

SANTA FE SPRINGS BUSINESS

Official publication of the Santa Fe Springs Chamber of Commerce / www.sfschamber.com / Vol. 37, No. 2 / March-April 2024

Economic Outlook 2024: Social Narratives, Economic Realities, and Outlook for '24

Christopher Thornberg of Beacon Economics was the guest speaker for Economic Outlook on January 18, 2024 at Town Center Hall. He explains in his 'Narratives vs. Reality' that the economic reality checks are that record federal deficits will keep long run rates high, asset prices will remain frothily high, and labor supply issues will constrain the overall US growth. The problem is the narrative in that record prosperity is irrelevant to an angry public who are convinced of the opposite, inequality vs. economic freedom is a political divide, and the elections will dominate the headlines over the economy.

Thornberg goes on to say that 2023 ends with modest job growth in California, but adjustments are expected. Unemployment rate ticks up. Americans continued to party in 2023- spending more on travel, restaurants and bars, entertainment, and gaming in Nevada.

Are we out of the woods? According to Thornberg, we were never actually in the woods. Household finances and consumer demand are still driving the economy. Economic indicators remain solid, and growth will continue. Headwinds will intensify in that inflation will stay above target. LR rates will stay higher longer while public deficits are unsustainable. We will see the economic growth to slow but no recession is in sight.

The big issue: Narratives. We are looking at labor supply not consumer demand. While inflation is not a problem as much as the Fed is and government deficits are going to have to be dealt with.

For more information, please visit beaconeconomics.com.

Thank you to First Pacific Bank for sponsoring the 2024 Economic Outlook



Mike Foley of Colliers International, Chamber President Elect Carlos Gallardo of Farmers & Merchants Bank, First Pacific Bank Executive Vice President/COO Liz Buckingham; Beacon Economics founder Dr. Chris Thornberg, First Pacific Bank President/CEO Nathan Rogge, Santa Fe Springs Chamber CEO Kathie Fink, and Santa Fe Springs Mayor Jay Sarno

Business, Labor Fight Over California Law Few Know About

By Jeanne Kuang

Coalitions on opposite sides put out competing studies on the little-known Private Attorneys General Act, PAGA for short. A measure on the November ballot, at least for now, would repeal the law, which allows employees to file class-action lawsuits over some labor law violations.

Business and labor are gearing up to go head-to-head on Californians' ballots again — this time over a consequential 20-year-old state labor law you've probably never heard of.

The two sides released dueling reports this week extolling the virtues, or sins, of the state's Private Attorneys General Act, which major employers' groups such as the California Chamber of Commerce are campaigning to repeal via the November ballot.

The law — and a recent string of court decisions over its scope — is deep in the weeds, but here's the gist of it:

Workers claiming labor law violations, such as wage theft, can ask the

state Labor Commissioner's Office to investigate, and either cite or sue the employer.

The Private Attorneys General Act offers another option. It lets the state outsource the suing to private attorneys, with a worker taking the place of the state as the plaintiff. If the worker wins, the private lawsuit — just like a suit brought by the state — is used to collect a payout for them and their coworkers. The state gets most of the cut, because workers using this law are suing for state penalties.

Labor groups like the law because it bulks up capacity for the state Labor Commissioner's Office. So do the attorneys who bring these cases on behalf of workers and collect legal fees.

Business groups hate the law, saying it enriches lawyers while subjecting numerous businesses to costly suits over technical viola-

tions. A coalition of business groups qualified a ballot measure two years ago to repeal the law. The group has reported receiving \$15 million for the campaign in the last month.

Wednesday, they released a report authored by three former state labor officials finding that workers participating in the lawsuits got less money from the payouts than workers participating in a successful state investigation. Workers also waited longer for an award, the report said.

Today, the UCLA Labor Center and two advocacy groups issued their own report, saying that without the private lawsuits, the state's Labor Commissioner's Office doesn't have the capacity to take on thousands of new complaints of wage theft. And some workers don't have other options because many employees are subject to agreements in which they've given

up the right to sue their employers directly, the report said.

The sides could reach a deal and get the Legislature to pass a bill making changes to the law in exchange for pulling the repeal measure off the ballot — as business and labor did last year when agreeing on a new minimum wage for fast food workers.

Business groups propose making complaints processed by the state get resolved faster, and reducing the amount attorneys can collect from payouts. They spent more than \$800,000 lobbying the Legislature on overhauling the law in the last three months of 2023.

A deal would have to materialize before an end-of-June deadline to pull measures off the November ballot. Otherwise, the esoteric issue goes to the voters.

CalChamber, February 15, 2024

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PRESIDENT'S MESSAGE

By **Bruce A. Lazenby**, *Rose Hills Memorial Park Santa Fe Springs Chamber of Commerce Members and Friends*,

It gives me great pleasure to highlight the chamber's upcoming activities and to extend an invitation for you to consider becoming more involved with the chamber.

January 2024, alongside our regular business operations, the chamber team hosted the 2024 Economic Forecast, featuring Dr. Chris Thornberg, co-founder of Beacon Economics, Dr. Thornberg shared invaluable insights to help plan and navigate business endeavors in the New Year. We would also like to extend our thanks to First Pacific Bank for sponsoring Dr. Thornberg.

Here are some ongoing activities you might be interested in:

- The Human Resources Roundtable meets every Second Tuesday of the month at the Betty Wilson Center, from 11:45 a.m. to 1:00 p.m.

- Sage and Impact leads groups convenes at the chamber office every Tuesday; Sage at 8:30 a.m. and Impact at 10:30 a.m.

You can find details of all our upcoming events for the next few months on the Chamber's website events page at: *SFS Chamber Events Calendar*.

Looking ahead, mark your calendars for our 57th annual Golf Classic on Monday, April 1. This year, we are thrilled to return to the Hacienda Golf Club. Information regarding sponsorships and participation can be found at: *57th Annual Golf Classic - April 1, 2024*.

If you are already a chamber member, I encourage you to get involved! If you are not yet a member, why not consider joining us today?



SFS Chamber Hosts LinkedIn Master Class with Louis Reyes of Blue Icon Communications



On January 30, the SFS Chamber of Commerce hosted a packed LinkedIn Master Class led by Louis Reyes, the respected owner of Blue Icon Communication and a recognized LinkedIn affiliate. Reyes, renowned for his adeptness in utilizing LinkedIn for business expansion, delivered an engaging presentation filled with practical strategies aimed at optimizing participants' presence on the platform. Attendees were left equipped with valuable insights on enhancing their LinkedIn profiles, fostering meaningful connections, and effectively showcasing their businesses to a wider audience. For those interested in further exploring Reyes's expertise, inquiries can be directed to (562) 358-4020 or by visiting his website at www.bicomm.us.

Would You Like to Promote Your Business?

Hosting a networking event is a great way to showcase your facility and to let the local business community know what you do.

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.

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The Best of SFS Citizen Appreciation Recognition

The City is excited to announce the opportunity for our residents or business associates to be recognized as "The Best of SFS" for their outstanding contributions to the community through our Citizen Appreciation Recognition program.

This program is a unique chance to honor and express gratitude to individuals who have made a positive impact in Santa Fe Springs through their selfless efforts, achievements, dedication to community service, as well as reaching notable milestones.

We want to hear about them and celebrate their contributions to making Santa Fe Springs a great place to live, work, and play! Any of the following categories below will meet the criteria for selection to be recognized:

1. **Exceptional Community Service:** Individuals who have demonstrated outstanding commitment and contribution to community service.
2. **Achievements or Accomplishments:** Citizens who have achieved notable accomplishments or milestones, whether in fields of education, sports, arts, and significant birthdays or anniversaries.
3. **Acts of Heroism or Bravery:** Individuals who have shown exceptional courage, heroism, or bravery in emergency situations or community safety efforts.
4. **Positive Impact on the Community:** Citizens who have made a positive impact on the community through their initiatives, projects, or leadership roles.

If you, or someone you know, deserves recognition for their commitment to our community, we invite you to apply for The Best of SFS. Selected individuals will be honored at a future City Council meeting, where they will receive a certificate of recognition by the Mayor and City Council.

If you would like to nominate someone or are interested in being recognized yourself please call (562) 692-0261 ext. 3217, applications will be reviewed monthly. Please note that the honoree(s) must live or work in the City of Santa Fe Springs.

When leaving your information, please include:

- The name(s) of the honoree(s);
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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

Santa Fe Springs Crime Statistics

Year-to-date Comparison of Part I Crimes
December 2023

Crimes reported	2022	2023	-/+	%
Total	1,488	1,329	-159	-11 %
Homicide	3	4	1	33 %
Rape	10	6	-4	-40 %
Robbery	45	39	-6	-13 %
Aggravated Assault	56	61	5	9 %
Burglary	176	239	63	36 %
Commercial/Retail	163	220	57	35 %
Residential	13	19	6	46 %
All Thefts	854	675	-179	-21 %
Shoplifting	85	103	18	21 %
Burglary/Theft from Vehicle	534	352	-182	-34 %
Other theft	235	220	-15	-6 %
Grand Theft Auto	335	295	-40	-12 %
Arson	9	10	1	11 %

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

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- 18 APR** The Green Olive
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- 16 MAY** California Grill
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Visit sfschamber.com or call (562) 944-1616 to register or for more information



Owner and executive chef Marco Zapien (third from left) and his outstanding staff!

Zapien's Salsa Grill Hosts January Networking at Noon Lunch

Zapien's Salsa Grill & Taqueria, a culinary destination known for its authentic Mexican flavors, played host to a vibrant January networking lunch. The electric mix, including business leaders from technology, healthcare, and finance led to many dynamic discussions. Participants gained valuable insights into different sectors while finding potential collaborators they might not have otherwise encountered. It was a wonderful afternoon with Chef Marco Zapien who expressed his delight in providing a space for all to gather over a shared appreciation for good food and meaningful connections.

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'Eat Mor Chikin': February Networking at Noon Lunch

The slogan "Eat Mor Chikin" is just as recognizable as the well-known Chick-fil-A name where the February Networking at Noon lunch took place. Farid Khansarinia, owner and operator, opened up his personal office space to host this network gathering for a very large audience.

The event featured an informal format where introductions, business cards, in-depth conversations, and personal anecdotes were exchanged. The positive feedback of members and potential chamber members serves as a testament to another successful event where forging new relationships, both business and personal, is extremely rewarding when approached with a fresh perspective. What an amazing staff, whose 'pleasure' it is to serve these delicious lunch boxes.



Chick-fil-A (Telegraph and Painter and Imperial Highway and Bloomfield locations) Marketing Director Heather Ramirez is pictured with SFS Chamber Ambassador Chair Jerry Pinkston, Harland Payment Systems.

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Attendees make connections at the February Networking at Noon.

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RIBBON CUTTING AND GRAND OPENING CELEBRATIONS



Grand Opening of a Self-Care Oasis, Queen Nails in Santa Fe Springs!

Santa Fe Springs welcomed a serene sanctuary for self-care on February 14th with the grand opening of Queen Nails at 11508 Telegraph Road. The vibrant event marked the debut of a luxurious haven inviting locals to indulge in pampering manicures and pedicures. While walk-ins are warmly received, patrons are encouraged to secure their preferred time slots by calling (562) 348-0011, ensuring an exquisite experience tailored to their needs.

PRO-TECH Design & Manufacturing Celebrates Grand Expansion in SFS

PRO-TECH Design & Manufacturing celebrates a monumental expansion in Santa Fe Springs, marking a significant leap forward in their journey.

With over 40 years of expertise in medical design packaging, PRO-TECH solidifies its position as an industry leader with the inauguration of its cutting-edge facility. This expansion promises to propel innovation and broaden their customer reach, ushering in a new era of growth and opportunity.

The ribbon-cutting event, attended by local businesses and community members, signifies the tremendous support for PRO-TECH's vision and achievements.

You can contact PRO-TECH at (562) 207-1680 or visit their new location at 14561 Marquardt Avenue.



Curry Hut Unveils Its Spices: Grand Opening Ribbon Cutting Celebration February 12

Thanks to all who joined us in celebrating the grand opening of Curry Hut! We're excited to welcome this family-owned Indian cuisine restaurant to the neighborhood at 10126 Carmelita Road, Whittier.

Experience the true flavors of India with at Curry Hut! A big thank you to everyone who attended the ribbon cutting ceremony on February 12.

Your support means the world to the folks at Curry Hut as they embark on this delicious journey. Special thanks to Curry Hut for their warm hospitality. Don't miss out on the opportunity to savor authentic Indian cuisine.





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MARCH 28TH	GENERAL LOGISTICS SYSTEMS RIBBON CUTTING 1:00 PM - 3:00 PM 
THURSDAY	12300 BELL RANCH DR, SANTA FE SPRINGS, CA
APRIL 25TH	GLOBAL IT COMMUNICATIONS 20TH ANNIVERSARY 12:00 PM - 2:00 PM 
THURSDAY	6720 BRIGHT AVE., WHITTIER, CA 90601
MORE INFO:	WWW.SFSCHAMBER.COM

SANTA FE SPRINGS CHAMBER OF COMMERCE

Member Anniversaries!

Congratulations to our renewing members (January-February 2024)! We greatly appreciate your continued support and involvement.

63 Years

Oromill Lumber, Inc.

59 Years

Cascade Pump Company

58 Years

Norwalk/Santa Fe Springs Rotary Club

57 Years

Republic Services

55 Years

ASCO Metals

Candlewood Country Club

Florence Avenue Foursquare Church

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McMaster-Carr Supply Co.

54 Years

Collins Aerospace

Gabriel Container

Penta Pacific Properties

52 Years

Atlas Radiator, Inc.

PDQ Rentals

51 Years

B & B Refractories, Inc.

Santa Fe Springs Swap Meet

Serv-Wel Disposal & Recycling

UNFI

50 Years

Simpson Advertising, Inc.

Sir Speedy Whittier

44 Years

Golden West Pipe & Supply Co.

Maruichi American Corporation

42 Years

Cosby Oil Company, Inc.

41 Years

Mike Thompson's RV Superstores

Rev-Co Spring Manufacturing, Inc.

40 Years

Triangle Distributing Co.

38 Years

Sika Corporation

34 Years

Lowers Welding & Fabrication, Inc.

33 Years

Golden State Self Storage

31 Years

Crainco, Inc.

Tri-Cities Regional Occupational Program

30 Years

CHL Packaging

29 Years

AllBlack Co., Inc

Cerritos College

Turnkey Industrial Pipe & Supply, Inc.

27 Years

Embassy Suites Hotel – Downey

Norwalk/La Mirada Plumbing & HVAC

26 Years

Toyota Material Handling Solutions

25 Years

Dal Rae Restaurant

23 Years

IOTEC

22 Years

Ansa Insurance Services

Rose Hills Memorial Park

Sonic Plating Co., Inc.

South Coast Computers

18 Years

First Pacific Bank

McMurray Stern

17 Years

Hathaway Ranch Museum

LeFiell Manufacturing Company

Royal Imex, Inc.

Superior

Whittier Mailing Products, Inc.

16 Years

Colliers International – Chris Sheehan

Global IT

15 Years

Ross Organic Specialty Sales

Water Replenishment District of Southern California

14 Years

Egge Machine Company

Lincoln Training Center

12 Years

CTRA Industrial Machine, Inc.

Golden Optometric Group

11 Years

Interfaith Food Center

Wrinkle Free I.T. Inc.

10 Years

Agri-Turf Distributing, LLC

Farmers & Merchants Bank

Stifel

9 Years

Connect Staffing Inc.

Los Angeles County Office of Education–GAIN Division

R.B. Paint and Body, Inc.

Sign It

8 Years

ARCpoint Labs of Santa Fe Springs

7 Years

Whittier Police Officers Association

6 Years

West Coast Arborist, Inc.

5 Years

Azar Event Center

Crepes & Grapes Cafe

Disabled American Veterans

4 Years

American Business Bank - Torrance

Tom's Truck Center

2 Years

Bridgewater Law Group

CBM Real Estate & Home Loans

Downey Federal Credit Union

Your Real Estate Girl – Claudia Miramontes

1 Year

Aramco – Empire Cleaning Supply

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YEF February Mentor Event: Tomorrow's Leaders Experience a 'Bite of Reality'



RIGHT — Mentors, mentees, and Santa Fe High School staff

LEFT — Mentor Gary Chan offering advice to students.



In an era where financial literacy plays a crucial role in shaping the future, American First Credit Union takes a commendable step forward with its unique "Bite of Reality". This is a hands-on, immersive experience

for the participating Santa Fe High School students as they navigate the complexities of real-world decisions.

The mentor event is centered around the Bite of Reality program, an interactive simulation designed

to mirror the challenges and choices that individuals face. The students are assigned various life scenarios with different income levels, professions, and family structures. They must make decisions regarding housing,

transportation, healthcare, and other financial responsibilities.

Thank you to our mentors who take time to participate in the monthly events and provide guidance for our youth, the leaders of tomorrow.

Empowering The Next Generation: YEF Mentor Business Lunch

In a dynamic blend of inspiration and mentorship, the Youth Enrichment Fund

recently hosted a Mentor Business Lunch on January 25, 2024, featuring esteemed

guest speaker, Olympian speed skater Rusty Smith. The event brought together

aspiring young minds and seasoned professionals to bridge the gap between ex-

perience and ambition.

The participating students from Santa Fe High School and their mentors listened attentively as Rusty Smith, a two-time Olympic medalist, shared his remarkable journey from budding athlete to representing his country on the world stage. His story served as a testament to resilience, discipline, and the importance of pursuing one's passion with unwavering determination. Together with the enthusiasm of the youth and wisdom of a seasoned Olympian, the event served as a catalyst for personal and professional growth, inspiring and empowering the next generation to set their goals and chase their dreams.



Santa Fe High School Department Chair Mike Griffie, SFHS Business Academy Director Will Chesher, guest speaker Rusty Smith and YEF Chair Mike Foley, Colliers International



Mentor Ross Gile, DigiCal Web Designs, toasting with the students of Santa Fe High School.

SANTA FE SPRINGS CHAMBER/LEAGUE
YOUTH ENRICHMENT FUND

YEF YOUTH ENRICHMENT FUND

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

Apply Online Starting 2/1/24:
www.youthenrichmentfund.org

Application Deadline
March 29, 2024

For questions, please call (502) 944-1015

Market Your Business
Maximizing your Chamber Website

March 26, 2024
or
April 23, 2024

Must Register to Attend!
www.sfschamber.com

LOCATION:
 12016 Telegraph Rd., Suite 100
 Santa Fe Springs, CA 90670
 (562) 944-1616

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- Monitor the traffic you attract online.
- Learn how to be listed high in search categories

THINGS TO KNOW ?

- **MUST BRING A LAPTOP**
- **MUST BE A MEMBER TO ATTEND**
- **NO COST TO ATTEND**

57th Annual Golf Classic



Monday, April 1, 2024
Hacienda Golf Club

OPPORTUNITIES
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Golf Ball Sponsor - Jones & Mayer

Golf Cart Sponsor - CR&R Waste & Recycling Services

Towel Sponsors - Atomic Technology Solutions, Muller King and Co.

Special Treats - Chick-fil-A, DoubleTree by Hilton LA/Whittier, Norwalk/La Mirada Plumbing & HVAC, Starbucks at Telegraph/Orr & Day, Tepeyac Restaurant & Tequila Bar

SPONSORS AT TIME OF PRINTING

February Business Card Exchange Held at the SFS City Library

The torrential rain brought a much-needed break and a beautiful crisp morning for our February Business Card Exchange—Sunrise Breakfast hosted by the SFS City Library.

With more than 75 attendees, it got very cozy in the foyer among the rows of books in view. The aroma of fresh-brewed coffee and a delicious breakfast, provided by Gatherings n' Stuff, started off the morning just right.

Contrary to a library being a “quiet” place, conversations quickly filled the room. Many business cards were exchanged while attendees meandered their way through the crowd to meet someone new.

In honor of Valentine’s Day, laughter filled the air during the heart-emoji ball toss as guests who caught it had to introduce themselves and answer a question.

Attendees heard from City Manager, Rene Bobadilla, who spoke about



Attendees enjoy breakfast during the roundtable questions.

current city business and activities in the community, Director of Planning, Wayne Morell, introduced new

businesses in Santa Fe Springs, and chairperson Ed Ramirez announced the upcoming April ArtFest at Heritage

Park. We hope you will join us at our monthly networking events. Visit sfschamber.com for more information.



SFS Librarian Mayumi De Vera, SFS Library Services Manager Deborah Raia, and Ambassador Chair Jerry Pinkston, Heartland Payment Systems

Expert Home Price Forecasts for 2024 Revised Upward

Over the past few months, experts have revised their 2024 home price forecasts based on the latest data and market signals, and they’re even more confident prices will rise, not fall.

So, let’s see exactly how experts’ thinking has shifted – and what’s caused the change.

2024 Home Price Forecasts: Then and Now

The chart below shows what seven expert organizations think will happen to home prices in 2024. It compares their first 2024 home price forecasts (made at the end of 2023) with their newest projections

2024 Home Price Forecasts

2024 Forecasts from 11/2023 vs. Current Forecasts

Entity	Original Forecast	Current Forecast
Goldman Sachs	1.9%	5.0%
Mortgage Bankers Association	1.1%	4.1%
Zillow	0.2%	3.5%
Fannie Mae	2.8%	3.2%
Freddie Mac	2.6%	2.8%
Home Price Expectations Survey	2.2%	2.4%
National Association of Realtors	0.7%	1.9%

The middle column shows that, at first, these

experts thought home prices would only go up a little this year. But if you look at the column on the right, you’ll see they’ve all updated their forecasts and now think prices will go up more than they originally thought. And some of the differences are major.

There are two big factors keeping such strong upward pressure on home prices. The first is how few homes are for sale right now. According to *Business Insider*:

“Low home inventory is a chronic problem in the US. This has generally kept home prices up...”

A lack of housing inventory has been pushing prices up for a long time now – and that’s not expected to change dramatically this year. But what has changed a bit is mortgage rates.

Late last year when most housing market experts were calling for home prices to rise only a little bit in 2024, mortgage rates were up and buyer demand was more moderate.

Now that rates have come down from their peak last October, and with further decline expected over the course of the year, buyer demand has picked up. That increase in demand, along with an ongoing lack of inventory, is what’s caused the experts to feel the upward pressure on prices will be stronger than

they expected a couple months ago.

A Look Forward To Get Ahead of the Next Forecast Revisions

Real estate experts will continue to revise their projections as the housing market changes, just as they’ve always done. How those forecasts change next is anyone’s guess but pay attention to mortgage rates.

If they trend down as the year goes on, as they’re expected to do, that could lead to more buyer demand and even higher home price forecasts.

Basically, it’s all about supply and demand. With supply still so limited, anything that causes demand to go up will likely cause prices to go up, too.

Bottom Line

At first, experts believed home prices would only go up a little this year. But now, they’ve changed their minds and forecast prices will grow even more than they originally thought. If you have been thinking of buying, let’s connect! Buying before peak season and before rates drop gives you leverage on negotiating some great deals!

Christine Perez, Certified Mortgage Advisor NMLS#1161920 or email Christine.perez@nafinc.com.

SANTA FE SPRINGS
CHAMBER OF COMMERCE

Business Card Exchange

Sunrise Breakfast

Wednesday
April 3
8:00am - 9:30am

Members: \$20
Prospective Members: \$30

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

Santa Fe Springs Chamber of Commerce

Business Card Exchange

Sunrise Breakfast

HOSTED BY:
IVY PARK
at Cerritos

Wednesday
May 1, 2024
8:00am - 9:30am

Members \$20
Prospective Members \$30

Location
11000
New Falcon Way
Cerritos

- Breakfast
- Multi-Chamber Networking
- Door Prizes

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

Empowering Youth Through Sports and Education: The Boys and Girls Club of Whittier's Holistic Approach

In December, the Boys and Girls Club of Whittier (BGCW) welcomed Reno Lace as its new Athletic Director, marking the beginning of an exciting chapter in the club's history. With a passion for sports and youth development, Lace quickly implemented new initiatives to engage and empower local youth.

Under Lace's leadership, BGCW launched the Mamba League basketball tournament, sponsored by Nike, providing a platform for young athletes to showcase their skills and learn valuable life lessons in teamwork and sportsmanship. This initiative not only fosters athletic talent but also serves as a positive outlet, keeping members away from drugs and street life. The tournament, running from February 24 to April 7, has become a focal point for the community, drawing participation from passionate basketball enthusiasts and spectators alike.

BGCW's athletic programs play a crucial role in keeping members away from drugs and street life. With a comprehensive range of sports offerings, including basketball, soccer, cheerleading, and football, the club provides a safe and supportive environment where youth can thrive and grow.

But BGCW's commitment to youth development extends beyond the court. Erin Portillo, the High School Services Coordinator, spearheads the College Bound program, offering guidance and support to high school students as they navigate the college application process and plan for their future. With a team of college mentors from local universities like Whittier College, the program provides invaluable resources, including assistance with college applications, financial aid, and career exploration.

Through workshops on self-discovery, career development, and leadership, students in the College Bound program gain the skills and confidence needed to succeed in college and beyond. College panels featuring current university students offer insights into college life and the various educational pathways available, empowering students to make informed decisions about their future.

The College Bound program also offers personalized support, helping students set goals and develop a game plan for their post-high school path. From résumé building to major selection, the program ensures that students have the tools and resources needed to achieve their academic and career aspirations.

With Lace at the helm of the athletic department and Portillo leading the College Bound program, BGCW is shaping the next generation of leaders and scholars in the Whittier and surrounding area communities. By combining sports and education, the Club offers a holistic approach to youth development, ensuring that every member has the support they need to reach their full potential.



Santa Fe Springs Chamber of Commerce

"Is Your Ask Too Small, And Your But Too Big?"

April 26
8:30 am - 10:00 am

Upcoming Events



Stacey O Byrne
Pivot Point Advantage

Stacey O'Byrne's engaging and dynamic presentation will have attendees laughing and learning while staying on the edge of their seats. Discover:

- How past programming may have limited your success and the breakthrough needed for reprogramming.
- Unveiling the complexity of the mind's operating system and its impact on results.
- Identifying blind spots that were previously unknown.
- Recognizing how setting low expectations can lead to a path of excuses rather than desired results.

And that's just the beginning! Stacey O'Byrne will inspire and motivate sales professionals, business owners, and entrepreneurs to elevate their aspirations and overcome obstacles to success.

As Seen On:








Town Center Hall: 11740 Telegraph Road, SFS, CA 90670
Register : www.sfschamber.com

Chamber Members \$10 | Prospective Members \$15

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

PREVIEW NIGHT: April 25th 5:00 P.M. - 9:00 P.M. | FESTIVAL DAY: April 26th 3:00 P.M. - 11:00 P.M.

SFS ARTFEST

Annual Art Festival Celebrating All Creative Expressions



Students: FREE
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California Supreme Court Strips Trial Court's Authority to Dismiss Unwieldy PAGA Actions

Prepared by Amber Healy, Michele Collender and Lauren Gafa, attorneys with Atkinson, Andelson, Loya, Ruud & Romo

In a blow to employers, the California Supreme Court unanimously held that a trial court judge cannot strike employee representative claims under the Labor Code's Private Attorneys General Act ("PAGA") on the basis that the claims are unwieldy or unmanageable.

On January 18, 2024, the California Supreme Court issued *Estrada v. Royalty Carpet Mills, Inc.*, and found that there is no manageability requirement in represented claims brought under the lawsuits, taking away one of the very few defenses available to employers facing PAGA claims.

Citing their inherent authority to manage cases before them, trial courts had previously limited or stricken unmanageable representative PAGA claims. See *Wesson v. Staples the Office Superstore, LLC*, 68 Cal.App.5th 746 (2021). Based on the existing authority such as *Wesson*, the trial court in *Estrada v. Royalty Carpet Mills, Inc.* struck representative PAGA claims on a finding that they were unmanageable. The Court of Appeal disagreed, holding that there is no authority, statutory or otherwise, to narrow or strike PAGA claims prior to trial. The California Supreme Court agreed with the Court of Appeal holding that the trial court did not have the authority to strike the representative PAGA claims on the basis that it was unmanageable.

In *Estrada*, as in many wage and hour PAGA claims, the plaintiffs brought a representative action against their former employer seeking penalties for various wage and hour violations, including the failure to provide meal periods. After hearing testimony from almost twenty employees, the trial court held that there were too many individualized issues to support representative treatment for the meal period penalties. The trial court dismissed the representative PAGA claim for meal period violations on the basis that the claim was "unmanageable." The trial court did not believe that there was an efficient manner to determine the liability on a group basis.

The California Supreme Court upheld the Court of Appeal's order and found that trial courts do not have the inherent authority to strike unmanageable PAGA claims for purposes of judicial economy. Without providing clear guidance, however, the California Supreme Court also held that trial courts do have the authority to limit the scope of a PAGA claim and evidence presented at trial, and may impose "minimal" penalties when a plaintiff who has alleged widespread violations is unable to prove PAGA claims in an efficient manner.

Nevertheless, employers may find comfort in that the decision still allows for trial courts to strike PAGA claims for reasons other than judicial efficiency and effectively manage PAGA claims by other means, short of striking the claims outright. For example, overbroad and unwieldy PAGA claims may still be limited in scope by narrowing the plaintiff's definition of "aggrieved employees."

Given that the California Supreme Court has once again limited the defenses available to employers fighting PAGA claims, it is recommended that employers review their wage and hour practices and policies as compliance is the first step in minimizing claims and reducing risk. Employers are encouraged to conduct regular wage and hour reviews and audits to identify potential areas of risk. If you have questions about PAGA claims, contact the authors or your usual trusted counsel at AALRR.

This AALRR posting is intended for informational purposes only and should not be relied upon in reaching a conclusion in a particular area of law. Applicability of the legal principles discussed may differ substantially in individual situations. Receipt of this or any other AALRR publication does not create an attorney-client relationship. The Firm is not responsible for inadvertent errors that may occur in the publishing process.

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SANTA FE SPRINGS
CHAMBER OF COMMERCE

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

aa/rr
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Human Resources Roundtable

March 12, 2024 11:45 AM - 1:00 PM
April 9, 2024 11:45 AM - 1:00 PM
May 14, 2024 11:45 AM - 1:00 PM

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Cheers to the newest members of the SFS Chamber family!

Santa Fe Springs Chamber Embraces New Members with Warmth and Opportunity

The Santa Fe Springs Chamber of Commerce is proud to extend a hearty welcome to its newest members, ushering in a wave of fresh faces and dynamic businesses that contribute to the chamber's commitment to fostering collaboration, growth, and success. It's not just a handshake and a smile when joining; it's an immersive experience designed to equip new members with ongoing tools, resources, and support they need. Here's to new beginnings and a future filled with endless possibilities!

Port of Los Angeles Launches Year with Near-record January Volume

The Port of Los Angeles handled 855,652 Twenty-Foot Equivalent Units (TEUs) in January, the second-best start to the year on record. Eclipsed only by the pandemic-induced cargo surge in 2022, it was the sixth consecutive month of year-over-year increases and surpassed January 2023 by 18%.

Two factors are driving our strong start," Port of Los Angeles Executive Director Gene Seroka said at today's media briefing. "First, cargo owners have been replenishing inventories and moving goods at a fast clip ahead of the Lunar New Year holiday, which will slow production in Asia.

"Second, consumer spending and mostly strong economic data continue to accelerate the American economy." Seroka said last season's holiday sales grew nearly 4%, with strong job growth and other key indicators trending in a positive direction."

Seroka was joined at the Port's media briefing by California Lieutenant Governor Eleni Kounalakis, who spotlighted the need for infrastructure and sustainability investments in California's ports and freight system.

"California's historic investments in our state's supply chain infrastructure are designed to make our ports more competitive and sustainable," said Lieutenant Governor Eleni Kounalakis. "With updates in infrastructure, digitalization, and zero-emission projects at the Port of Los Angeles, California's supply chains are moving goods efficiently, accelerating the decarbonization of the state freight sector, all while creating high-quality jobs."

January 2024 loaded imports landed at 441,763 TEUs, up 19% compared to the previous year. Loaded exports came in at 126,554 TEUs, an increase of 23% compared to last year. The Port processed 287,336 empty containers, up 14% over 2023.

Current and historical cargo data, including fiscal year-end totals, are available at portla.org.

SANTA FE SPRINGS CHAMBER OF COMMERCE

BUSINESS EDUCATION WORKSHOPS

Social Media *Canva*

CREATIVE CONTENT CRAFTING: IG, CANVA, AND AI

NEW POST
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Dive into the world of content creation with Claudia Guardado, Marketing Director of SFS Chamber.

Discover the art of crafting eye-catching social media content using Instagram, Canva, and AI tools. Learn how to stand out and engage your audience with visually stunning posts!

Members: \$55
Non-Members: \$75

Location: SFS Chamber Office, 12016 Telegraph Rd., Suite 100, Santa Fe Springs, 90670

March 13, 2024
9:00am - 11:00am

JOIN US

Register at: sfschamber.com or call (562) 944-1616 for more information

SANTA FE SPRINGS CHAMBER OF COMMERCE

BUSINESS EDUCATION WORKSHOPS

Social Media

UNLEASHING THE POWER OF VIDEO IN SOCIAL MEDIA

Get ready for an inspiring session with Claudia Guardado, Marketing Director of SFS Chamber, as she unveils the immense potential of video in social media.

Learn how to create captivating video content using your smartphone, explore essential IG tools, and discover some incredible hacks for content creation!

*bring your Smartphone & laptop

63,031 views

LIKE Follow

Members: \$55
Non-Members: \$75

Location: SFS Chamber Office, 12016 Telegraph Rd., Suite 100, Santa Fe Springs, 90670

March 28, 2024
9:00am - 11:00am

Register at: sfschamber.com or call (562) 944-1616 for more information

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LinkedIn Strategies: Using Social Selling for B2B Lead Generation

Have you ever considered using LinkedIn to increase your brand awareness or business leads? This strategy might work for you if you provide services directly to businesses. LinkedIn, the professional's social network, is not just a platform for job seekers and recruiters; it is a goldmine for social selling and generating B2B leads. Professionals can unlock many opportunities by adopting a strategic approach to LinkedIn. Here is how you can leverage LinkedIn for social selling and lead generation.

Use a social selling strategy. Data show that B2B consumers make ten touch-points before making a buying decision. Social selling is about building relationships and connecting with potential leads by leveraging social networks. It is a modern approach to sales that allows professionals to find, connect with, and nurture potential clients. LinkedIn, with its vast network of professionals and businesses, stands out as an ideal platform for social selling.

Optimize Your LinkedIn Profile. Your LinkedIn profile is your digital resume. Ensure your profile is complete and optimized to make a great first impression. Your profile should include a professional photo, a compelling headline, and a detailed summary highlighting your expertise and your value. Showcase your achievements, share content relevant to your industry, and make it easy for potential leads to understand how you can solve their problems.

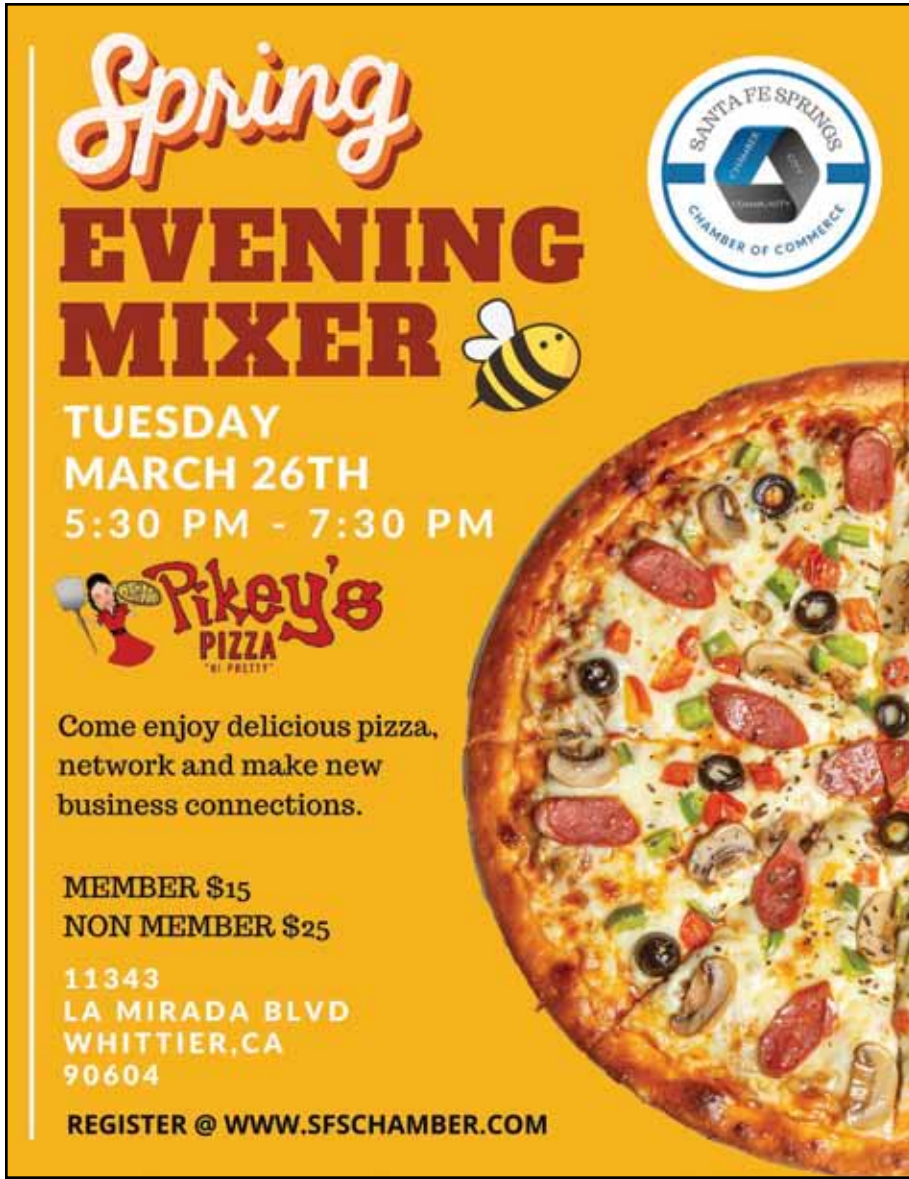
Spend time engaging and building relationships. Social selling on LinkedIn is all about engagement. Start connecting with potential leads but go beyond sending a connection request. Engage with their content by liking, commenting, and sharing. Interacting on social puts you on their radar and helps establish your expertise in your field. Remember, social selling is a marathon, not a sprint; focus on building genuine relationships rather than going for a hard sell.

Content is king, and this holds true on LinkedIn. Sharing valuable content that addresses the pain points of your target audience positions you as a thought leader and builds trust with your network. Content can be industry insights, case studies, or tips relevant to your niche. By providing value, you are more likely to generate interest and leads.

Leverage LinkedIn's advanced lead generation features. LinkedIn offers a range of features designed to support social selling, including LinkedIn Sales Navigator. It provides advanced search capabilities, personalized lead recommendations, and insights into your accounts and leads. Utilizing these tools can significantly enhance your lead-generation efforts.

For professionals looking to tap into the power of social selling, LinkedIn offers an unrivaled platform for connecting with business leads. Remember, success on LinkedIn is built on the foundation of genuine relationships and providing value to your connections.

Discover digital marketing strategies with Louis Reyes, who brings 25 years of experience. Contact him at Blue Icon Communications: (562) 755-4307 or louis@bicomm.us.



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Manny Vargas autographs his book for Judith Hernandez and Jasmine Brown of Escrow Today.



Manny Vargas Sparks Inspiration with 'Creative Sales Communication' Masterclass

Dive into the realm of sales mastery with Manny Vargas, the dynamic sales coach and professional speaker who stole the spotlight on February 27! At the heart of the event was Manny's electrifying discussion on "Creative Communication to Drive Sales," where he effortlessly captivated the audience with his infectious energy and invaluable insights. Attendees left the session not only motivated, but armed with practical takeaways to revolutionize their sales approach. Manny's expertise shone through as he navigated through innovative communication strategies, leaving a lasting impression on all present. If you missed out on this transformative experience, fear not! Manny's impact continues to resonate, propelling individuals towards unprecedented success in the world of sales.

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