



Chamber, City partner to provide financial relief to Whittier businesses



In an effort to assist local small businesses that are facing new physical requirements due to government standards related to COVID-19, the City of Whittier and Whittier Chamber of Commerce have partnered to create the Whittier Small Business COVID Compliant Grant. "City of Whittier small businesses and organizations are vital to our community because of the jobs they provide to our residents, the sales tax they generate, and the services that they provide which are critical to the public," explained Bryan Tabizon, Chair of the Whittier Chamber of Commerce Board of Directors. "We are pleased to work with the City Council and City staff to offer this grant opportunity to Whittier businesses."

The objective of the grant program is to offer financial assistance to small businesses licensed by the City of Whittier to assist them in being compliant with state and county health orders and direction. Grants are intended to ensure the safety of employees and customers, and ultimately the Whittier community. Eligible businesses and non-profits may be granted up to \$500 in funding for use on the following COVID-related safety and health expenses:

- personal protective equipment (PPE) including masks, face shields, gloves, hand sanitizer
- hands-free payment devices
- sanitation supplies including

- disinfectants and cleaning products
- plexiglass partitions
- health and safety improvements aimed at reducing the spread of infection
- COVID-19 safety signage

"This grant is intended to help small businesses more safely conduct customer interactions and operations during the COVID-19 pandemic," added Cheryl Estep, Chair of the Whittier Chamber's Business and Economic Recovery Taskforce.

All applications, which will be available on the Whittier Chamber of Commerce website (whittierchamber.com) beginning September 1, will be reviewed by a Grant Review Committee for eligibility in the grant program. The Grant Review Committee will consist of representatives from the City of Whittier, Whittier Chamber of Commerce and the Business & Economic Recovery Taskforce. Grants will be awarded on a first-come, first served basis based on applicant eligibility described below, until funds are depleted.

To be eligible for the grant, the applicant:

- Must be a small business or non-profit organization that employs 25 or fewer persons OR has \$1 million or less in annual revenue
- Must have a current business

- license issued by the City of Whittier
- Must operate out of a physical commercial location in the City of Whittier

Small businesses and non-profits who have received prior county, state and federal funding are eligible to apply; however, those who have received prior city funding through the Unity in the Uptown Community Grant are not eligible.

Applicants will be required to complete a use of funds form that will detail how the funds will be spent within their business. Previous PPE and related safety equipment purchases are eligible. Grant recipients will be required to provide documentation of their purchases after funding is received. Unlike PPP or EIDL funding that has been made available through federal government sources, the Whittier Small Business COVID Compliant Grant is not meant to be used to pay employees, rent, mortgage, utilities, office supplies, professional services or any other purposes other than what is described above.

To reinforce the Chamber's ongoing Shop Local campaign, applicants are encouraged to make a reasonable effort to utilize their grant funding to procure services and products from locally-based providers.

For more information on the Whittier Small Business COVID Compliant Grant, please visit whittierchamber.com or email grants@whittierchamber.com.

See what's inside

RISE UP FOR YOU *page 6*

5 Easy Ways to Manage Your Time

EARTHQUAKE ANSWERS *page 11*

Faults, Earthquakes, and the Great California ShakeOut on Oct. 15, 2020

Chamber advocates for secure and sustained reopening of business

Following Governor Newsom's order to close indoor dining and operations for restaurants in 19 counties shortly after they were given the green light to reopen, and the expansion of the closure to include nail salons, gyms and fitness centers, places of worship, barbershops and hair salons, malls and non-critical offices, the Whittier Chamber, along with other chambers of commerce and business associations throughout the state came together to formulate proposals for reopening California businesses in a logical and methodical manner that maintains the safety and health of customers, workers and the public.

The California Coalition for Safe Re-Opening, building on previous efforts, proposed a Three Point Economic and Public Health Recovery Plan featuring immediate measures that should be considered prior to any more business shutdowns.

Those measures include:

1. Expanded resources and empowerment of local authority in COVID-19 code enforcement and public safety agencies to supplement State & County Health inspection of businesses, schools, places of worship and other non-profits to help ensure safe re-openings.

2. Creation of a Safe Re-Opening Taskforce that would work directly with the state, county and local officials to identify sustainable and long-term solutions to open and remain open during COVID-19. This would include mandatory rapid testing sites, recovery centers and implementation of a COVID-Safe Certification program which includes COVID Safe training for employees, PPE supplies and protocols instituted and implemented, spaces reconfigured for safe seating, protective barriers, and new technology and ventilation systems.

3. The creation of a California COVID-19 Emergency Business Interruption Fund to provide grants to businesses to cover expenses related to safe reopenings in June, as well as all losses including displaced revenue related to unanticipated closure orders in July.

The Coalition emerged over the last few months through unprecedented dialogue among local businesses, organizations and chambers throughout California, who, while understanding the necessity of closure orders in March, are frustrated with the lack of coordination of re-openings and haphazard closure orders. Whittier Chamber Chair of the Board Bryan Tabizon explained the importance of this effort by saying, "We are the voice of our business community and want to protect our businesses from well-intentioned, but economically devastating public policy."

Continued on page 10

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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

5 Lessons Learned During the Pandemic



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Bryan Tabizon,
Chair of the Board

This year has definitely been challenging in so many ways. We've felt it here at the Chamber and I know many of you are experiencing it in your own business. In addition to the emotional toll the COVID-19 pandemic and its related remote work requirements, lockdowns, and other changes have taken, many businesses now find themselves facing financial hardships and potential closures. If we have learned anything from recent events it's the following five lessons that will help businesses emerge stronger than ever and better prepared for the next challenging time:

Lesson #1: Design a critical business plan to successfully operate during lean times. It's worth taking the time to assess and plan out which aspects of your operations are essential during slow periods and which are not. All CEOs know that cash flow is vital, which is why a critical business plan should include a 13-week cash flow forecast. This forecast should be updated weekly by evaluating contingencies within the given time period. For businesses that lack sufficient cash flow, it may be time to secure a line of credit to ensure sufficient cash levels.

A critical business plan is not limited to pandemics. For example, companies with major contracts may want to plan for a scenario where they lose a big contract but need to retain valuable employees for a future contract. Having a future cash position in place will give business management confidence that all of the business's obligations can be met.

Lesson #2: Eliminate the revenue roller-coaster. While it may seem insurmountable to some, stabilizing revenue streams is important to surviving business challenges. Businesses that rely on foot traffic, seasonally dependent events (e.g., summer break, holidays, etc.), or single large orders to generate the bulk of their revenue will struggle during bad times as they cannot predict when revenue will come in again (if ever). Tens of thousands of business owners have experienced this first-hand

when their expected roller-coaster high didn't come in..

Business managers who don't have predictability can create it by establishing diverse, recurring revenue streams. Signing long-term service contracts; creating a monthly service membership or product delivery subscriptions; or developing an online platform for providing instruction, or direct-selling online are all ways to stabilize revenue streams. This is a time for creativity and developing offerings that are logical business extensions.

Lesson #3: Create a crisis communications plan for economic downturns. Uncertain times breed fear in business, which is why reassuring staff, investors, vendors, clients, and referral partners needs to be a priority throughout any business crisis. There are many options for delivering communications (email, social media, website, calls, invoices, etc.) that all have one thing in common: communicate early and often, even if management hasn't yet developed the perfect solution. Clear communication is vital during this time.

Lesson #4: Innovate through remote work policies. The COVID-19 pandemic abruptly shifted many businesses to a remote workforce. It was sudden and difficult for many, which is why it is imperative that all businesses include policies for initiating remote work at a moment's notice in their critical business plans. Creating a smooth transition process will keep staff employed, clients reassured, and contracts on-target. This is especially important for those companies which conduct on-site activities.

Key to this transition is the ability to empower employees with the right tools to succeed from remote worksites. Technology tools like Microsoft Teams or Zoom will help team members stay connected and more robust benefits such as an allowance for a home gym will help staff members view themselves as valued members of a business team rather than merely an

employee behind a screen.

Lesson #5: Design creative solutions and transitioning for a win. If there's a word everyone seems to have used during the pandemic, it's 'pivot.' Pivoting meant more than adjusting where a workforce sits, it also meant adjusting service and product delivery systems and even the services and products themselves. Businesses that are surviving today may have retooled their offerings to meet current market demands (halting clothing production and instead making face masks, as an example) or taking in-person services to an online platform. That agility and creativity will not only help them through the current business challenges, but have also offered potential revenue streams moving forward.

The pandemic-caused economic crisis has shown us how being prepared is key to our business survival. These five lessons will help ensure that a prepared business will enter crises stronger, survive crises better, and continue on the path of long-term success.

We have learned, just like you have, to pivot the way we are running the Chamber. We continue to reinvent our programs and offer benefits to our members in new and creative ways. Advocacy continues to be a large part of what we are doing, particularly when it comes to pushing for safe and sustained reopenings for all businesses.

We are disappointed we had to cancel our popular Hathaway Golf Classic this year, but in its place, we will be hosting a Hole In One Virtual Silent Auction on September 14. The proceeds from this event will help the Chamber continue its efforts to assist businesses during this challenging time. We hope you will join us and bid (often) on great golf items, popular electronics, and unique experiences, many donated by local businesses. Look for more details on our website at whittierchamber.com

Wishing you and your employees and family a happy fall.

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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.



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HATHAWAY VIRTUAL
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Chamber's annual Hathaway fundraiser goes virtual this year

Save the Date! The Whittier Chamber's annual Hathaway fundraiser is looking a bit different this year! Instead of gathering to golf, we're gathering to bid. The Hathaway Golf Classic is now the Hathaway Virtual Hole-in-One Auction! Bidding opens on Friday, September 11, 2020 and will close on Monday, September 14, 2020. Hole-in-One Auction will feature admirable items like top-notch liquor, bicycles, golf essentials & foursomes, gift baskets, and more! All proceeds will support the Whittier Chamber's efforts to assist with business recovery. For more information, visit bit.ly/WC-HoleinOne2020.



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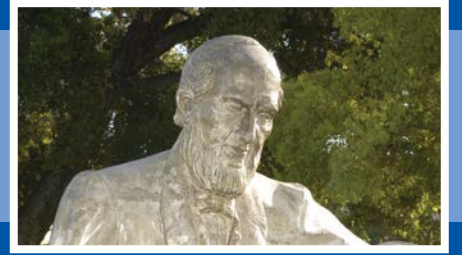


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City Of Whittier UPDATE



MAYOR'S MESSAGE



MAYOR

Joe Vinatieri



Whittier's on the move

As Mayor, I talk to a lot of people and view many local events from a different vantage point. COVID has definitely put a damper on so many events and people, but we can't allow the pandemic to put us in a state of paralysis. Sure, things are different, but as a City and as a people, we are resilient. I'm choosing to focus on all the good things happening in our town... and there are lots of positive efforts and activities taking place. Keep your eyes open as we focus on these efforts for not only the short term, but for the long term, big picture future...

Summer has definitely looked different this year. COVID-19 has continued to change our course since March and the last six months have been a challenge for us all to navigate. As I write this message, the Los Angeles County Department of Public Health is reporting signs of stability in key indicators, including daily hospitalizations and deaths, which is great news for Whittier. And I am pleased to report that COVID hospitalization here continues trending downward. However, until there's a safe vaccine for the virus, we will all need to remain extra vigilant as we embark on the fall months. Although we're still a long way from recovery, I'm proud of the lengths our community has gone to support each other, shop locally, and look for ways to help those in need. From the resilience of our youth who have embarked on distance learning this semester, to the camaraderie seen throughout our small business community, you have shown what it really means to be WHITTIER STRONG. We're all in this together!

As part of the Whittier Recovery Plan, the City has continued to look for ways to assist our residents and small business owners during the pandemic. Staff has implemented a reduction in business licenses fees through next year and developed a Buy/Hire Local Rebate Program to reward those obtaining building permits with a 25% discount for purchasing their materials or labor through Whittier businesses. The City has also continued to coordinate with restaurants and businesses in Uptown who are offering outdoor dining and displays along the new Greenleaf Promenade. This has been especially important this summer due to public health restrictions that have kept many businesses closed or forced to offer only limited service. City staff is working diligently to connect those in need with local and regional resources to help sustain the current economic crisis, offering free consultation with our Business Development Manager, as well as information regarding helpful webinars and workshops, details on loan programs, and other financial assistance. Through partnerships with the Whittier Uptown Association and the Chamber, the City has also been able to allocate funding toward two grant programs furthering our support

to our small business community. Follow our social media for regular updates and resources or contact our Economic Development Division at (562) 567-9351 for one-on-one help.

The coronavirus hasn't just affected our businesses. The City Council has directed staff to operate a temporary homeless shelter out of the Whittier Senior Center in order to protect the health and safety of these vulnerable residents. Through a partnership with The Salvation Army, the City has now committed to operating a 139-bed temporary shelter out of the Senior Center while a more comprehensive homeless navigation center is established. The existing Salvation Army building in Whittier is set to open in January 2021 and offer case management and wraparound services to those in need, with the Senior Center providing a safe haven in the interim. The streamlining of shelter services is one element of Whittier's larger Homeless Action Plan, adopted in July of 2018, which outlined goals and objectives for coordinating assistance from regional service providers and increasing low-income housing stock in Whittier. With the public health crisis creating an unsafe environment for those living unsheltered, the City hopes to support the needs of at-risk residents by offering a place to sleep, hygiene facilities, meals, and referrals for additional support. Information and answers to frequently-asked questions regarding homelessness in Whittier, the City's Homeless Action Plan and the upcoming shelter and navigation center are available at www.cityofwhittier.org/homelessresources. With the opening of the temporary shelter, Whittier will commence enforcement of our no camping and quality of life ordinances per our settlement agreement under the Boise decision.

October 2nd is National Manufacturing Day, which gives us a chance to celebrate those American and Whittier manufacturers who proudly stand behind goods and services made in America. On Manufacturing Day, more than 1,600 American manufacturers will share their stories and take up the important work of inspiring our young people to pursue careers in manufacturing and engineering. They create jobs through entrepreneurship, and their competitiveness revitalizes American manufacturing. To rebound from the pandemic, America will need creators. I encourage you to explore virtual events taking place this month throughout our region and learn more about some of the fantastic manufacturing businesses we are fortunate to have providing great jobs and opportunities right here in Whittier.

I also urge you to participate in the U.S. Census by completing the online survey if you haven't done so already. The census is important to the future of Whittier and can shape many aspects of our community. The results of the count help to determine how nearly

\$700 billion in federal funding will be distributed to states and cities, so encouraging your friends and neighbors to fill out the census form is very important. The census also provides the basis for redistricting and reapportioning seats in Congress, ensuring that all those who live here have a voice. Due to the global pandemic, most live events and activities have been suspended and the official deadline was updated to September 30, 2020. The Census only happens every 10 years – make sure Whittier counts! Complete the quick survey online now and find additional information at www.2020census.gov.

COVID-19 hasn't stopped Whittier from having fun when and where we can. The 6th Annual Booktoberfest will take place virtually on Thursday, October 8. The event this year will feature a festive online program with a silent auction, interviews with local brewers and chefs, and exclusive library renovation updates, as well as curbside pick-up of bites and brews packed picnic-style from local favorites like Auntie's Café and Whittier Brewing Co. Tickets

are available for purchase online at www.whittierplf.org/booktoberfest and sponsorships are available. Thank you to the Whittier Public Library Foundation for their efforts to bring us all "together" for another fun night of books and beverages!

As a reminder, the Central Library will be relocated to the Whittier Depot for renovation to begin come September 8. Curbside pick-up service will continue at the new location, 7333 Greenleaf Ave.

Although much is still uncertain, City Council and staff are working around the clock to address the needs and concerns of our residents and businesses. Don't forget to visit whittierrec.com to sign up for new classes and enjoy everything from homework help and music lessons to fitness and more, provided virtually by our dedicated Parks, Recreation & Community Services team. Stay busy while you're safer at home!

I look forward to seeing you all at the upcoming State of the City on Thursday, September 17 at noon. There's much work to be done in the coming year, and much to be celebrated. See you then!



WHITTIER AREA
CHAMBER
OF COMMERCE

WHITTIER Small Business COVID Compliant Grant

Objective: To offer financial assistance to small businesses licensed by the City of Whittier to assist them in being compliant with state and county health orders and direction.

APPLICATIONS WILL BE PROCESSED
ON A FIRST COME, FIRST SERVED BASIS







NO APPLICATIONS WILL BE
ACCEPTED AFTER OCTOBER 31, 2020

ABOUT THE GRANT:

The City of Whittier and Whittier Area Chamber of Commerce have partnered to create the Whittier Small Business COVID Compliant Grant to assist local small businesses that are facing new physical requirements due to government standards related to COVID-19. This grant is intended to help small businesses more safely resume customer interactions and operations during the COVID-19 pandemic.

ELIGIBLE USE OF FUNDS:

Grants are intended to ensure the safety of employees and customers. Eligible businesses and non-profits may be granted up to \$500 in funding for use on the following COVID-related safety and health expenses:

-  personal protective equipment (PPE) including masks, face shields, gloves, hand sanitizer
-  hands-free payment devices
-  sanitation supplies including disinfectants and cleaning products
-  plexiglass partitions
-  health and safety improvements aimed at reducing the spread of infection
-  COVID-19 safety signage

Applicants will be required to complete a use of funds form that will detail how the funds will be spent within their business. Previous PPE and related safety equipment purchases are eligible. Grant recipients will be required to provide documentation of prior purchases after funding is received. Grants are not meant to be used to pay employees, rent, mortgage, utilities, office supplies, professional services or any other purposes other than what is described above.

APPLICANT ELIGIBILITY:

- ✓ Must be a small business or non-profit organization that employs 25 or fewer persons OR has \$1 million or less in annual revenue
- ✓ Must have a current business license issued by the City of Whittier
- ✓ Must operate out of a physical commercial location in the City of Whittier
- ✓ Small businesses and non-profits that have received prior county, state and federal funding are eligible
- ✓ Businesses that have received a Unity in the Uptown Community grant are not eligible to receive additional city funds through this grant

GRANT SELECTION:

All applications will be reviewed by a Grant Review Committee (GRC) for eligibility in the grant program. The Grant Review Committee consists of representatives from the City of Whittier, Whittier Area Chamber of Commerce, and the Business & Economic Recovery Taskforce. All decisions of the Grant Review Committee, including amount per grant, will be final. No member of the Grant Review Committee will be eligible to apply for the Whittier Small Business COVID Compliant Grant. Grants will be awarded on a first come, first served basis based on applicant eligibility described above. Incomplete or late applications will not be accepted. Grants will be awarded until grant funds are depleted.

Applications available at whittierchamber.com



City Of Whittier UPDATE



Mayor, City Manager to share community vision, updates on homelessness and economic recovery at State of the City Address

City of Whittier staff and leaders, including Mayor Joe Vinatieri, City Manager Brian Saeki and Whittier department leaders, will reflect on City accomplishments from the past year, discuss current business and economic concerns, review the City's vision and plans for the future and more at the annual State of the City Address presented by the Whittier Area Chamber of Commerce's Economic Development Committee.

This popular event, in partnership with event sponsors Athens Services, Brookfield Residential, Kaiser Permanente, Republic Services, Southern California Edison, Southern California Gas Company, and Suburban Water will be held virtually on Thursday, September 17 at noon. All businesses and residents are invited to attend this important business event and submit questions in advance or during the live presentation. Tickets are \$20 per attendee with each registrant receiving a \$10 gift card to a local restaurant.

"Everything looks a little different these days but we are committed to providing access to credible information for our members and the business community," stated Carol Crosby, Whittier Chamber President and CEO. "While under normal circumstances we would be gathering together to enjoy breakfast and camaraderie, this year you can enjoy the event from the comfort of your own home or office while supporting some of our local restaurants at the same time."

This year's Address will highlight the City Council's goals and objectives for the new fiscal year, as well as development projects throughout the City, capital improvements, infrastructure upgrades, and the City's budget and long-range forecast. Officials will also provide information and updates on the

Uptown parking structure, the General Plan, renovation of the Central Library, the Gold Line transit extension, the Greenway Trail Expansion Project and other critical projects.

"I am honored to serve this community as Mayor and to work alongside so many dedicated and caring residents and business owners," stated Mayor Joe Vinatieri. "I want our people to know that even during this pandemic, Whittier is on the move, and this year's focus will be making sure that Whittier remains a safe and vibrant community as we prioritize economic recovery efforts and housing our most vulnerable residents in the midst of COVID-19. We will continue to look for opportunities to bring jobs and businesses to town, as well as ways to support our existing businesses and families with new resources and programming. Hope will take us further than fear as we navigate the public health challenge together," he continued.

"The Whittier Chamber is pleased to provide access to our local elected and city officials and host this important event for our business community," stated Chamber Chair of the Board Bryan Tabizon from Rose Hills Memorial Park & Mortuary. "These are challenging times for all of us right now and the State of the City Address is an excellent chance for local businesses and residents to stay connected and get the latest information about our community's recovery efforts and more," added Economic Development Committee chair RD McDonnell.

Take advantage of this opportunity to hear firsthand what is happening around Whittier by participating in this special business program on September 17. To register for the Whittier Chamber's 2020 State of the City Address, please visit www.whittierchamber.com.

Chamber weighs in on November ballot propositions

One of the roles of a chamber of commerce is to be the voice of business and to advocate for local businesses against harmful legislation. The Whittier Chamber is part of a larger group of local chambers of commerce and business organizations called the Gateway Chambers Alliance. The Alliance meets monthly to hear updates from legislative aides, study and discuss business legislation and organize events such as the upcoming State of the Nation with Congresswoman Linda Sanchez on October 30.

Since this is an election year, the Alliance has been hard at work diving into the November ballot measures. The following is a list and brief summary of statewide measures that have qualified for the November ballot as of press time and the positions that the Gateway Chambers Alliance and the California Chamber of Commerce have taken. To register to vote,

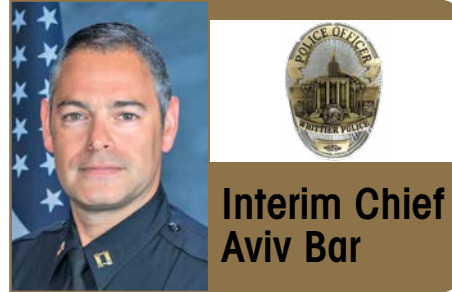
visit sos.ca.gov/elections/voter-registration. The election will be held on November 3.

• **Proposition 14. Authorizes Bonds to Continue Funding Stem Cell and Other Medical Research. Initiative Statute.** Authorizes \$5.5 billion in state general obligation bonds to fund grants from the California Institute of Regenerative Medicine to educational, nonprofit and private entities for stem cell and other medical research, therapy development and delivery; medical training; and construction of research facilities.

• **Proposition 15. Split Roll Property Tax. Initiative Constitutional Amendment.** Increases funding for K-12 public schools, community colleges and local governments by requiring that commercial and industrial real property be taxed based on current market value. Exempted are residential

Continued on page 6

10-4 tips from the
WHITTIER POLICE DEPARTMENT
PROUDLY SERVING WHITTIER AND SANTA FE SPRINGS



Avoid a Crash – Drive Safely

related injuries and deaths in the city. We do this by educating the public about safe driving practices and by taking proactive enforcement steps to change driver behavior. Our officers regularly monitor intersections for red light and stop sign violations and use radar to obtain vehicle speeds on city streets.

Accidents, citations, and the associated court and insurance costs are completely preventable. Red lights, stop signs, other signs and signals are designed to get voluntary compliance from drivers and keep everyone on the road safe. Making the roadways safe is a joint effort between drivers and the police. Please drive safely, be attentive, slow down, and follow all posted signs and signals. Share this reminder with all drivers in your household, especially teen drivers.

Each year, officers respond to hundreds of traffic collisions where drivers, passengers, bicyclists and pedestrians are seriously injured. Collisions happen when someone involved acts unsafely, violating the many rules of the road. Behavior such as speeding, distracted driving, disobeying posted signs and signals, and driving while under the influence of alcohol or drugs, increases the likelihood of being involved in a collision. Not using a seatbelt or a properly installed child seat increases the likelihood of serious injuries or death.

Part of our patrol division mission is to reduce traffic collisions and traffic



The Whittier Chamber presents
State of the City
Webinar with Q&A

THURSDAY, SEPTEMBER 17, 2020 | 12 P.M.

\$20 PER REGISTERED ATTENDEE; INCLUDES \$10 GIFT CARD

Register at bit.ly/WC-2020SOTC

THANK YOU TO OUR SPONSORS



Chamber weighs in on November ballot propositions
Continued from page 5

properties; agricultural properties; and owners of commercial and industrial properties with combined value of \$3 million or less. **Gateway Chambers Alliance and CalChamber oppose.**

• **Proposition 16. Repeals Proposition 209 of 1996.** Placed on the ballot by the Legislature through ACA 5. Repeals the Proposition 209 ballot initiative approved by voters in 1996 to prohibit the state from discriminating against or granting preferential treatment to any individual or group on the basis of race, sex, color, ethnicity or national origin in the operation of public employment, public education or public contracting.

• **Proposition 17. Restores Voting Rights for Convicted Felons Upon Completion of Prison Term.** Placed on the ballot by the Legislature through ACA 6. Will permit parolees to vote.

• **Proposition 18. Allows Some 17-Year-Olds to Vote.** Placed on the ballot by the Legislature through ACA 4. Will allow 17-year-olds to register to vote in a primary or special election if they are U.S. citizens, a resident of the state and will be at least 18 years old at the time of the next general election.

• **Proposition 19. Property Tax Protection for Seniors, Severely Disabled, Families and Victims of Wildfire or Natural Disasters.** Placed on the ballot by the Legislature through ACA 11. Starting April 1, 2021, will permit certain property owners to buy another primary residence and keep the property tax break of the home they are selling within two years of the sale of the original primary residence.

• **Proposition 20. Restricts Parole for Non-Violent Offenders. Authorizes Felony Sentences for Certain Offenses Currently Treated Only as Misdemeanors. Initiative Statute.** Imposes restrictions on parole program for non-violent offenders who have completed the full term for their primary offense. Expands list of offenses that disqualify an inmate from this parole program. Authorizes felony charges for specified theft crimes currently chargeable only as misdemeanors, including some thefts where the value is between \$250 and \$950. **CalChamber supports.**

• **Proposition 21. Expands Local Governments' Authority to Enact Rent Control on Residential Property. Initiative Statute.** Amends state law to allow local governments to establish rent control on residential

properties more than 15 years old. Allows rent increases on rent-controlled properties of up to 15% over three years from the previous tenant's rent above any increase allowed by local ordinance. **Gateway Chambers Alliance and CalChamber oppose.**

• **Proposition 22. Changes Employment Classification Rules for App-Based Transportation and Delivery Drivers. Initiative Statute.** Establishes criteria for determining whether app-based transportation (rideshare) and delivery drivers are "employees" or "independent contractors." Requires companies with independent contractor drivers to provide specified alternative benefits, including minimum compensation and health care subsidies based on engaged driving time, vehicle insurance, safety training and sexual harassment policies. Restricts local regulation of app-based drivers; criminalizes impersonation of such drivers; requires background checks. **CalChamber supports.**

• **Proposition 23. Authorizes State Regulation of Kidney Dialysis Clinics. Establishes Minimum Staffing and Other Requirements. Initiative Statute.** Among other provisions, requires at least one licensed physician on site during treatment at outpatient kidney dialysis clinics; authorizes Department of Public Health to exempt clinics from this requirement due to shortage of qualified licensed physicians if at least one nurse practitioner or physician assistant is on site.

• **Proposition 24. Amends Consumer Privacy Laws. Initiative Statute.** Permits consumers to prevent businesses from sharing personal information. Triples maximum penalties for violations concerning consumers under age 16. Establishes California Privacy Protection Agency to enforce and implement consumer privacy laws and impose administrative fines. Requires adoption of substantive regulations.

• **Proposition 25. Referendum to Overturn a 2018 Law that Replaced Money Bail with a System Based on Public Safety Risk.** Asks voters to approve state law passed in 2018 that replaces the money bail system with one providing for pretrial release from jail based on a determination of public safety or flight risk, and limiting pretrial detention for most misdemeanors.

5 Easy Ways to Manage Your Time

Have you ever gotten to the end of your day and wondered, what did I get done today? Many of us are now working from home, managing kids, the house and fitting in that workout.



able to choose more of the "big rocks" in my business that made an impact and the little "sand" tasks got done, just not as a way of staying busy. I have continued this method and feel more

The days seem to be monotonous or exciting, depending upon how we make them. Sometimes, I find myself wanting to check things off my list vs actually making progress. Something that has helped me a lot is the concept of the "big rocks". Imagine a vase that symbolizes our day. We have big rocks, small pebbles and sand to fill in the vase. Most of us put the sand in first, leaving little room for the big rocks and pebbles to make it inside. Reordering our main objectives first, perhaps getting to the smaller items and leaving the quick tasks for last, will have us hitting bigger goals and actually being productive vs just busy.

This concept isn't new and seems pretty reasonable. Why then, do we continue to do the easy tasks? That's our X-factor, which is confidence. Confidence plays a huge role in how we interact, what we get done daily, and our business success. When we pay attention to our thoughts, increase positivity, take action in the areas that make a difference, and pause, we not only know better but we do better. For an entire week, I paid attention to my self-talk, watching how positive or negative it was, and if the negative things I was telling myself were actually true. Also, taking actions that produced more wins, built my confidence. I was

calm, peaceful, and am doing better than ever in my business.

Here are 5 strategies that you can implement today to manager you time more effectively:

1. Make a list at night for the next day. What do you need to accomplish? Make sure the list is specific so you can easily and quickly make it happen the next day.
2. Clear your workspace. Getting rid of extra things around you makes such a difference!
3. Take breaks. Apply the 20/20/20 rule. For every 20 minutes of computer time, spend 20 seconds looking 20 feet away.
4. Make a clear list of the most important things that will move you forward.
5. Turn off notifications during work time. Do what's important first and then take incoming calls, texts, etc.

Lauren Sweeney is a local coach and trainer for Rise Up For You, a company that fosters personal and professional growth and development amongst individuals and companies. Lauren's specialty is in enhancing company culture and people development. She can be contacted via phone (562) 203-3215 or email lauren@riseupforyou.com.

To register to vote, visit sos.ca.gov/elections/voter-registration.



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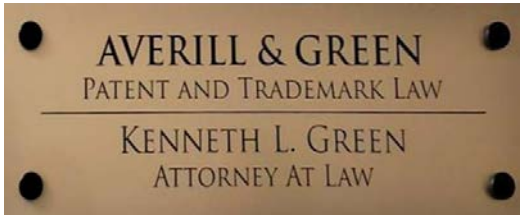
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Protecting Your Business Name

The purpose of a trademark is to help consumers recognize a source of goods or services. A trademark may be a word mark (business name) a design associated with your business, or a combination of name and design. Generally, a word mark is more valuable because people talk about a business using the name, and search for a business using the name. Unless you plan to spend millions advertising your design, we recommend registering the name. When a name is registered, the registration protects any presentation of the name, any font, color, or stylized version.

A trademark is a combination of the mark and goods or services. Unless you run into a famous mark, for example Cadillac, you may use and register a mark identical to an existing mark for different goods and services.

We recommend a search before filing. Trademark searches are more art than science because similar names can block a trademark application for similar goods or services. You have to make an educated guess of what an examiner may find similar. An issue arises when a registration sounds the same, called the phonetic equivalent. Also, a small difference in spelling, like substituting an "a" for an "o" or an intentional misspelling, can block an application. Trademark examiners are not required to be consistent with other registrations, so you may find a recently

allowed registration which suggests that you application will be allowed, but your application may be refused.

Trademarks may be In Use or Intent To Use. An In Use application may be registered with no additional effort. An Intent To Use application receives a Notice Of Allowance with a six month period to provide evidence of use (the specimen). If the mark is not used in commerce within six months, 5 six month extensions may be filed before the application becomes abandoned. One major benefit of an Intent To Use application is that the filing date creates a constructive first use date, which can help avoid someone with earlier use superceding your application.

A specimen is required showing use. A service mark specimen may be a photo of a business displaying the mark or a photo of a document showing the mark and a description of the services. A specimen for goods can be a photo of the mark on the goods or packaging, or a label and a date when the goods were in interstate commerce, or a website where the goods can be ordered and paid for.

For more information, please contact Kenneth L. Green, Attorney At Law with Averill & Green, Intellectual Property Law office at (562) 698-8039 or at legal@averillandgreen.com. Please visit www.averillandgreen.com for more details about Averill & Green!

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MEMBER NEWS

Rotary Club of Whittier and Credit Union of Southern California Supports Whittier First Day's Sock Drive



The Rotary Club of Whittier, throughout the month of July collected socks and undergarments for Whittier First Day homeless shelter. Pictured is Director; Irene Muro with staff and fellow Rotarians receiving six large laundry baskets full. A large portion was due to a generous donation of \$1,000.00 from The Credit Union of Southern California. Read more at whittierchamber.com.



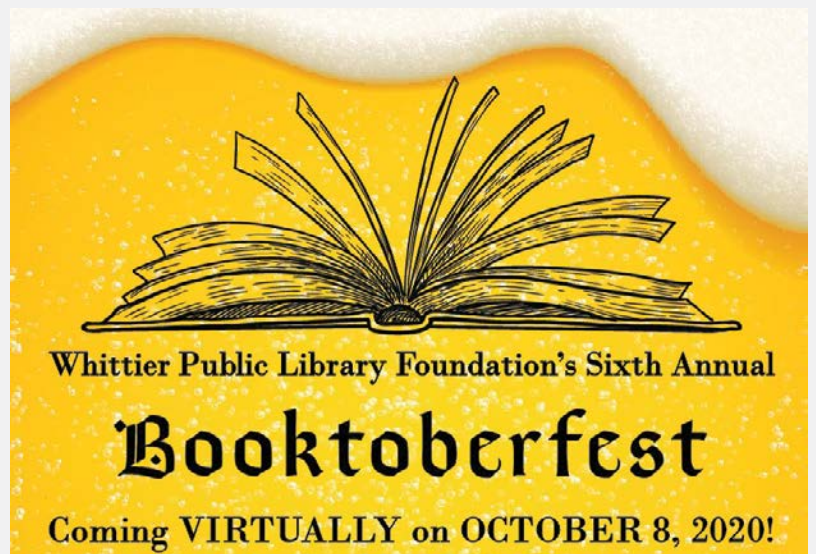
Orbit Event Rentals stands with police men and women

We were very proud to partner with The Whittier Police Dept in providing Royal Blue Umbrellas for their 'Day of Appreciation' held in honor of Police Officers and their Families. Lunch was donated by Lascari's, Orchards BBQ and Lucky Treats, all local small businesses. We wish to thank the Whittier PD and all Police Officers for your dedication and service and for keeping our communities safe. Read more at whittierchamber.com.

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Brews and Bites For Booktoberfest

Curbside pick-up for the craft beers (Whittier Brewing Co., brewjeria company, Angry Horse Brewing) and food (Auntie's Cafe) "Picnic Style" at the East Whittier Library Branch for the WhittierPublicLibraryFoundationAnnual Booktoberfest. You MUST register before August 31st: \$45 with WPLF Membership/\$50 without membership. After August 31st: \$55 with WPLF Membership/\$60 without membership. Reserve your spot now, as we are limited. 12 oz. craft beers will be in cans—you must show ID and be over

21 to participate. There will also be a silent auction. Curbside pick-up will be from 5 to 7 p.m. on October 8th and the program will follow on the website at 7:30 p.m. Interviews with brewers and chefs, and the latest Whittier Public Library renovation plans. You have an opportunity to be a sponsor or donate a silent auction item, so we can highlight YOUR business on our website and YOUR BUSINESS in our program! You can email ginnyball@verizon.net or go on our website www.whittierplf.org/booktoberfest to purchase tickets!



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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

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| Gabriel Plumbing
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| Golden West Coach
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| Henry's Auto Repair
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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.

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OCTOBER

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5 years:
Four Bricks
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Friends of Family Health Center
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Reopening of Business Continued from front page

The Coalition believes that safe reopenings and customer confidence have been undermined by continued closure orders. The orders to close most indoor operations have created a volatile and toxic environment as those placed on the closure list were given no data showing that "indoor operations & dining" have had any specific correlation to the spike in coronavirus cases. "Businesses require stability and predictability, and the public needs confidence and certainty," stated Chamber President/CEO Carol Crosby. "Simply put, the economy cannot survive in an environment of "open one month, close it down the next month" which is a dangerous precedence that threatens to impact all businesses." "We all appreciate and understand that health concerns have to take a priority," emphasized Tabizon, "but our businesses need stability to operate."

"Many Whittier businesses made significant investments to create a safe environment for their employees, their customers and our community when they were allowed to reopen," explained Crosby. "To be told a few weeks later they must close immediately was devastating. We need to see a coherent, long-term plan for reopening. One that we can be confident will remain in place," she continued.

MORE ABOUT THE COALITION

The California Coalition for Safe Reopening consists of local chambers of commerce and business and trade associations. Responding to the current COVID-19 emergency, the Coalition advocates for safe, reasonable, and predictable reopening plans in California that ensure the health of every resident, worker, and customer.

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My name is Peter Rodriguez and I am a Mortgage Loan Originator for Valley View Home Loans. We are not a broker, we are a direct lender, we only process home mortgage loans. My office is on the corner of Colima, and Whittier Blvd. We are able to help families buy a home or refinance their current home mortgage.

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Faults, Earthquakes, and the Great California ShakeOut October 15, 2020 at 10:15 a.m.

Southern California's metropolitan centers and suburban sprawls blanket a dense and complex system of faults. The infamous San Andreas dominates the regional fault system as the longest, fastest moving, and most likely fault to generate an earthquake greater than or equal to magnitude 8.0 (M8.0). The southernmost section of the San Andreas has not ruptured in nearly 300 years, which is longer than the average scientifically documented time interval between large earthquakes on the fault. Across most of southern California, the earthquake hazard (as defined by shaking intensity that may occur in an area during an earthquake) spans the highest ranges because the region is littered with major active faults.

The July 4th and 5th, 2019, Ridgecrest earthquakes, which were M6.4 and M7.1, respectively, occurred on intersecting faults approximately 125 miles northeast of Downtown Los Angeles in a remote area of the Mojave Desert. Substantial surface deformation (breaking or rupturing of the ground surface along the fault) occurred during the earthquakes. Earth scientists documented more than 42 miles of surface rupture along the faults, some of which exceeded 10 feet of displacement. If these earthquakes occurred on any of the multitude of major active faults that crisscross the heavily developed regions of southern California, we would very likely still be dealing with various aspects of their aftermath

more than one year later. The earthquakes were an unmistakable reminder to all in southern California that we live in a very seismically active region and should be prepared for earthquakes as much as possible.

One of the best ways southern Californians can ready themselves for earthquakes is to participate in the Great California ShakeOut. ShakeOut is a synchronized earthquake drill participated in by millions of people Statewide and internationally. ShakeOut provides a perfect opportunity to take the first step on a path toward increasing earthquake preparedness, knowledge, and ultimately, resilience for families, businesses, faith groups, and other organizations. The 13th annual Great California ShakeOut occurs on October 15, 2020, 10:15 am. Whether you are at home or work, you can participate in ShakeOut by performing Drop, Cover, and Hold On (for a minute – an amount of time the ground may shake, potentially violently, during a major earthquake in the region). Visit ShakeOut.org to register.

Earthquake Answers, LLC strives to help people better understand and prepare for earthquakes. Our goal is to disseminate earthquake Knowledge, help facilitate preparedness Action and improve Resilience. For more information, contact Robert Leeper, MSc., Owner of Earthquake Answers, LLC at robert@earthquakeanswers.com or visit www.earthquakeanswers.com.



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“ Our store has served Whittier residents and businesses for more than 20 years providing many products and services including packing, shipping, printing, document shredding, livescan fingerprinting, and supplies as well as mailbox services for safe and secure receipt of mail and packages. We have been a member of the Whittier Area Chamber of Commerce since 2012, and joining has been one of the best decisions we've made for connecting with the Whittier community and growing our business. With so much to offer, we need to take advantage of every opportunity to reach out. The Chamber's networking opportunities and business listings have been a great help to us in doing so. Some of the best advice I can give anyone doing business in Whittier is to join the Chamber and enjoy the opportunities they offer. Not just for finding new business, but also for getting in touch with people and businesses you need. You will be glad you did! ”



For more information visit whittierchamber.com



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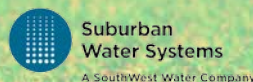
Instead of gathering to golf, we're gathering to bid.

Bidding opens Friday, September 11 and will close Monday, September 14.

Auction will feature bicycles, golf items & foursomes, gift baskets and more!

All proceeds will go to support the Whittier Chamber's efforts to assist with business recovery.

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