

Plans Unveiled for Parnell Park Renovations

The City of Whittier is getting ready to kick off an exciting new renovation project at Parnell Park. The upgraded Park will soon include sports fields, splash pads, new playground equipment, an expanded Storybook Petting Zoo, picnic seating, a bandshell for community performances and summer concerts, new restrooms and more!

Parnell Park is a 12.8 acre park located in a residential neighborhood between Lambert Road and Mulberry Drive. The Park was developed in 1967 after the City purchased 6.4 acres from the Parnell Preparatory School for Girls, and an additional 6.4 acres from the County. The current Parnell Park Community and Senior Center is located at 15390 Lambert Road.

In 2021, Senator Bob Archuleta secured over \$5 million from the state budget as designated funds for the Parnell Park Renovation and Improvement Project. The proposed enhancements to Parnell Park were guided by a public outreach process and previous consideration by the City Council.

The new Park will feature much-needed sports fields including 2 soccer/multi-use fields which will accommodate youth soccer divisions U6 to U12, and 2 basketball courts with one striped for pickleball. Another exciting feature is the expanded Storybook Zoo which will include larger, more functional spaces for the animals. The new playground and splash plaza will create a place for families to gather and enjoy the space.



Parnell Park will feature a splash plaza and sports fields for the community to enjoy



See what's inside



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HoliDAZZLE

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Holiday Celebrations



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Employers Prepare for Minimum Wage Increase

California employers are preparing for another minimum wage increase that will take effect on January 1, 2023. All employers, regardless of employee size, will increase their minimum wage to \$15.50. The new rate reflects an adjustment to the large employer minimum wage based on inflation, as determined by the state Director of Finance.

Several counties have added to those minimum wage increases, including Los Angeles County. Those businesses that are located in the unincorporated Los Angeles County area, or, have employees who perform work at least two hours in a one-week period in those areas, must abide by the minimum wage set by the Board of Supervisors. On July 1, 2022, the minimum wage for employers of all sizes was set at \$15.96

per hour. For more information about Los Angeles County minimum wages, visit doba.lacounty.gov.

Employers of all sizes are required to post updated Labor Law Posters that reflect the new minimum wages, whether or not any of the company's employees are paid at the minimum wage. To order your poster today,

which includes all of the mandatory Federal and State requirements, visit www.whittierchamber.com or email info@whittierchamber.com.



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**Whittier Chamber Business Focus
Official Publication of the Whittier Area
Chamber of Commerce**

This publication is mailed to 12,000 licensed businesses in the city of Whittier, all Whittier Chamber members, and Whittier residents in selected areas.

We welcome comments, press releases, and community interest stories. The Whittier Chamber reserves the right to approve and edit submitted material.

The inclusion of advertising, logos, or paid advertorial, or reference to any products, process, service, trade name, trademark, or manufacturer in this publication is not an endorsement by the Whittier Area Chamber of Commerce.

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A MESSAGE FROM THE CHAIR

Finishing the Year Strong

The end of the year brings joy and celebration with family gatherings and holidays to look forward to. It's also a time for businesses to finish the year strong and prepare for 2023. This year businesses are facing a lot of unknowns – a shift in the economy, mid-term elections, wage increases, inflation, labor and supply shortages and rising interest rates which will continue to put pressure on margins for businesses. Taking the time to educate yourself and plan for these uncertainties will help businesses navigate the road ahead. The Chamber will continue to keep you informed on important issues and we will continue to advocate on your behalf against legislation that will have a negative

impact on our local businesses. In the spirit of creating a thriving local economy, this holiday season the Chamber is pleased to bring back its Shop Home for the Holidays campaign. This campaign reminds everyone - residents and business owners alike - of the value of shopping locally and using your purchasing power in Whittier. By keeping your shopping dollars within the city, you put money back into your own community. There is a direct correlation between purchases made in Whittier and the services that the City is able to provide its citizens. Street repairs, police services, youth services and senior services are only a few of the programs which benefit from increased consumer spending.



Kwan Lee,
Chair of the Board

Our Chamber is offering an incentive to keep your sales tax dollars in Whittier this holiday season. Our "Shop Home for the Holidays" campaign will begin on November 14. All you have to do is bring, email, or upload a receipt from ANY Whittier or Whittier Chamber member business, service or organization to receive an entry into a drawing to win \$1,000 cash or any of our daily "25 Days of Giveaways" prizes which will begin on November 21. Call the Chamber office, email info@whittierchamber.com or visit www.whittierchamber.com for more information.

Continued on page 11



The 110% Club
Thank you to our generous members who have chosen to be part of our 110% Club. Their additional investment of 10% of their dues allows the Chamber to support business growth and strengthen the economic vitality of our region.

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CHAIRMAN'S CIRCLE

The CHAIRMAN'S CIRCLE is a dedicated group of influential businesses that help shape our community vision and support the Whittier Area Chamber of Commerce's ability to strengthen the regional economy.



Residents, Businesses Challenged to HoliDAZZLE Whittier

Do you love the holidays? Does your electric bill double during the month of December because of your Christmas lights? Are you the Clark Griswold of Whittier? If you answered yes to any of these questions, then there is a thing in Whittier just for you!

The Whittier Community Foundation (WCF) is challenging Whittier residents, businesses, organizations and churches to HoliDAZZLE the community this year during the Whittier Holiday Decorating Challenge 2022. "The Challenge will be a fun and exciting way to showcase and share your holiday spirit throughout the community," according to WCF President Chris Hardeman.

Four years ago, the Foundation had the idea to use funds to "holidize" Whittier in November and December. The first year the organization funded the holiday banners that hang from the light posts on Whittier streets. Three years ago, the Foundation purchased the large snowflake light installation on the Five-Points bridge. "This year, our fundraising dollars are a little tight so we thought the best way to decorate Whittier was to encourage everyone to help," explained Hardeman.

To register for The Whittier Holiday Decorating Challenge, an entry form showing intent to participate must be completed and submitted online through www.WhittierCF.org no later than November 30, 2022. Businesses, organizations, churches, clubs, school groups, and residents who are located within the City of Whittier boundaries may enter and participate. There are two divisions: Residents and Businesses/Organizations/Clubs/



Whittier businesses and homes, like this one from 2021, can enter to win a cash prize for decorating for the Holidays

Churches. There will be a cash prize for first, second and third places in each division: 1st place - \$250; 2nd place - \$150; 3rd place - \$100

Entries will be judged on "curb appeal." Indoor decorations will not be included in the judging unless they can be viewed from the outside, i.e., windows, doors, etc. Judging will be based on originality, arrangement, theme and overall presentation.

Judges will be selected from Whittier Community Foundation Board of Directors and supporters. Judging will take place between Friday, December 9—Sunday, December 11, 2022. Entrants may select whether they'd like

their display to be judged during the daytime (12 p.m.—5 p.m.) or nighttime (5 p.m.—11 p.m.). All decisions of the judges will be final.

Winners will be announced during a special Facebook Live program on Wednesday, December 14 at 6 p.m.

The Whittier Community Foundation was founded in 2005 to raise funds that will be used to educate, inspire and advance the community. Annual fundraising campaigns are focused on special projects that are identified by the WCF Board to benefit the entire community. Money is raised through private donations, memberships, grants, and fundraisers such as Boots,

Beer & BBQ, Whittier 5K Spooktacular Run/Walk, and Dancing with the Whittier Stars. The Foundation is known for gifting things to the community like playground and fitness equipment at local parks, animals at the Parnell Park petting zoo and a K9 and protective equipment for our police department, to name just a few. In over 15 years the Foundation has raised and given back over \$1,000,000 to the Whittier community.

For questions about HoliDAZZLE: The Whittier Holiday Decorating Challenge 2022, or for Whittier Community Foundation membership information, please email admin@whittiercf.org.

LOYALTY PROGRAM

IT'S HERE!

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- ★ Customers will earn 1 Point for every \$1 spent. (Totals are rounded down - if the total is \$9.99, customers will earn 9 points)
- ★ When Customers reach 100 Points they can * Choose to Redeem a \$10 Coupon towards your purchase, or *Choose to continue collecting points.
- ★ Customers can check point balances on printed receipts at registers.

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- ★ Cuando el cliente alcance 100 puntos podrá * Escojer entre canjearlos por un cupón de \$10 para compras, o *Continuar acumulando puntos.
- ★ El cliente puede checar el balance de sus puntos en recibos impresos en la caja.

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City Of Whittier UPDATE



MAYOR'S MESSAGE



MAYOR
Joe Vinatieri

Welcome Back to School and Business

Hi, Whittier. There is much to be thankful for and lots of fun to look forward to as we shift into holiday mode.

As we give thanks, please join me in honoring our local veterans, those who have served, and those still in uniform during the City's official Veterans Day ceremony at 10:00 a.m. on Friday, November 11 at Central Park in Uptown Whittier. Veterans Day is an important celebration in Whittier as it is part of who we are as a community. Our ceremony will include a flag salute and the National Anthem, as well as live music from the Los Angeles County Sheriff's Department Band. Remember to don your military insignia or patriotic attire and bring a picnic lunch and lawn chairs – we'll see you out at the park!

November is also a time to celebrate our small businesses. Thank you for continuing to invest in our community by opening and operating a business in Whittier. Small Business Saturday, which began in 2010, is held nationally on the Saturday after Thanksgiving. Small Business Saturday falls on November 26 this year and the City Council has issued an official proclamation declaring it as Small Business Saturday in Whittier, further demonstrating our ongoing commitment to the local small business community. As we continue to recover from the effects of the COVID-19 pandemic and other economic uncertainties, one thing is for sure: it pays to shop Whittier! Not only do dollars spent here help our small business neighbors put food on their table and pursue their entrepreneurial dream, but a portion of every dollar you spend comes back to the City and allows us to continue funding critical services like public safety, youth services, and park maintenance. Our small businesses are a BIG part of what make this community special, and

every little bit counts. I hope you will join me in supporting your friends and neighbors by shopping small all year round!

There's a lot to look forward to in 2023, including the start of our much-anticipated Uptown Streetscape and Beautification project, which will include sidewalk widening, street paving, and infrastructure repairs with new uniformed outdoor dining patios, enhanced lighting, landscape, public art, and community gathering spaces along Greenleaf Avenue and nearby intersections. The City Council is also working with a developer on the 3.4-acre former Alpha Beta property on Comstock Avenue, which will incorporate new housing units with community open space, quality retail, and other businesses that are looking to invest in Whittier. Additionally, City staff will host a community meeting November 2 regarding a micro-transit "people mover" concept that could offer alternative transportation, accessibility, and potentially link to local hot spots including Whittier College, the Greenway Trail, PIH Health, and of course, The Groves. To learn more and attend the presentation, please RSVP by email to pks@cityofwhittier.org.

It will be an equally great year for Whittier parks with improvements planned throughout town. City staff is currently establishing a Parks Master Plan that will help to direct funding for projects and make way for new playgrounds, splash pads, fitness equipment, and more throughout the community. Did you have a chance to see the initial design schematics for the upcoming renovation at Parnell Park? The new look will feature additional sports fields, athletic courts, playground and splash pad areas, an expanded Storybook Petting Zoo, and a proper bandshell for musical performances. I cannot wait for Concerts in the Park!

The City of Whittier will embark

on an analysis of the City's voting district boundaries in the coming months, which is mandated every 10 years following the release of new U.S. Census data and population updates. Although Whittier already conforms with federal and state laws, the City Council has opted to initiate greater public outreach and prioritize engagement from our residents to ensure participation and representation. Please join us at the Whittier Central Library on Tuesday, November 15 at 6:30 p.m. for a community meeting and learn more about the redistricting process, submitting draft maps for proposal, and deadlines. Reach out to a member of our City Clerk team with inquiries at (562) 567-9850 or email clerk@cityofwhittier.org.

Finally, mark your calendar for holiday activities happening right here in Whittier. The annual Grand

Illumination and tree lighting is planned for Friday, November 18 and will move up the street from Rick's Burgers to the grassy area on Greenleaf Avenue in Uptown. Don't miss the Holiday Sonata in Uptown scheduled for Saturday, December 3, and the Whittier Christmas Parade along Greenleaf Avenue happening Saturday, December 10. On the east side of town, join us for the Whittier Town Center's holiday kick-off and tree lighting on Saturday, November 12, as well as their "Jolly Holidays" series taking place every Saturday afternoon for kids and families through Christmas.

On behalf of the Whittier City Council, we look forward to hitting the ground running in January and wish you and yours health and happiness in the New Year.

Whittier's on the Move... in 2023!

Stay Connected: Download the Whittier 365 Mobile App

Your city, your time, your way: Whittier 365 is now available! The City of Whittier has announced that the former Whittier 24/7 mobile app is now Whittier 365, offering improved functionality, enhanced features, and expanded services for residents. Connecting with the City has never been easier - just download Whittier 365 from the App Store on your iPhone or Android to report issues such as graffiti, potholes, illegal dumping, etc. any time of day, view local updates and press releases, check the event calendar, subscribe to notifications, access permits and other forms, and more. Whittier 365 is convenient, user-friendly, and accessible making it easy to engage with us and stay connected to all Whittier has to offer. Download the app today!

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City Of Whittier UPDATE



10-4 tips from the

WHITTIER POLICE DEPARTMENT



Chief Aviv Bar

Counterfeit Pills and Teenage Overdoses

Teen overdoses and poisonings are rising nationwide at an alarming rate. These overdoses and deaths are related to the consumption of counterfeit pills that resemble brand name pharmaceuticals. Pills may be

offered to a teen by friends, friends of friends, at a party or in school, or they may be purchased from a stranger. Counterfeit pharmaceutical pills have become very popular with teens as they can be ingested without any lingering odors or traces that parents can detect. Unfortunately, these pills are pressed in garages and foreign countries, with unknown and dangerous chemical compositions including fentanyl. Each pill can contain a different set and quantity of chemicals, which makes them extremely dangerous and at times deadly to ingest. It is imperative that parents have candid conversations with their teens and get a commitment from them to NEVER take ANY pill that is not given by a caregiver or a healthcare provider. Any pill offered to them by others may be fatal. These deaths are preventable, with strong parental intervention.



8 lbs of counterfeit pills with fentanyl destined for the Whittier area seized during a traffic stop in late September



Congresswoman Linda Sanchez & Kwan Lee, Chair of the Board, enjoy themselves at the Rose Hills Memorial Park & Mortuary Multi-Chamber Mixer at the Hua Yuan Center

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Kwan Lee, Chamber Chair of the Board, celebrates his Helicopter Golf Ball drop win with sponsor Robert Reggio from Associated Cabinets



Laura Gibbs from Thryv, Kurt Wolff from PIA Select Insurance Solutions, Dora Sanchez from PIA Select Insurance Solutions, Alyssa Barrios from Mary Kay, Marie Murillo from RBanquet, James Gomez from the City of La Habra, Shannon Gimbel-Hammer from Shannon G's Flowers, Maxine Gimbel from Shannon G's Flowers and Megan Belanger from Thryv show their support for the Whittier Chamber by taking the time to volunteer for the Hathaway Golf Classic



Hathaway sponsors Athens Services & CAPC, Inc. enjoy a nice cold refreshing beverage provided by Liquor Mart of Whittier



Nick Kiouftis and his staff from California Grill & Bar enjoy providing the Bloody Marys at the 44th Annual Hathaway Golf Classic

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2020 Census Data Released: City to Begin Mandated Redistricting Process

The City of Whittier initiated its decennial redistricting process in September with the first of four public hearings following the release of updated 2020 U.S. Census data. Per California law, cities with district-based elections must revisit voting boundaries every ten years to ensure representation, equitable boundaries, and that each district is substantially equal in population. Resident participation is critical as the process determines which neighborhoods are grouped together for the purpose of electing a City Council representative for each proposed district.

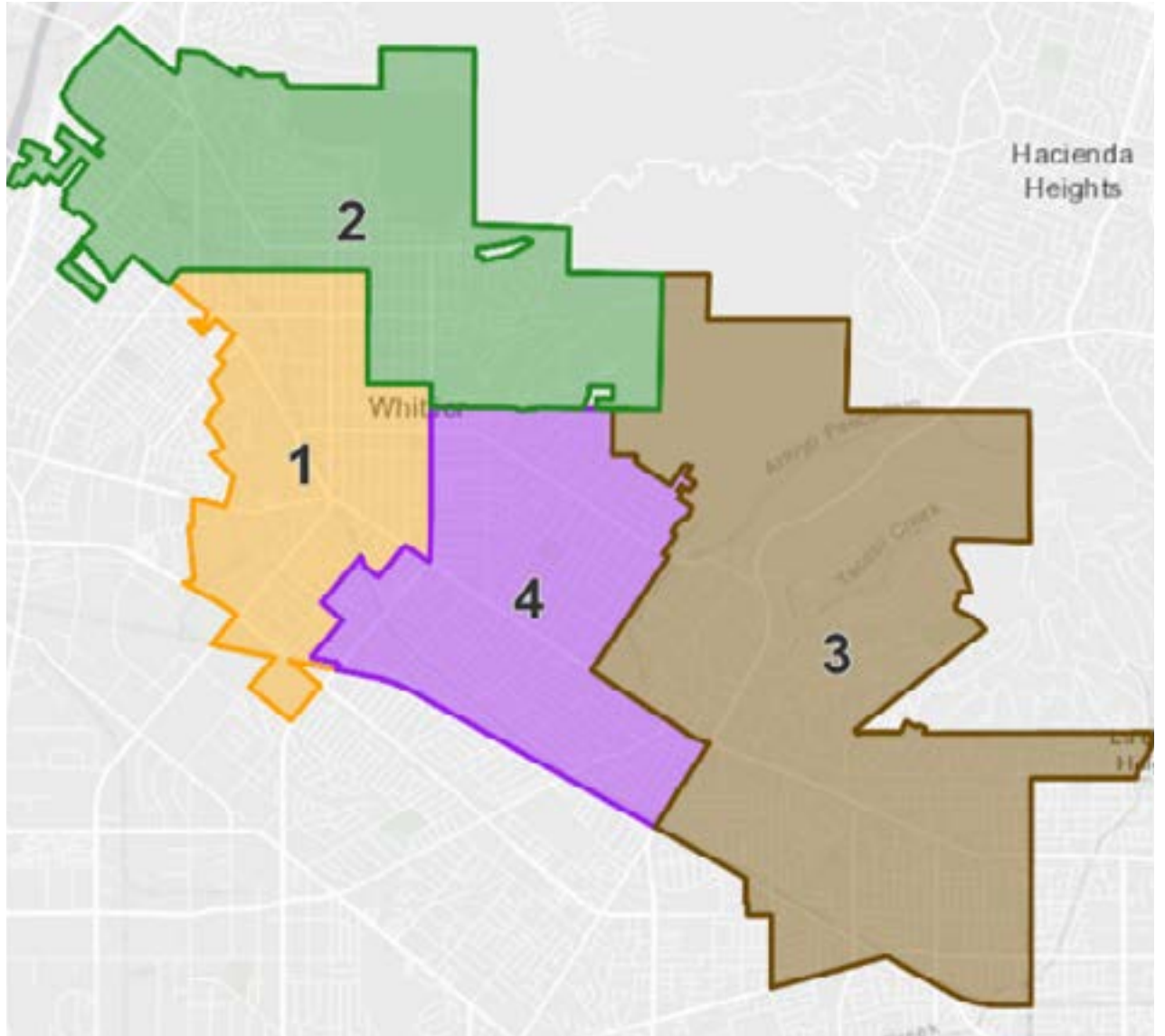
How Does It Work?

Following the release of the 2020 Census data, the City of Whittier consulted with the National Demographics Corporation (NDC), a nonpartisan consulting firm, to provide analysis of Whittier's existing voting district map (pictured above), which was found to conform substantially with federal and state laws. During a meeting in September, the City Council opted to go beyond minimum state requirements and initiate a program that will further prioritize community engagement and public participation in 2023.

What Happens Next?

The next community meeting is scheduled for Tuesday, November 15 at the Whittier Central Library (7344 Washington Ave.) at 6:30 p.m. Residents are encouraged to attend and view a presentation on the redistricting process, criteria, how to utilize online mapping tools, and future deadlines for the public to submit draft maps. Two additional community meetings will take place in 2023 covering review of slightly altered district maps, solicitation of public input, selection of a preferred map, and adoption of a City ordinance with updated boundaries.

The City of Whittier has been divided into four Council districts since voters approved a Charter amendment in 2014. Council Member terms are four years and the city-wide Mayor position, elected at-large, is two years. The first district-



based election was held in 2016. Elections continue to be staggered so that two Council Members and Mayor are selected at one election, and the remaining two Council Members and Mayor are selected at the next election. Any changes to the district boundaries as a result of the recent census

will be applicable to the 2024 General Municipal Election.

For inquiries regarding the City's redistricting process and anticipated timeline, please contact the City of Whittier's City Clerk department directly at (562) 567-9850 or sign up for e-notifications.



BE A PART OF THE CITY OF WHITTIER'S REDISTRICTING PROCESS.

REDISTRICTING COMMUNITY MEETING

**TUE. NOVEMBER 15, 2022
6:30 P.M.**

Whittier Central Library
7344 Washington Avenue
Whittier, CA 90602

Zoom Meeting ID: 956 7659 7390



SCAN ME



Join us for a presentation on redistricting and learn how to create and submit your own maps!



Cyber Security and your business

Cyber-attack or ransomware can disrupt your business and eventually bring it to a halt. While you may have a Malware Anti-Virus installed on your desktops, the limitation of Anti-Virus software only defends you against known viruses. The Federal Bureau of Investigation’s annual Internet Crime Complaint Center (IC3) reported, cybercrime cost in the US was \$6.9 billion in 2021. The cost of cybercrime is predicted to hit \$10.5 trillion by 2025.

When a business is interrupted due to a cyber-attack or ransomware:

- **Fear and Shame:** Cybercriminals pressure victims of cyberattacks by threatening to destroy the victim’s data or release it to the public.
- **Financial Loss:** The average cost of data breach is estimated at \$4.2 million USD & ransomware attack is \$4.62 million USD.
- **Loss of Reputation:** 46% of organizations had suffered reputational damage and 19% of organizations suffered reputation and brand damage as a result of a third-party data/security breach.

Even companies with large cyber defense budgets were targets of the bad actors:

- **Colonial Pipeline:** Gasoline shut down for 5 days and ransom payment of \$5 million.
- **Microsoft (Team):** 49 entities in 5 infrastructure attacks, ransom payment \$43.9 million.
- **Target:** Cyber Attack, resulted in resignation of CEO.
- **Ashley Madison:** CEO resignation following attack.
- **Equifax:** CEO resignation and brand reputation falls 14 points following data breach.

The Do’s and Don’ts post Cyber/Ransomware attack:

Do’s	Don’ts
At ground zero, immediately take the infrastructure offline. (Disconnect Internet Access)	Do not negotiate. Your data may get leaked. Do not respond to ransom notes, suspicious phone calls, open unknown files, click on unknown links, or allow anyone to remote access to recover files
As a precaution, enforce the Hibernate option and isolate the affected desktop/computer. This is to freeze the attack on its tracks.	Do not attempt copying files to a USB Drive, upload to Cloud drives. Simply set the computer on hibernation and power off and unplug the system from power once it shuts down.
Perform standard Full Cober Forensic Collection on all affected computers to initiate Data Exhuming process.	Never attempt to install endpoint protection immediately post attack. This causes more delays and, worse yet, might reset memory by means of a restart.

Plotchain, Inc., is the distributor of Cyber Threat Intelligence Platform Next-Gen Digital XDR using Artificial Intelligence (AI) by DefenseArk and in collaboration with PocketSecurity, a non-profit service provider of Chief Information Security Officer (CISO) that can provide education and implementation of a Cyber Security Defense programs to achieve the best outcome for your organization, in the event of a data breach and/or cyber/ransomware attack.



WHAT’S COOL IN YOUR SCHOOL

Río Hondo College Board of Trustees Member Named to Association of Community College Trustees

Río Hondo College Board of Trustees Member Oscar Valladares has been appointed to fill a vacated term on the Association of Community College Trustees (ACCT) Board of Directors as a means to further advocate for the equity, support and opportunities of community college students.

Valladares said this appointment is just one of the many ways that Río Hondo College leaders are working to support and inspire students on the legislative level. In this role, he aims to champion Río Hondo College’s educational goals, which include providing affordable education, ensuring student success, increasing graduation rates and creating more career pathways for high-paying jobs.

“I am deeply honored and privileged to advocate and be the voice for community college students across our nation,” Valladares said. “Being a former undocumented student, product of California’s community college system and a Río Hondo College Board of Trustees member, I know the challenges our students are facing and I believe that I can provide insight to help.”

Valladares, who was elected to the Río Hondo College Board of Trustees in 2018, will represent the Pacific Region of the United States, which includes Arizona, California, Idaho, Nevada, Oregon, Utah and Washington.

Superintendent/President Dr. Marilyn Flores said. “At Río Hondo College, we’re proud that all of our professors, administrators and Board of Trustee members jump at the chance to support our students in a variety of organizations and programs.”

Whittier Union Adult School Electrician Program Recognized by Industry Workforce Board

Whittier Union Adult School’s Electrician 1 program has recently received recognition from the South Bay Workforce Investment Board, which presented the school with its coveted Outstanding Achievement Award for the school’s success in guiding students to employment in the industry.

The program, which includes a math/electrician component, is designed to prepare students to pass the Electrical Training Institute’s (ETI) electrician’s apprentice application. WUAS students have an 89% placement and employment rate after completing their training.

“We are thrilled to receive this award from the Workforce Board, which represents the business interests that are hiring our students the moment they complete the course,” United Sierra Education Center Director Dr. Margie Moriarty said. “One of our primary goals at WUAS is to ensure that our community receives the tools they need to join the workforce in a variety of industries and begin careers that can pay a mortgage.”

WUAS received the award based on the number of students referred to the school through federally funded agencies such as the America’s Job



Former Whittier Union Adult School student Ruben Alaniz has built the skills and gained the knowledge he needs for a career in the industry.

Centers of California (AJCC). WUAS hosts students from four regional AJCCs, including centers in Río Hondo, Anaheim, Santa Ana and Redondo Beach.

“The recognition from the SBWIB represents the tremendous effort put forth by our outstanding students and a community that truly supports our programs,” Superintendent Dr. Monica Oviedo said. “We couldn’t do it without the dedicated and hard-working administration, faculty and staff at Whittier Union Adult School. Congratulations to Dr. Moriarty and the entire WUAS team for this well-deserved honor.”



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COMMUNITY CONNECTIONS



Pic 'n Save owner Marc Miller and COO Wendell Daniel celebrated the opening of their new store with Mayor Joe Vinatieri, Council Member Octavio Martinez and Chamber representatives



State Senator Bob Archuleta joins Sit 'N Sleep owner and founder Larry Miller for their ribbon cutting ceremony at their brand new store in Whittier



Chamber Board members and Ambassadors, along with Mayor Joe Vinatieri and Mayor Pro Tem Jessica Martinez, congratulated California Fish Grill President/CEO Bob Holden and his team on their new restaurant at The Groves



Ramiro Maldonado Jr. and Eloisa Maldonado, owners of Maria Sabina Oaxacan Restaurant, celebrated their one year anniversary in business with Chamber friends and Council Member Octavio Martinez



Mike Chirco from Where's the Party Whittier, Lucy Spencer from Fitness Resolute, Isabel Mendoza from Farmers Insurance, Claudia Sambrano from Farmers Insurance & Yliana Lynch from Southland Window Cleaning Company network at Wake Up Whittier at Rose Hills



City of Whittier Mayor Joe Vinatieri welcomes Advance Auto Parts to the Whittier community

Congrats to these businesses also celebrating ribbon cuttings: West Coast Dental • A La Mode Nail Spa & Lounge • Flashbackz Lounge & Grill



Whittier City Manager Brian Saeki and Chamber President/CEO Carol Crosby welcomed Senator Bob Archuleta to Wake Up Whittier



State Senator Bob Archuleta welcomed new members of the Whittier Chamber of Commerce at Wake Up Whittier at Rose Hills Memorial Park & Mortuary



Whittier Chamber President/CEO Carol Crosby, former Whittier Chamber Manager Bruce Martin, La Habra City Council Member James Gomez, Whittier Chamber Ambassador Marie Murillo and the Black Bear Diner Bear enjoy Wake Up Whittier at RBanquet Hall in La Habra



The Whittier Chamber Ambassador team and La Habra Council Member James Gomez show their Whittier Chamber pride at Wake Up Whittier

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Did you know?
The low wall in the photo is a remnant of Sky Church, which was damaged beyond repair in the 1987 Whittier earthquake.

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Phone 562-547-6569 • Fax 562-945-2564
 jerryperisho@gmail.com


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Message from the Chair -
 Continued from page 2

Remember, each time you choose to spend your dollars in Whittier you are voting for the continued strength and vitality of our community – something the Whittier Chamber of Commerce works hard to maintain every day of the year.

Lastly, the Chamber is pleased to partner with the Whittier Uptown Association to continue the great tradition of bringing a touch of the holidays into our community. I hope you will come out and celebrate Whittier community pride with us at the Grand Illumination on November 18 at the grassy area on Greenleaf Avenue at 6 p.m., the Holiday Sonata on Saturday, December 3 from 4-9 p.m. and the 67th Annual Uptown Whittier Christmas Parade on December 10 at 10 a.m. beginning at the corner of Hadley and Greenleaf.

As 2022 winds down, we want to thank our 640 members for their support of our year-round efforts to create a strong, healthy and vibrant Whittier. We have great plans to support our local businesses and continue rebuilding our economy in 2023. We invite you to save the date for Friday, February 24 as we celebrate the return of our Silver Shield Awards Banquet which honors our Whittier Police Department officers, staff and volunteers for the work they do to keep our homes and businesses safe.

On behalf of the Whittier Chamber Board of Directors and staff, I wish you the happiest of holidays and a most prosperous 2023!



NOVEMBER **DECEMBER**
AMBASSADOR SPOTLIGHT
 Ambassadors are **volunteers** who believe in the Whittier Chamber's mission & values
Clarissa Estrada – Credit Union of Southern California
Lucy Spencer – Fitness Resolute

Clarissa Estrada is the Branch Manager of Credit Union of Southern California at the intersection of Whittier & La Serna. Credit Union of Southern California has been a member of the Whittier Chamber since 1981 and their goal is to Build Better Lives, which includes giving back to the communities they serve, while helping their members achieve their financial goals and dreams.

Clarissa enjoys working at the credit union and loves helping and giving back to the community which is one reason she enjoys being part of the Ambassador Team at the Whittier Chamber. "Ambassadors and Chamber members are wonderful people who truly support each other," says Clarissa. Clarissa has been on the Whittier

Chamber Ambassador Team for nine months and has enjoyed every moment of it. What she loves most about being an Ambassador, is making new friends. She especially likes meeting new Chamber members and talking to them about what the Whittier Chamber can do for them. For her, it is easy to talk about something you believe in!

As a Chamber Ambassador, Clarissa goes to as many Wake Up Whittier events as she can. She also enjoys volunteering and recently worked at our Hathaway Golf Classic. "The Whittier Chamber has shown me that they are there to support small businesses. They are the essence of Whittier Strong!" exclaimed Clarissa.

Lucy Spencer: EXP Realty Whittier & Fitness Resolute
 Lucy Spencer is a real estate broker for EXP Realty Whittier as well as the co-owner of Fitness Resolute Gym. She enjoys being a member of the Whittier Chamber for two separate businesses and volunteering for numerous Chamber events.

Lucy says, "I love to help people whether that is through helping my clients build generational wealth through buying, selling, or investing in real estate; mentoring and supporting Realtors to build their business and build legacy to allow them time, location, and money freedom; or helping and supporting our members at the gym achieve their health and fitness goals! I am also an avid member of my community and am always looking for ways to be effective in the lives of others."

Lucy has been on the Whittier Chamber Ambassador Team for nine months and enjoys the camaraderie of the Team. What she loves most about being an Ambassador is the opportunity to play a bigger role in the Chamber, as well

as the Whittier community. She also loves sharing her knowledge and experience with other business owners to help their businesses thrive.

Since Lucy has been a Chamber Ambassador, she has been going to as many Chamber events as possible. Lucy expressed, "I love attending all events. They are an excellent opportunity to meet other business owners and connect and support one another! The Chamber puts on so many great events from ribbon cuttings, Wake Up Whittier, Tasty Tuesdays, Multi-Chamber Mixers, Thirsty Thursdays, and many educational trainings and resources to assist business owners in running their business and staying up to date with changing rules and procedures."

Lucy says, "The Whittier Chamber of Commerce is the best! If you own or run a business, join the Chamber! I look forward to being a member and Ambassador for years to come!"


Ambassador Team 2022-2023
Ambassador Chair
 Laurie Perschbacher,
 MAP Property Management, Inc.
 Catherine Badame, *Action Trophy*
 Alyssa Barrios, *Mary Kay*
 John Bogdanov, *TelWorx*
 Van Broussard, *Farmer's Insurance*
 Michelle Calzada, *Blue Mar Travel*
 Marianne Duron,
 Say Yay Lawn Signs
 Clarissa Estrada,
 Credit Union of Southern California
 Steven Flores,
 Modern Woodmen of America
 Nancy Gomez, *Tacos & Grace*
 Ysenia Guerra, *Drain It Plumbing*
 Zimri Gutierrez, *AZ Whittier Florist*
 Paul Hernandez,
 State Farm Insurance
 Rob Marin, *Rob Marin Realty*
 Marie Murillo, *RBanquet*
 Pete Rodriguez,
 Valley View Home Loans
 Steve Rosas, *Ooma*
 Lucy Spencer, *Laurea Real Estate*
 Lauren Sweeney, *Rise Up for You*
 Christy Wyant, *Martplan Insurance*

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WHITTIER AREA CHAMBER OF COMMERCE

HR FORUM:

EMPLOYMENT LAW UPDATE: WHAT'S AHEAD FOR 2023?

In California, employment law is always on the move

The New Year will usher in new employment laws to keep employers on their toes. Join us to stay up to date on 2022 employment law developments and to anticipate changes that employers will face in 2023. This update will look at where we stand with COVID-19 laws and regulations, the latest court cases, new legislation, arbitration-related developments, and much more. AALRR partner, Paul Fleck, will provide employers with a complete download to be ready for the New Year.

Paul Fleck, Attorney

DECEMBER 8 2022 • 8:30 AM

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(Center Courtyard)

Sat., Nov. 12 | 5:30-8pm

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WhittwoodTownCenter.com @ f

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*All receipts must be dated within this time period

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WHITTIER AREA CHAMBER OF COMMERCE

Holiday Lunchtime Mixer

WEDNESDAY, DECEMBER 14: 11:30 A.M.
DOUBLETREE HOTEL WHITTIER
7320 GREENLEAF AVE.
WHITTIER, CA 90602

Members RSVP Online: \$25
Members at the Door: \$30
Non-Members: \$35

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HAPPY HOLIDAYS



AROUND TOWN



Community Showcases Whittier's Joyful Holiday Spirit with Countless Celebrations



Celebrate the Holiday Season with Chorale Bel Canto

Chorale Bel Canto, a community chorus based for four decades in Whittier, will present its popular holiday program on December 3, 2022. "Christmas with Chorale Bel Canto" will feature the inspiring Gloria by Vivaldi, along with carols of the season, including sing-along carols with the audience. Join CBC at East Whittier United Methodist Church, 10005 S. Cole Rd., Whittier 90603, on Saturday, Dec. 3 at 4:00pm, with a pre-concert talk by director Dr. Linda West Brown at 3:30. For tickets and more information, visit www.ChoraleBelCanto.org or mail to P.O. Box 451, Whittier 90608, or email cbc.execdirector@gmail.com.

Be a Holiday Helper: Adopt A Family in Need

The Whole Child (TWC) invites you to be a holiday helper and bring holiday smiles and support to children and families served by the organization which has been helping the Whittier community for 65 years. TWC is looking for sponsors to spread joy by "adopting" a family in need and providing gifts in their annual Holiday Helper program. For more information on how your business or your family can help, contact Maraki Lulseged at mlulseged@thewholechild.org. Help make a vulnerable child's holiday season one to remember!

Assistance League of Whittier to Host Their Carousel Holiday Luncheon Boutique

The Assistance League of Whittier is hosting their "Carousel Host Holiday Luncheon Boutique" on Wednesday, December 7, 2022, at the Rose Gardens of Whittier. Shopping will begin at 10:30 a.m. and lunch will begin at noon. The cost to attend the event will be \$75 per person and \$30 of the total will qualify as tax deductible. The event will feature live entertainment, great networking opportunities and a \$1000 snowman raffle! To RSVP for the event, please call the Assistance League of Whittier at (562) 693-6533.

The Grand Illumination Kicks Off the Holidays in Uptown

Visit Santa Claus in Uptown Whittier at the Grassy Lot on Greenleaf Ave. at the 28th Annual Grand Illumination on Friday, November 18 from 5 p.m. to 9 p.m. Enjoy music, entertainment, and letters with Santa! For more information, call the Whittier Uptown Association at (562) 696-2662.

Spread Joy with the Community at the 68th Annual Uptown Christmas Parade

The 68th annual Christmas parade will take place on Greenleaf Avenue between Hadley and Mar Vista Streets at 10 a.m. on Saturday, December 10th. The parade will be filled with amazing marching bands, equestrian units, decorated floats, performance groups, dignitaries, community organizations, and more.

Purchase a Wreath or Swag to Support Children, Youth, and Families

Helpline Youth Counseling (HYC) is selling 22" noble fir wreaths for \$30 each through November 7. Give a gift to a child and enjoy a beautiful fresh holiday wreath. These items make great gifts for staff, clients, friends, and family!

Proceeds from the fundraiser benefit children, youth and families with vital counseling, treatment, education and family support services. Contact Frank Alcaraz at falcaraz@hycinc.org to place an order or for more information

Celebrate the Holidays in Uptown Whittier at the annual Holiday Sonata

Gather in Uptown Whittier for a night of holiday fun, on Saturday, December 3 from 5-9 p.m. The Annual Holiday Sonata features horse carriages, caroling, shopping, entertainment, dancing, and Santa's Village where you can take a picture with Santa! For more information, visit whittieruptown.org.

Community Invited to the 43rd Annual YMCA Christmas Prayer Breakfast

Celebrate the Joy of Giving on Friday, December 2 at the annual YMCA Christmas Prayer Breakfast. This program will focus on seasonal music and inspirational messages about what it means to the community to contribute to their vibrant community through the Y's programs and services. The event is open to all and takes place at the YMCA Uptown at 7:00 a.m. For reservations call (562) 907-2727.

Community Invited to the Inaugural Whittier Holiday Sing Along

The first-ever Whittier Holiday Sing Along will take place on Sunday, December 18 at 2 p.m. at the Whittier High School Vic Lopez Auditorium. This unique event is designed to bring our community together to kick off the holidays and will feature a holiday sing along to music performed by world-renown organist Mark Herman. Mark will be playing on the beautiful 1926 Wurlitzer pipe organ which was donated by the Whittier High Alumni Association several years ago and restored to its full sound and beauty. With holiday decorations and multiple performances, Whittier residents and guests will be sure to walk away feeling jolly with plenty of holiday cheer. We hope to see you there!



PIH Health Designated as a Great Place to Work for the Fourth Consecutive Year

PIH Health, a nonprofit healthcare delivery network, has been Great Place to Work-Certified™ for the fourth consecutive year. Using validated employee feedback gathered with Great Place to Work's rigorous, data-driven methodology, certification confirms that a minimum of seven out of 10 employees have a consistently positive experience.

"It is an honor to receive this award for another consecutive year," said President and Chief Executive Officer James R. West. "Despite the challenges the healthcare industry has faced over the last few years, this recognition indicates that our employees continue

to take pride in the work that they do at PIH Health. The satisfaction of our employees is important because that translates into a positive work environment and organizational culture, and, subsequently, quality patient care."

Great Place to Work® is the global authority on workplace culture, employee experience, and the leadership behaviors proven to deliver market-leading revenue, employee retention, and increased innovation. Since 1992, Great Place to Work® has surveyed more than 100 million employees around the world and used those deep insights to define what makes a great workplace: trust.



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Eighteen AALRR Attorneys Recognized in The Best Lawyers in America®

Atkinson, Andelson, Loya, Ruud & Romo (AALRR) is pleased to announce that 15 of our attorneys have been recognized in multiple categories of the 29th edition of The Best Lawyers in America. Additionally, three AALRR attorneys are included in the third edition of Best Lawyers: Ones to Watch in America.

Recognition by Best Lawyers® is based entirely on peer review, further solidifying these attorneys' reputations as the top lawyers in their respective practice areas:

- Employment Law – Management - Jonathan D. Andrews, Rex Berry, Brigham M. Cheney, Carol Gefis, and Robert L. Wenzel
- Litigation – Labor and Employment - Jonathan D. Andrews, Steven D. Atkinson, Rex Berry, Brigham M. Cheney, Carol Gefis, Amber Healy, Irma Rodriguez Moisa and Amber Solano
- Labor Law – Union - Steven D. Atkinson
- Commercial Litigation - Kiara W. Gebhart, Brian D. Martin, and Mark T. Palin
- Litigation – Construction - Jeff Burch
- Tax Law - John E. James
- Water Law - Wesley A. Miliband

Jeffrey W. Frey was recognized in Best Lawyers: Ones to Watch in the area of Construction Law, while Mia A. Lomedico and April Szabo were both recognized in the area of Labor and Employment Law – Management. These awards are given to attorneys who are earlier in their careers—typically in practice for 5 to 9 years—and who have achieved outstanding professional excellence.

"We are thrilled that so many of our attorneys have earned this recognition by Best Lawyers in America for their excellent work in their respective fields," commented Managing Partner Jim Baca. "Each of these attorneys works hard in the service of their clients and the recognition is richly deserved."

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RENEWING MEMBERS

Thanks to the following members for renewing their Chamber membership and for supporting our efforts to build a strong local economy

SEPTEMBER/OCTOBER 2022

A7 Towing, Inc. (626) 412-2140 Member Since: 2014	Jones & Mayer (714) 446-1400 Member Since: 1990	Sign It! Signs & Graphics (562) 696-1168 Member Since: 2019
Boys & Girls Clubs of Whittier (562) 945-3787 Member Since: 1978	Juan Great Fiesta (562) 945-1785 Member Since: 2001	South Bay Med Spa (562) 273-3337 Member Since: 2021
Bridge Hospice (562) 335-3697 Member Since: 2021	Leeper Aerial LLC (562) 686-1497 Member Since: 2018	Special 'T' Water Systems, Inc. (562) 945-7595 Member Since: 1992
Carstar - Larry's Auto Body (562) 946-1527 Member Since: 2021	Lending Enterprise (562) 639-1690 Member Since: 2018	The Rusty Monk (213) 324-5731 Member Since: 2020
Charles Marr Consulting (562) 781-7936 Member Since: 2016	Loving Homecare (562) 448-3854 Member Since: 2019	Toyota of Whittier (562) 698-2591 Member Since: 1974
Crooked Gaff Kitchen & Oyster Bar (562) 632-1162 Member Since: 2018	MAP Property Management, Inc. (562) 945-3404 Member Since: 1996	Tri-Cities ROP (562) 698-9571 Member Since: 1974
EXP Realty Whittier (213) 760-7051 Member Since: 2021	Martinez, Elizabeth Member Since: 2019	U.S. Bank (562) 698-2521 Member Since: 2012
Farmers Insurance - Perla Bramasco Agency (562) 800-7008 Member Since: 2021	Moegling, Gregory J D.D.S. (562) 698-9903 Member Since: 1987	Valvate Associates, Inc. (562) 633-4300 Member Since: 2013
Fence Post, The (562) 325-5699 Member Since: 2018	Norwalk-La Mirada Plumbing + HVAC (562) 868-7777 Member Since: 2004	Whittier A.M. Y Service Club (562) 907-6530 Member Since: 2010
Fitness Resolute (562) 902-2162 Member Since: 2021	Oasis Jewelry (562) 908-1113 Member Since: 2016	Whittier Host Lions Club (562) 441-4903 Member Since: 1996
Friends of Family Health Center (562) 690-0400 Member Since: 2015	Parminter, Robert, D.D.S. (562) 698-0943 Member Since: 2003	Whittier Museum/Whittier Historical Society (562) 945-3871 Member Since: 1990
Hendersons Insurance Agency, Inc. (562) 698-9644 Member Since: 1986	Picasso Medical Aesthetics & Spa (562) 945-1830 Member Since: 2020	Whittier Park Place (310) 890-9300 Member Since: 2021
Integrity Tax & Notary Services (562) 237-2005 Member Since: 2016	QCB Jewelers (562) 698-4653 Member Since: 2020	Whittier Village Stadium Cinemas (562) 945-5271 Member Since: 1996
Interfaith Food Center (562) 903-1478 Member Since: 2007	Rasmussen Gas Logs & Grills (562) 696-8718 Member Since: 1979	Whole Child, The (562) 692-0383 Member Since: 1991
JK Property Services (562) 464-6993 Member Since: 2021	REACH (562) 946-0467 Member Since: 1990	Woodruff Properties (562) 693-0941 Member Since: 1989

Congratulations to our Milestone Members this month!

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

NOVEMBER

10 Years
Ashley French Photography
(562) 833-3627

DECEMBER

30 Years
California Arborist
(562) 698-3280

5 Years
U-Haul of Leffingwell
(562) 943-7294

CHAMBER CALENDAR

NOVEMBER

Republic Services E-Waste & Shredding Day at Parnell Park
November 5 • 8 a.m.

Sexual Harassment Prevention Training
Online Via Webinar
November 10 • 8 a.m.

Shop Home for the Holidays
Begins November 14

Wake Up Whittier at Boys & Girls Club of Whittier
November 16 • 7:30 a.m.

25 Days of Giveaways 1st Drawing
November 21

Member Reception Open House
Whittier Chamber Office
November 30 • 9:30 a.m.

DECEMBER

SoFi Stadium Tour
December 5 • 5 p.m.

HR Forum
Whittier Branch Library
December 8 • 8:30 a.m.

Chamber Holiday Mixer
Doubletree by Hilton Whittier
December 14 • 11:30 a.m.

Shop Home For The Holidays Grand Prize Drawing
December 23 • 12 p.m.



For up-to-date calendar information visit
www.whittierchamber.com

JOIN ME IN BECOMING A CHAMBER MEMBER

TESTIMONIAL



Sequoia Lynch,
Southland
Window Cleaning
Company

“ My name is Sequoia Lynch and I am 21, I have just graduated from Life Pacific University with a Bachelor in Mass Communications.

The Whittier Student Chamber empowered me. It gave me the resources and opportunities to become the person I want to be. I remember the various workshops the Chamber held for us, workshops for resume building, strength finding, and more. They opened my eyes to a new world and helped me think like a business-person. They instilled in me the idea that I could become anyone I wanted to be.

While at the Chamber I had the opportunity to partake in their student leadership, and during my first year there I had the amazing privilege of becoming the Vice President of the Student Chamber. The conversations I had with Lori Eshilian and some of the chamber representatives about how we can make the student Chamber better stay with me even now. They gave me an introduction to how to think like a leader, which has opened the door for other amazing opportunities. In my senior year of college, I became the Associated Student Government President for the whole school. The Chamber

was foundational in giving me the skills to do this.

The Whittier Chamber funds a scholarship for Chamber students every year. I got this scholarship in my senior year, in 2019. It was the first scholarship I earned, and it put me on a path toward success. If you are considering donating to this scholarship, do it. I am living proof that it impacts lives and puts students on the right track. I am so thankful to everyone who donated to this scholarship in 2019, whether they know it or not, they changed my life.

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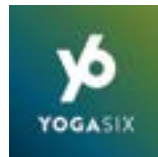
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