are displaying the poster according to the law. Failure to comply can result in severe penalties and fines by the state of California.

If any of your company's workers are Spanish-speaking, you will need to order the Spanish version.

California Wage Order Posters

Employers of non-exempt employees are required to post industry-specific Wage Order(s) in each workplace. There are 17 different Wage Orders offered laminated in English & Spanish.

City and County Labor Law Posters

Which mandatory City or County posters apply to your business? It depends on which city your employees work – whether at your facilities, remotely from their homes or while traveling.

2024 HR Quick Guide for California Employers (HR Handbook)

Includes color-coded easy reference sections. Required and recommended forms for California businesses available to download using a special URL provided in the book.

Required Pamphlets Kit

Contains 20 copies of each of six pamphlets that employers must distribute to employees.

California Labor Law Digest 2024 Edition

This comprehensive, California-specific *Digest* puts answers to labor law questions right at your fingertips, updated with new case law and regulations.

Remote Employees Kit

For each employee who works remotely 100% of the time, this kit includes our all-in-one California and Federal Employment poster plus each of the six required pamphlets your employee must receive.

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SUNRISE CONNECTIONS: Unveiling the Power of Networking at the November YMCA Business Card Exchange



President and CEO of YMCA of Greater Whittier Curt Skotnicki receiving his certificate of appreciation from Ross Gile (ambassador) of DigiCal Web Designs.

In the heart of the community, where wellness meets professional growth, the YMCA hosts the November Business Card Exchange Sunrise Breakfast.

The event kicks off with a warm breakfast and hot coffee, provided by California Grill, setting the stage for some serious networking relationships.

It's wonderful to see attendees who span a wide range of industries, creating a unique melting pot of skills, experiences, and perspectives.

Whether you're an entre-

preneur, a seasoned professional, or someone just starting their career, there's a place for you at this inclusive gathering.

The event incorporates dynamic activities such as roundtable questions and networking games and the fun is in the ice-breaker game where the Thanksgiving festivities began as attendees tossed around a full-sized blown-up turkey!

Thank you to the YMCA for creating an atmosphere of warmth and excitement. Where everyone is welcomed with open arms and the

meet-and-greet continues long after the event is over. Please join us at future networking events by visiting

the SFS Chambe website at sfschamber.com or call (562) 944-1616.



YMCA board of directors



'Tis the season for beautiful people and ugly sweaters at the Embassy Suites Business Card Exchange.



Ugly sweater contest winners Jeanie Sauder and Mario Casada



Embassy Suites Downey staff Lorena Cortez, Jackie Aguero, Frances Archilla, Marisa Novak, and Brenda Ueman

Festive Networking at the December Business Card Exchange

The holiday season is a time of joy, laughter, and a perfect opportunity to blend business with pleasure. The December Ugly Sweater Business Card Exchange was held at the lovely Embassy Suites – Downey and brought together local businesses and professionals in a festive atmosphere that celebrated the spirit of the season and the power of

networking.

The highlight of the event is undoubtedly the creativity and humor displayed through the array of ugly sweaters worn by attendees. The festive dress code added a lighthearted touch to the event. Attendees found themselves discussing business opportunities and collaborations amidst

the backdrop of holiday decorations and enjoying the most decadent breakfast spread. Thank you to Embassy Suites – Downey for hosting our annual Ugly Sweater Business Card Exchange where every detail was paid attention to by their amazing staff.



Business Card Exchange

Sunrise Breakfast

Hosted by:



11700 Telegraph Rd.
Santa Fe Springs

Wednesday, February 7
8:00 a.m. - 9:30 a.m.

Members: \$20
Prospective Members: \$30

- Serious Networking
- Meet the City Management
- Presentation on New Business coming to SFS

Register at sfschamber.com



Business Card Exchange

Sunrise Breakfast

Hosted by:



LIBERTY COMMUNITY PLAZA
14181 Telegraph Rd.
Whittier

March 6
8:00am - 9:30am

Members: \$20
Prospective Members: \$30

Fun! ••• Door Prizes! ••• Serious Networking!



Register at sfschamber.com or call (562) 944-1616

Member Anniversaries!

Congratulations to our renewing members (November-December 2023)! We greatly appreciate your continued support and involvement.

- 55 Years**
Trojan Battery Co.
- 52 Years**
Daniels Tire Service
- 45 Years**
Certified Fire Extinguisher Service, Inc.
- 40 Years**
Phibro-Tech, Inc.
- 37 Years**
Little Lake City School District
- 34 Years**
Adecco Employment Service
- 33 Years**
Zenith Screw Products, Inc.
- 31 Years**
Olin Chlor Alkali Products
- 30 Years**
Dimetri Gardikas Produce Co., Inc.
- 28 Years**
CBRE, Inc. – Rick McGeagh
- 24 Years**
Akeso Occupational Health
PIP Printing – Santa Fe Springs

- 21 Years**
Boys & Girls Club of Whittier
Jess Diaz Trucking, Inc.
- 14 Years**
Beyond 21st Century Beauty Academy, Inc.
Oscar's Electric, Inc.
- 13 Years**
Pacific Palms Resort
- 12 Years**
Enos Chiropractic Clinic
- 10 Years**
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- 9 Years**
GILMAR Automotive Group
SERVPRO of Whittier
- 8 Years**
Espen Technology, Inc.
- 7 Years**
Goodman
Muller King & Company
Steven Label Corp.

- 6 Years**
IG1 Communications
Octapharma Plasma
Pacific Premier Bank
- 5 Years**
Alicia Fombona – United Real Estate Pacific States
FN Logistics Inc.
Harbor Distributing, LLC
Helpline Youth Counseling, Inc. (HYC)
K Taylor Insurance Solutions
Kelly Pipe Co., LLC
- 4 Years**
Advanced Ground Systems Engineering, LLC
- 3 Years**
Spectro Coats
- 1 Year**
Betts Truck Parts & Service
Boxes Plus
Golden Arrow Promotions
JJ's Sweet Buns
Southland Data Payroll
Summit Event Catering

Milestones of Excellence; Lowers Welding & Fabrication, Inc. Marks 50 Years of Family-Owned Success and 33 Years as Chamber Members

Lowers Welding & Fabrication, Inc. Established in 1973, this family-owned and operated business has been a steadfast member of our chamber for 33 years.

The legacy of craftsmanship and commitment to quality initiated by Dawn Lowers-Davis's parents has not only endured but thrived under her leadership along with sisters Sheri Lowers and Nora Lowers.


Lowers Welding & Fabrication Inc. is a women-owned DBE firm and is a business that has not only contributed to the economic landscape, but has also been an inspiration to aspiring entrepreneurs—an outstanding achievement over five decades of exemplary service and commitment to excellence.



Dawn Lowers-Davis, Owner; Kathie Fink, CEO, SFS Chamber and Sheri Lowers Owner.

Santa Fe Springs Chamber of Commerce
Joint Leads Meetings for 2024
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Upcoming Events



Louis Reyes
Blue Icon Communication

"LinkedIn Master Class"

January 30



Join us for an engaging session led by Louis R. Reyes, the expert affiliate from Blue Icon Communications, as he unlocks the secrets to harnessing the full potential of LinkedIn. Learn how to optimize your LinkedIn profile, connect with industry leaders, and leverage this platform for personal and personal growth. **Meeting time: 8:30 am - 10:00 am** **MUST REGISTER TO ATTEND!**

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RIBBON CUTTING AND GRAND OPENING CELEBRATIONS

Aardwolf America Unveils Cutting-Edge Facility in Santa Fe Springs

On November 2, Santa Fe Springs proudly welcomed Aardwolf America to its vibrant community with a dazzling ribbon-cutting grand opening event.

Aardwolf, a global leader in manufacturing lifting and handling equipment for the construction industry, showcased its commitment to excellence and innovation.

The event drew enthusiastic participation from local businesses and residents, underscoring the community's excitement for Aardwolf's arrival.

For further insights into Aardwolf America's groundbreaking contributions, visit their location at 9401 Norwalk Boulevard, Santa Fe Springs, CA 90670, or contact them at (562) 336-5072.

Aardwolf's grand entrance signifies a powerful alliance between industry innovation and the dynamic city of Santa Fe Springs.





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Chick-fil-A Santa Fe Springs' Heartfelt Grand Opening: A Celebration of Community, Connection, and Culinary Delights

On November 15, Chick-fil-A welcomed the Santa Fe Springs community with a heartwarming grand opening ribbon-cutting ceremony at its newest location, 13225 Telegraph Road., Santa Fe Springs, CA 90670. Farid Khansarinia, the proud owner, shared a touching moment with his family, dedicated staff, and the local community, expressing deep gratitude for the strong connections forged with residents. Farid's emotional speech highlighted the significance of the new eatery in fostering community bonds, emphasizing the positive impact on both employees and patrons. For a delightful dining experience, visit Chick-fil-A Santa Fe Springs or contact them at (562) 352-9005.



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Santa Fe Springs Chamber 57th Annual Golf

Classic



Monday, April 1, 2024

Hacienda Golf Club
718 East Road
La Habra Heights, CA 90631

Golf Format
Four Person Scramble

ENTRY FEE

Golf Foursome \$1,200
Individual Golfer \$300

SCHEDULE OF EVENTS

8:30AM - 10:00AM
Player Check-In
Putting Contest Open
Breakfast
Morning Libations

10:00AM
Shotgun Start

THROUGHOUT THE DAY
Lunch Provided On The Course
Snacks and Beverages Provided

IMMEDIATELY FOLLOWING THE ROUND
Social 3:00PM
Awards Dinner and Program 3:30PM

Awards Dinner \$55



CORPORATE SPONSORS

Gold Sponsor - \$4,000

Two-Foursomes, commemorative gift, name on website & brochure, program recognition, reserved seating at Awards Dinner, name on all advertising, name on sponsor banner & tee sign, 200 raffle tickets, and exclusive recognition at a hole.

Silver Sponsor - \$3,000

One-Foursome, commemorative gift, name on website & brochure, program recognition, reserved seating at Awards Dinner, name on all advertising, name on sponsor banner & tee sign, 100 raffle tickets, and exclusive recognition at a hole.

Bronze Sponsor - \$2,000

One-Foursome, name on website & brochure, program recognition, reserved seating at Awards Dinner, and name on selected advertising.

CONTEST SPONSORS

Hole-In-One Sponsor - \$600 Includes hole signage, recognition on all advertising & awards program

Putting Contest - \$350 Recognition on all advertising including contest signage & awards program.

Longest Drive Contest - \$350 Recognition on all advertising including hole signage & awards program.

Senior Longest Drive Contest - \$350 Recognition on all advertising including hole signage & awards program.

Closest To The Pin Contest - \$350 Recognition on all advertising including hole signage & awards program.

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Dinner Sponsor - \$2,500 Seating for two at awards dinner, program recognition, exclusive recognition at every table (sign & literature), name announced at dinner.

Golf Cart Sponsor - \$1,500 Banner on all golf carts.

Photo Sponsor - \$1000 Company name on all golfer photo gatefolds.

Everything But Golf Sponsor - \$1,000 Name on website, program recognition, seating for two at Awards Dinner, name on all advertising, name on sponsor banner & tee sign, and 50 raffle tickets.

Alcohol Tee Sponsor - \$400 Includes exclusive recognition at the hole, display table & chair at the hole, and lunch for two (does not include awards dinner).

Tee Sponsor - \$300 Includes exclusive recognition at the hole, display table & chair at the hole and lunch for two (does not include awards dinner).

Cigar Sponsor - \$250 Company name on each cigar.

Green Sign - \$100 A sign on the green recognizing your business.

Raffle Sponsor - Donate a raffle item of \$100 or more to receive signage near the item & recognition in the program.

Golfer Gift Sponsor - Call the Chamber Office

Golf Ball Sponsor - Call the Chamber Office

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To register go to sfschamber.com or call (562)944-1616. TO BE A SPONSOR contact susan@sfschamber.com

CalChamber Vote Record: Major Bills 2023

This report for the first year of the 2023–2024 legislative session focuses on California legislators' votes on California Chamber of Commerce priority bills.

This is the 49th vote record the CalChamber has compiled in response to numerous requests by member firms and local chambers of commerce that would like a gauge by which to measure the performance of their legislators.

Partial Picture

No vote record can tell the entire story of a legislator's attitude and actions on issues of importance to business. To fully evaluate your legislative representative, consult the legislative journals and examine your legislator's votes in committee and on floor issues.

You can view these via links at www.calchambervotes.com.

Many anti-business bills were rejected by legislators in policy or fiscal committees, thus stopping proposals before they reached the floor for a vote.

Most bills in this report cover major business issues that are of concern to both small and large companies.

The CalChamber recognizes that there are many bills supported or opposed by business that are not included in this vote record and analysis. Factors Considered

The CalChamber considers the following factors in selecting vote record bills:

- The bills and votes reflect legislators' attitudes toward private enterprise, fiscal responsibility and the business climate.

- Each bill was a CalChamber priority in a particular field. Priority bills generally have appeared in the "Status Report" sections of *Alert*.

- **For the first time, this year's vote record charts show selected key committee votes where a committee's actions stopped an onerous proposal or prevented legislators outside the committee from having the opportunity to vote on proposals that help California employers.**

- The vote record also covers 13 bills voted on by the full Senate and 12 bills voted on by the full Assembly.

- Unless otherwise noted, final floor votes are shown. Concurrence votes are considered final votes.

When 'Not Voting' Helps

Sometimes a legislator is unwilling to vote against a colleague but is willing to support the CalChamber's opposition to a bill. In such cases, a legislator may abstain from voting, which will hinder passage of a bill, just as a "no" vote does.

To recognize that not voting can aid the CalChamber's opposition to a bill, the vote record includes the number of times legislators did not vote "aye" on a CalChamber-opposed bill in the total for the column listing actions "in accord with" the CalChamber's position, if the legislator was not absent for the day.

Priority Bills

Climate Change

- **SB 253 (Wiener; D-San Francisco) Corporate Climate Accountability**

Act. Imposes a mandatory climate tracking, and auditing on climate emissions that will fall heavily on all California businesses, impacting competitiveness and increasing costs. Passed Senate, May 30, 24-9 (vote shown). Passed Assembly, September 11, 49-20. Senate concurred in Assembly amendments, September 12, 27-8. Signed—Chapter 382. CalChamber Opposed.

Energy

- **SBX1 2 (Skinner; D-Berkeley) Windfall Profits Tax.** Sets an arbitrary cap on the amount of profits that a refiner operating in the state of California can earn over a quarterly basis. This measure would further diminish supply, discourages operational efficiencies, and would limit the amount of capital a refiner could reinvest into their infrastructure to support California's long-term climate goals. Passed Senate, March 23, 30-8. Passed Assembly, March 27, 58-19. Signed—Chapter 1, Statutes of 2023–24 First Extraordinary Session. CalChamber Opposed/Job Killer 2023.

Elections

- **AB 421 (Bryan; D-Los Angeles) Dismantles Referendum Process.** Dramatically changes state's direct democracy process to essentially eliminate the ability for anyone to qualify a referendum. Passed Assembly, May 31, 60-18 (vote shown). Passed Senate, September 5, 30-9. Assembly concurred in Senate amendments, September 5, 55-17. Signed—Chapter 162. CalChamber Opposed.

California Environmental Quality Act

- **AB 1000 (Reyes; D-San Bernardino) De Facto Ban of Warehouses.** Mandates a statewide setback of 1,000 feet from sensitive receptors for all new or expanded logistics use facilities, regardless of environmental impacts, establishing a de facto ban. Also creates a new private right of action in California. Passed Assembly Natural Resources Committee, April 17, 8-3 (vote shown). Failed passage in Assembly Local Government Committee, April 26, 2-1-5 (vote shown). CalChamber Opposed/Job Killer 2023.

Labor and Employment

- **AB 524 (Wicks; D-Oakland) Expansion of Litigation Under FEHA.** Exposes employers to costly litigation under the Fair Employment and Housing Act by asserting that any adverse employment action was in relation to the employee's family caregiver status, which is broadly defined to include any employee who provides direct care of any person of their choosing and creates a de facto accommodation requirement that will burden small businesses. Passed Assembly, June 1, 47-15 (vote shown). Passed Senate, September 12, 26-8. Assembly concurred in Senate amendments, September 14, 49-17. Vetoed. CalChamber Opposed/Job Killer 2023.

- **AB 647 (Holden; D-Pasadena) Grocery Workers.** Significantly expands statute related to successor grocery employers, including disrupting the ability for independent small stores to join together and creating a significant new private right of action. Passed Assembly, May 30, 58-16 (vote shown). Passed Senate, September 14, 27-11. Assembly concurred in Senate amendments, September 14, 60-15. Signed—Chapter 452. CalChamber Opposed/Job Killer 2023.

- **SB 399 (Wahab; D-Hayward) Bans Employer Speech.** Chills employer speech regarding religious and political matters, including unionization. Is likely unconstitutional under the First Amendment and preempted by the National Labor Relations Act. Passed Senate, May 25, 26-7. In Assembly Appropriations Committee, July 11. Failed deadline. CalChamber Opposed/Job Killer 2023.

- **SB 525 (Durazo; D-Los Angeles) Costly Minimum Wage Increase.** Imposes significant cost on health care facilities and any employer who works with health care facilities by mandating increase in minimum wage to \$25. Job killer tag and opposition removed due to September 11, 2023, amendments, which phased in certain minimum wage increases based on hospital size and operations. Passed Senate, May 31, 21-11 (vote shown). Passed Assembly, September 14, 63-13. Senate concurred in Assembly amendments, September 14, 31-9. Signed—Chapter 890. CalChamber Neutral/Former Job Killer 2023.

- **SB 592 (Newman; D-Fullerton) Improved Labor Law Compliance.** Requires labor law guidance to be translated into commonly spoken languages in California and protects business owners from being penalized if they relied in good faith on guidance issued by the Division of Labor Standards Enforcement. Failed passage in Senate Labor, Public Employment and Retirement Committee, April 19, 1-3-1 (vote shown). CalChamber Sponsor/ Co-Sponsor/Job Creator.

- **SB 616 (Gonzalez; D-Long Beach) Costly Sick Leave Expansion on All Employers.** Imposes new costs and leave requirements on employers of all sizes, by nearly doubling existing sick leave mandate, which is in addition to all other enacted leave mandates that small employers throughout the state are already struggling with to implement and comply. Passed Senate, May 31, 27-9 (vote shown). Passed Assembly, September 12, 52-18. Senate concurred in Assembly amendments, September 13, 27-9. Signed—Chapter 309. CalChamber Opposed/Job Killer 2023.

- **SB 627 (Smallwood-Cuevas; D-Los Angeles) Onerous Return to Work Mandate.** Imposes an onerous and stringent process to hire employees based on seniority alone for nearly every industry, including hospitals, retail, restaurants, and movie theaters, which will delay hiring and eliminates contracts for at-will employment. Passed Senate, May 30, 28-10 (vote shown). Passed Assembly, September 13, 47-16. Senate concurred in Assembly amendments, September 14, 29-10. Vetoed. CalChamber Opposed/Job Killer 2023.

- **SB 881 (Alvarado-Gil; D-Jackson) Sick Leave Reform.** Significantly improves employers' ability to implement California mandatory paid sick leave and curb attempts to take leave for impermissible purposes. Failed passage in Senate Labor, Public Employment and Retirement, April 19, 1-3-1 (vote shown). CalChamber Supported.

Legal Reform

- **SB 365 (Wiener; D-San Francisco) Undermines Arbitration.** Discriminates against use of arbitration agreements by allowing trial courts to continue trial proceedings during any appeal regarding the denial of a motion to compel. Passed Senate, May 24, 30-9. Passed Assembly, September 7, 47-22. Signed—Chapter 710. CalChamber Opposed/Job Killer 2023.

continued on page 12



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CalChamber Best Business Votes 2023

Legislators are listed in descending order according to how often they voted in accord with the California Chamber of Commerce position (first number) versus how often their votes were not in accord with the CalChamber position (second number) in 2023. Total votes may not match the vote record chart because the tally for absences is not included in this list. Votes when a legislator was absent are not included in calculating percentages.

80% or more with CalChamber	60%-79% with CalChamber	30%-59% with CalChamber	Less than 30% with CalChamber
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Senate

Wilk, Scott (R)	15-0
Alvarado-Gil, Marie (D)	13-0
Dahle, Brian (R)	13-0
Grove, Shannon (R)	13-0
Jones, Brian W. (R)	13-0
Nguyen, Janet (R)	13-0
Niello, Roger (R)	13-0
Ochoa Bogh, Rosilicie (R)	13-0
Seyarto, Kelly (R)	13-0
Glazer, Steve (D)	10-3
Caballero, Anna (D)	7-5
Dodd, Bill (D)	6-7
Roth, Richard (D)	5-8
Newman, Josh (D)	4-9
Ashby, Angelique (D)	3-10
Archuleta, Bob J. (D)	2-11
Blakespear, Catherine (D)	2-11
Eggman, Susan Talamantes (D)	2-11
Min, Dave (D)	2-11
Rubio, Susan (D)	2-11
Umberg, Tom (D)	1-12
Padilla, Steve (D)	0-12
Stern, Henry (D)	0-12
Allen, Ben (D)	0-13
Atkins, Toni (D)	0-13
Becker, Josh (D)	0-13
Bradford, Steven (D)	0-13
Gonzalez, Lena (D)	0-13
Hurtado, Melissa (D)	0-13
Limón, Monique (D)	0-13
McGuire, Mike (D)	0-13
Menjivar, Caroline (D)	0-13
Portantino, Anthony (D)	0-13
Skinner, Nancy (D)	0-13
Wahab, Aisha (D)	0-13
Wiener, Scott (D)	0-13
Cortese, Dave (D)	0-15
Durazo, Maria Elena (D)	0-15
Laird, John. (D)	0-15
Smallwood-Cuevas, Lola (D)	0-15

Assembly

Dixon, Diane (R)	13-0
Flora, Heath (R)	13-0
Hoover, Josh (R)	13-0
Mathis, Devon (R)	13-0
Waldron, Marie (R)	13-0
Alanis, Juan (R)	12-0
Chen, Phillip (R)	12-0
Dahle, Megan (R)	12-0
Davies, Laurie (R)	12-0
Fong, Vince (R)	12-0
Gallagher, James (R)	12-0
Lackey, Tom (R)	12-0
Patterson, Jim (R)	12-0
Patterson, Joe (R)	12-0
Sanchez, Kate (R)	12-0
Ta, Tri (R)	12-0
Wallis, Greg (R)	12-0
Essayli, Bill (R)	11-0
Nguyen, Stephanie (D)	9-3
Rubio, Blanca (D)	9-3
Villapudua, Carlos (D)	9-3
Bains, Jasmeet (D)	8-4
Petrie-Norris, Cottie (D)	8-4
Pacheco, Blanca (D)	8-5
Ramos, James C. (D)	8-5
Quirk-Silva, Sharon (D)	7-5
Soria, Esmeralda (D)	7-5
Valencia, Avelino (D)	7-5
Grayson, Tim (D)	5-7
Irwin, Jacqui (D)	5-7
Gipson, Mike (D)	4-8
Wilson, Lori D. (D)	4-9
Bauer-Kahan, Rebecca (D)	3-9
Calderon, Lisa (D)	3-9
Cervantes, Sabrina (D)	3-9
Papan, Diane (D)	3-9
Rodriguez, Freddie (D)	3-9
Alvarez, David (D)	2-10
Arambula, Joaquin (D)	2-10
Schiavo, Pilar (D)	2-10
Ting, Phil (D)	2-10
Weber, Akilah (D)	2-10

Aguiar-Curry, Cecilia (D)	2-11
Boerner, Tasha (D)	2-11
Carrillo, Juan (D)	1-11
Jones-Sawyer, Reggie (D)	1-11
Low, Evan (D)	1-11
Maienschein, Brian (D)	1-11
Pellerin, Gail (D)	1-12
Rivas, Luz (D)	1-12
Gabriel, Jesse (D)	0-11
Ortega, Liz (D)	0-11
Bennett, Steve (D)	0-12
Berman, Marc (D)	0-12
Bonta, Mia (D)	0-12
Bryan, Isaac (D)	0-12
Carrillo, Wendy (D)	0-12
Connolly, Damon (D)	0-12
Fong, Mike (D)	0-12
Garcia, Eduardo (D)	0-12
Haney, Matt (D)	0-12
Hart, Gregg (D)	0-12
Holden, Chris (D)	0-12
Jackson, Corey (D)	0-12
Kalra, Ash (D)	0-12
Lee, Alex (D)	0-12
Lowenthal, Josh (D)	0-12
McCarty, Kevin (D)	0-12
McKinnor, Tina (D)	0-12
Rendon, Anthony (D)	0-12
Reyes, Eloise (D)	0-12
Santiago, Miguel (D)	0-12
Wicks, Buffy (D)	0-12
Addis, Dawn (D)	0-13
Friedman, Laura (D)	0-13
Muratsuchi, Al (D)	0-13
Rivas, Robert (D)	0-13
Ward, Chris (D)	0-13
Wood, Jim (D)	0-13
Zbur, Rick Chavez (D)	0-13

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Embracing a Bright New Year: A Message from Your Chamber

As we bid farewell to the challenges and triumphs of the past year, the dawn of a new chapter is upon us. The turning of the calendar not only signifies the start of a new year but also brings with it a multitude of opportunities for growth, collaboration, and success. As we step into 2024, the Santa Fe Springs Chamber extends warm wishes to our members, and the entire community.

Reflecting on the past year, we have seen remarkable resilience, innovation, and commonality within our community. The difficulties we faced only strengthened our determination, pushing us to find creative solutions and forge new paths toward success. Your commitment and dedication have been the driving force behind our collective achievements, and for that, we extend our heartfelt gratitude.

Looking ahead, 2024 promises to be a year of renewal and transformation. The challenges we encountered have equipped us with valuable lessons and insights, empowering us to navigate the future with confidence and resilience. The Santa Fe Springs Chamber team is excited to continue supporting and fostering an environment where businesses thrive, ideas flourish, and individuals succeed.

We encourage our members to actively engage with one another, share knowledge, and explore new opportunities for partnerships. As a chamber, we are committed to providing a platform where connections are formed, and

partnerships are supported. Together, we can create a vibrant and prosperous business community that benefits us all.

This year, the Santa Fe Springs chamber will be rolling out an array of programs, events, and resources tailored to meet the evolving needs of our members. From networking and skill building workshops to industry-specific forums, we are dedicated to providing you with the tools and support necessary for your continued success.

In closing, the dawn of the new year is a momentous occasion – a time to celebrate our achievements, learn from our experiences, and embrace the opportunities that lie ahead. Together, as a united community, we make 2024 a year of prosperity, growth, and positive change. On behalf of the Santa Fe Springs Chamber team, we wish you and your loved ones a Happy New Year filled with success, joy, and fulfillment. Thank you for being an integral part of our journey, and we look forward to achieving new heights together in the coming year.

CalChamber Vote Record continued from page 10

Taxation

- **ACA 1 (Aguiar-Curry; D-Winters) Lowers Voter Threshold to Increase Property Taxes.** Overbroad constitutional amendment lowers voter approval threshold from two-thirds to 55% to increase taxes for affordable housing and public infrastructure, thereby providing increased tax authority for every government agency in California—not just cities and counties, but thousands of potentially overlapping special districts. Passed Assembly, September 6, 55-12. Passed Senate, September 14, 29-10. Resolution Chapter 173. CalChamber Opposed.

Unemployment Insurance

- **SB 799 (Portantino; D-Burbank) Increased Unemployment Insurance Taxes to Subsidize Striking Workers.** SB 799 will allow striking workers to claim UI benefits when they choose to strike. Because the UI Fund is paid for entirely by employers, SB 799 will effectively add more debt onto California employers. Moreover, SB 799 will effectively force employers to subsidize strikes at completely unrelated businesses because the UI Fund's debt adds taxes for all employers, regardless of whether they've had a strike. Passed Assembly September 11, 59-18. Senate concurred in Assembly amendments, September 14, 27-12. Vetoed. CalChamber Opposed/Job Killer 2023.

Water Supply

- **AB 460 (Bauer-Kahan; D-Orinda) Water Rights.** Gives State Water Board broad authority to issue interim relief orders for a wide variety of alleged water use violations, with little or no opportunity to be heard. Prevents judicial review of an interim relief order. Passed Assembly, May 30, 43-20. In Senate Natural Resources and Water Committee, June 7. Failed deadline. CalChamber Opposed.

- **AB 1337 (Wicks; D-Oakland) Water Rights.** Gives broad authority to State Water Board to curtail water rights of any seniority or claim of right. Allows curtailments to issue without a hearing, depriving water rights holders of due process. Passed Assembly, May 30, 45-20. In Senate Natural Resources and Water Committee, June 7. Failed deadline. CalChamber Opposed.

Workplace Safety

- **SB 553 (Cortese; D-San Jose) Workplace Violence Standard.** Creates workplace violence regulation including training and logging of workplace violence incidents. Opposition removed after considerable amendments to bring bill into accordance with Cal/OSHA's proposal, including removal of various infeasible requirements. Passed Senate, May 31, 29-8 (vote shown). Passed Assembly, September 11, 55-17. Senate concurred in Assembly amendments, September 12, 29-8. Signed—Chapter 289. CalChamber Neutral.

—CalChamber Alert, November 17, 2023

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Santa Fe Springs, CA 90670



Left: YEF mentors, mentees, and Mentor Program Chair Mike Foley, BTA teacher Will Chesher, and MAD Academy teacher Mike Griffe.



Right: Business Tech Academy students with backpacks they assembled.

Giving to the Community at the Mentor Holiday Luncheon

Nothing warms the heart than the spirit of giving back to the community. The mentors and mentees celebrated the holidays at the YEF Mentor Holiday Luncheon by putting together hygiene care kits for The Whole Child.

Each backpack was filled with toiletries, gloves, socks, and more. Students colored and wrote a special message on cards that were attached to each backpack in hopes that it will brighten the spirits of the receiver.

The Whole Child is celebrating 65 years of service whose mission is to empower families towards health, healing, and homes. Senior Development Director Julia Scalise took time to speak about the positive impact they have on so many families as well as offering services in the areas of parent enrichment, mental health, family housing, and nutrition education.

Thank you to everyone who participated to help celebrate the fun-filled afternoon with warmth, smiles, and laughter.

SANTA FE SPRINGS CHAMBER/LEAGUE YOUTH ENRICHMENT FUND

YEF
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"STUDENTS ARE THE FUTURE"

POSTER CONTEST

5TH THROUGH 8TH GRADERS

CREATE A POSTER OR A DIGITAL SLIDE PRESENTATION ABOUT A CAREER THAT INTERESTS YOU!

- WHAT DO YOU WANT TO BE WHEN YOU GROW UP?
- WHAT INTERESTS YOU ABOUT THAT CAREER?
- WHAT EDUCATION IS REQUIRED FOR THAT CAREER?

PRIZES WILL BE AWARDED!
1ST, 2ND, AND 3RD PRIZES

Contest is open to students or residents of Santa Fe Springs and who are in grades 5th through 8th. Deadline for submission: Friday, January 19, 2024.

Turn in poster to school office or email digital slides to school representative.

SANTA FE SPRINGS CHAMBER/LEAGUE YOUTH ENRICHMENT FUND

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2024 SCHOLARSHIP PROGRAM

- \$20,000 Destiny Scholarship
- \$2,500 Powell Grant

Scholarship Eligibility

Destiny Scholarship Eligibility:

- Be a resident of Santa Fe Springs for two years
- Minimum G.P.A. 3.0 (unweighted)
- A current high school senior
- Will be attending a 4-year college

Powell Grant Eligibility:

- Be a resident of Santa Fe Springs for two years
- Studying a field in the ARTS
- A current high school senior, college, or trade school student
- Minimum G.P.A. 2.5 (unweighted)
- Will be or is attending a 2 or 4 year college or trade school

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Application Deadline **March 29, 2024**

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"Future Endeavors"

ESSAY CONTEST FOR 9TH-12TH GRADE STUDENTS

DO YOU KNOW WHAT YOU WANT TO BE AFTER HIGH SCHOOL? WE WANT TO HEAR ALL ABOUT IT!

Write an essay, in which you organize your thoughts about the path for your current career choice. Be sure to explore the reasons for your interest and how these interests have led you to this specific career path. The essay should include any research you have completed to explore your career choice and the education required to obtain this career. Educate the reader about the motivation for and knowledge about the career path you have chosen.

1st, 2nd, & 3rd prizes will be awarded!

ENTER TO WIN PRIZES

Deadline for submission: Friday, January 19, 2024.

Turn in essay to school representative or call (562) 944-1616.



SANTA FE SPRINGS CHAMBER OF COMMERCE

BUSINESS EDUCATION WORKSHOPS

Leadership Training

SPEAKERS:

SCOTT WOODHILL
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February 21, 2024
8:30am - 12:30pm

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Breakfast Included

Presented by:
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Location:
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Santa Fe Springs, 90670

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How to Write a Compelling Biography for Business Purposes

In my 20 years of writing professional biographies for a diverse range of clients and friends, I've developed a format that does more than list achievements—it tells a story that resonates with the audience. Here's a guide for creating engaging and effective one-page business biographies from years of experience.

When crafting a one-page biography, the opening paragraph is essential. It should begin with a hook—an intriguing fact, quote, or achievement—that grabs the reader's attention. The opening sentence is followed by your name, current title or role, and a brief description of your significance in your field. The idea is to establish context and interest right from the start.

The following section delves into your background and career. This part should highlight pivotal moments from your early life or education that shaped your career path. It's also where you outline key career moves and achievements, focusing on those most relevant to your current status or field. This paragraph provides a narrative arc, showing your journey and growth.

In the third paragraph of the biography, it's crucial to detail your major accomplishments and awards, emphasizing the most relevant and impressive ones. This section should also explain how your work has contributed to your field, offering insight into your impact and influence.

The fourth paragraph is where you show your personal identity. Sharing your interests or qualities that reflect your authentic side adds depth to your profile. This area also mentions what you are currently working on, including future goals or upcoming projects. It gives the reader a sense of your direction and ambition.

The biography should conclude by summarizing your professional essence and end with a forward-looking or reflective statement. This ending leaves a lasting impression, encapsulating your professional identity and aspirations.

A short biography is good to use for marketing purposes. The challenge for a concise, four-sentence biography is to pack each sentence with information while keeping it easy to understand. Start with a combination of your name, a notable title or role, and a standout achievement. The second sentence should summarize your career path, focusing on the most significant positions or milestones. The third sentence highlights key achievements and awards; the fourth mentions current engagements, adding a personal element or future aspiration.

Remember, whether it's a one-page or a four-sentence biography, the goal is to tailor it to the intended audience and purpose. Ensure all details are fact-checked and maintain a blend of professional tone with a sense of personal identity. Revise and edit for clarity, conciseness, and impact.

A biography is more than a list of achievements; it's a narrative that portrays an individual's journey and authenticity. This approach has been invaluable in creating biographies that resonate with readers and effectively communicate an individual's distinctive value.

For more marketing assistance, contact Louis Reyes at Blue Icon Communications at (562) 358-4020 or louis@bicomms.us.

Did you know the Santa Fe Springs Chamber of Commerce offers CERTIFICATES OF ORIGIN for products manufactured in the United States as a FREE member benefit? Contact the chamber at (562) 944-1616 or email mail@sfschamber.com



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Human Resources Roundtable

Presented by:
Partner Paul Fleck, Esq.
Atkinson, Andelson, Loya, Ruud and Romo

aa/r
Atkinson, Andelson, Loya, Ruud & Romo
A Professional Law Corporation

January 9, 2024
11:45 AM - 1:00 PM

February 13, 2024
11:45 AM - 1:00 PM

March 12, 2024
11:45 AM - 1:00 PM

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Experts Project Home Prices Will Rise Over the Next Five Years

Even with so much data showing home prices are actually rising in most of the country, there are still a lot of people who worry there will be another price crash in the immediate future. In fact, a recent survey from Fannie Mae shows that 23% of consumers think prices will fall over the next 12 months. That's nearly one in four people who are dealing with that fear – maybe you're one of them.

To help ease that concern, here's what the experts say will happen with home prices not just next year, but over the next five years.

Experts Project Ongoing Appreciation

While seeing a small handful of expert opinions may not be enough to change your mind, hopefully, a larger group of experts will reassure you. Here's that larger group.

The Home Price Expectation Survey (HPES) from Pulsenomics is a great resource to show what experts forecast for home prices over a five-year period. It includes projections from over 100 economists, investment strategists, and housing market analysts. And the results from the latest quarterly release show home prices are expected to go up every year through 2027 (see graph below):

And while the projected increase in 2024 isn't as large as 2023, remember

home price appreciation is cumulative. In other words, if these experts are correct after your home's value rises by 3.32% this year, it should go up by another 2.17% next year.

If you're worried home prices are going to fall, here's the big takeaway. Even though prices vary by local area, experts project they'll continue to rise across the country for years to come at a pace that's more normal for the market.

What Does This Mean for You?

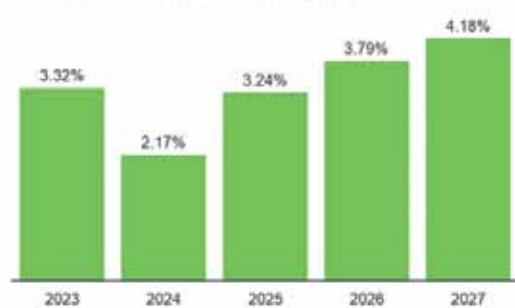
If you're not convinced yet, maybe these numbers will get your attention. They show how a typical home's value could change over the next few years using the expert projections from the HPES. Check out the graph below:

In this example, let's say you bought a \$400,000 home at the beginning of this year. If you factor in the forecast from the HPES, you could potentially accumulate more than \$71,000 in household wealth over the next five years.

Bottom Line

If you're someone who's worried home prices are going to fall, rest assured a lot of experts say it's just the opposite – nationally, home prices will continue to climb not just next year, but for years to come. Have more questions? Schedule a FREE 30 min session with me. Christine Perez, Certified Mortgage Advisor: NMLS #1161920, (626)833-0216, or email me at Christine.perez@nafinc.com

Estimated Home Price Performance
December to December, as Forecasted in Q3 2023




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Monday
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- BASIC LIFE SUPPORT (BLS):** The American Heart Association BLS course trains participants to promptly recognize several life-threatening emergencies, give high-quality chest compressions, deliver appropriate ventilations and provide early use of Automated External Defibrillator (AED). Reflects science and education from the American Heart Association Guidelines Update for CPR and Emergency Cardiovascular Care (ECC).
- WHAT DOES THE COURSE TEACH?:** High quality CPR for adults, children, and infants. The AHA Chain Survival, specifically the BLS components. Important early use of an AED. Effective ventilations using barrier device. Importance of teams in multi-rescuer resuscitation and performance as an effective team member during multi-rescuer CPR. Relief of foreign-body airway obstruction (choking) for adults and infants.
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