



VANTAGE

PALMDALE CHAMBER NEWSLETTER

MEMBERSHIP IN THE COMMUNITY

VOL. XVIII, No. 4 ♦ APRIL 2011



Palmdale Chamber OF COMMERCE

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70th Anniversary

The Palmdale Chamber of Commerce has been moving business forward since 1941.

As a diverse organization of over 300 business professionals, the Chamber works to ensure a healthy business environment in the City of Palmdale and the Antelope Valley.

[Find out more about our 70th Anniversary Celebration](#) [Learn more >](#)

Welcome to Our Chamber

All of us here at the Palmdale Chamber of Commerce are pleased to have you visit our website. As a business in the Antelope Valley, the Palmdale Chamber of Commerce is one of the most valuable investments you can make.

Upcoming Events

- After Hours Mixer
March 24, 2011 5:30 pm
- 70th Anniversary Celebration & Crab Crack

The Chamber Office

We have a dedicated team of professional staff at the Chamber office, Monday to Friday, available to help as needed. Whether you have a simple question, or you need reference for a member, please feel free to contact our

“70 Is Looking Good”
 Visit Our New Website at www.palmdalechamber.org



Meeting Space available for up to 175 guests. Perfect for weddings, Bar/Bat Mitzvah's, corporate parties or social groups. We have a room to accommodate every need!

Bring this coupon and receive one entrée at 50% off with the purchase of another entrée of equal or lesser value!

Contact our Sales Department at 661-266-3756 or by email at: mwan@embassysuitespalmdale.com



Chairman's Message

Notice this time of year as the trees are blooming, flowers are blossoming and everything is anew once again, so is our chamber. You'll notice our brand new website, logo and marketing materials that are available to you as we promised at the beginning of 2011. For our first step was to improve our communication such as our website, Facebook, Twitter, blogs and e-newsletters for our members.

We have begun our first meet and greet with our businesses in the Palmdale area asking questions of "Where do they need help with their business". It was very successful and we would like to thank our Mayor Jim Ledford, for all of his support and help. We look forward to many more of these visits in hopes of building great business relationships.

Also, the first quarter of this year we were able to work with the city to develop an ordinance for temporary signs, banners, A-frames including advertising flags. We encourage you that before you hang your banner or temporary signs you give us a call at the Chamber office or contact the city directly so you will be in compliance of the city ordinance.

As we look forward to the second quarter, our chamber will be vigorously providing educational classes and seminars to help you stay in business. Please watch for your e-newsletters, website for more exciting information.

Since the weather is getting better, just as a reminder, "Tee Off for Kids" Golf Tournament is May 23, 2011 at the Palmdale Country Club and partial proceeds will go to the Girl Scouts Greater Los Angeles and the Boys and Girls Club of the Antelope Valley. There will be prizes such as a new car, \$3,000 in cash, auction, and dinner. This will be an exciting day! Come join the fun and support these charities. Please call the Chamber office for more information 661 273-3232.

Sincerely,

George Rasmussen
Chairman of the Board



**Palmdale
Chamber**
OF COMMERCE



Shop Local to Help the Economy

What's the best way we can help our local economy? Shop local! We are fortunate to live in an area with a wide variety of shopping opportunities.

As a member of the Palmdale Chamber of Commerce, you understand the importance of community. When you are ready to shop, please look to your Chamber members first and then to other local businesses. Every dollar spent in our community helps our local economy thrive.

Each member of the Chamber helps to make it a vibrant network of commerce. By supporting each other, Chamber members take a pro-active approach to improving our economy.

Happy Shopping!

Stacia Nemeth
Interim CEO

IN PALMDALE

LOW RATES



LOW RATES

We Feature Security Alarm on Each Unit

- RESIDENT MANAGER
- VARIOUS UNIT SIZES
- LIGHTED & FENCED
- OPEN 7 DAYS A WEEK
- STORE IT
- LOCK IT
- KEEP THE KEY

2255 EAST AVENUE Q • PALMDALE • 273-0908



City of Palmdale Amends Sign Ordinance

The Palmdale City Council passed an amendment to the sign ordinance last month that will make it easier for businesses to advertise using temporary banners. Businesses may apply for an annual Temporary Commercial Banner permit for a fee of \$265 which includes the cost of two inspections annually by the Code Enforcement Division. Businesses must have permanent signage in place before applying for a banner permit. Banners must be constructed of high quality, durable material capable of withstanding the severe local weather conditions and must be professionally designed and manufactured. Details of the new ordinance can be found online at: <http://www.cityofpalmdale.org/departments/planning/zoning/index.html>.

The Palmdale Chamber of Commerce believes this amendment will assist our member businesses in promoting their business as well as provide new business opportunities for our sign companies.



Tee Off for Antelope Valley Hospital

Monday, May 16, 2011
Robinson Ranch Golf Club, Santa Clarita

Mark your calendars now to attend the AV Hospital Foundation Invitational Golf Tournament on Monday, May 16, 2011 at Robinson Ranch Golf Club. All proceeds will respond to community healthcare needs, services and programs to make an impact right here in the Antelope Valley. Last year, we raised a record \$124,000. This year we hope to break that record!

Register to Play Today! Space is Limited!

\$1,500 per foursome or \$450 per individual player (four-person scramble format) is due by May 1, 2011. Fees include 18 holes of golf, electric cart, continental breakfast, BBQ lunch, buffet dinner and a deluxe golf gift package! Plus you'll have the chance to compete in special contests, win prizes, and participate in live and silent auctions and raffles.

Step Up as a Sponsor

A variety of sponsorship packages are available, or you can create your own custom package. Don't miss this opportunity to respond to compelling healthcare needs in our community, while gaining exposure for your business.

For registration materials or information about sponsorships, please call the Foundation at (661) 949-5810 or register online at www.avhospital.org/golf.



ANTELOPE VALLEY
HOSPITAL FOUNDATION
A facility of Antelope Valley Healthcare District

1600 West Avenue J • Lancaster, CA 93534 • (661) 949-5810
www.avhospital.org

For more information, call (661) 949-5810
or visit www.avhospital.org/golf

We'd Like to Welcome You



NEW CHAMBER MEMBERS APRIL 2011

El Tapatio Restaurant

Jessi Gamez
906 E. Palmdale Blvd.
Palmdale CA 93550
(661)224-1800

Midas/Advance Muffler

Jessi Gamez
926 E. Palmdale Blvd.
Palmdale CA 93550
(661)273-2123

save the date



Upcoming Palmdale Chamber of Commerce Events

- 2011 Miss City of Palmdale**
Scholarship Pageant
Sunday May 1, 2011
Larry Chimbole Cultural Center
- Super Mixer Business Expo**
Tuesday May 17, 2011
United Desert Charities/Angel Hall
- 20th Annual "Tee Off For Kids"**
Golf Tournament
Monday May 23, 2011
Antelope Valley Country Club
- City of Palmdale Night at**
JetHawks
Saturday June 18, 2011
Clear Channel Stadium
- 4th Annual Family Picnic**
Saturday July 30, 2011
Dry Town Water Park

For information on these and other
Palmdale Chamber of Commerce Events
please call the
Palmdale Chamber of Commerce at
661.273.3232



- | | | | | | | |
|--|---|---|--|---|---|---|
| 33 Years
Palmdale Trophy Engraving
(661)273-2880
Stello Real Estate
(661)948-4741 | 24 Years
Palmdale Glass & Mirror
(661)273-2628 | 21 Years
Westside Chiropractic
(661)274-4357 | 20 Years
Rothman Business Interiors
(661)942-9421 | 14 Years
Mulligan Family Fun Center
(661)273-1407 | 13 Years
The Abbey Company
(661)274-4408 | 12 Years
Lowe's of Palmdale
(661)267-9888
Stater Bros Markets #145
(661)285-9184 |
| 11 Years
Camacho Auto Sales
(661)265-1600 | 9 Years
Sierra Medical Group
(661)273-0100 | 7 Years
The Palmdale Hotel
(661)273-1200 | 6 Years
Green Earth Interiors
(661)944-3113
Hoffmann Hospice
(661)272-2355
United Rentals
(661)948-2654 | 3 Years
Antelope Valley Church
(661)435-5671
Hilton Garden Inn Palmdale
(661)998-2000
State Farm Insurance -
Wendell "Mr. Palmdale" Cuffy
(661)267-9800 | 2 Years
AVI & I
(661)945-0601
Boogie Woogie Mama's
(661)722-0778
Canyon Creek Apartments
(661)273-1552
Community Therapies
(661)945-7878
Koinonia Foster Homes
(661)273-8122 | 1 Year
Hope Community Preschool
(661)267-1991
Merrill Gardens at Lancaster
(661)723-8525 |



The Fourteen Restaurant and Lounge announces its weekly Live Jazz held every Friday night from 7pm-11pm at the Embassy Suites Palmdale located 39375 5th Street West, Palmdale, CA 93551.

The environment is one of modern urban luxury with dim lights at night and romantic candlelight adorning tables. The Tony Capko Trio with Saxophonist Herbie Kay delights guests with their smooth Jazz sounds and lively beat. Relax in sophistication while sipping a delightfully handcrafted cocktail

or enjoying a deliciously prepared meal from Fourteen Restaurant. Truly a great escape after a day of hard work. "Its definitely one of a kind" says Randy Keller, General Manager for Embassy Suites. "As far as I know, we are the only venue that does Live Jazz on Friday's in the Antelope Valley".

The Fourteen Restaurant and Lounge serves up delicious food and drinks seven days a week from 5:00pm-10:00pm with the Lounge open until 11:00pm. Please ask your server for the nightly specials.

Business Breakfast Sponsorship Special

Did you know that through the month of April we are offering the Business Breakfast Sponsorship for \$75? You may pick whatever month that you would like to sponsor, for the \$75, but you MUST book in the month of April. If you are interested in being a Breakfast sponsor, please call Liz at the Chamber office. With this sponsorship you are the only one who can put your information at everyone's seat, you can either put an ad or do an article for the Palmdale Business Breakfast book, plus that book goes to all Chamber events throughout the month, so your name is traveling all month long with the chamber.

Have you gotten your Breakfast Club Card yet? Well what are you waiting for? You get 3 Breakfast cards for \$25, which is a \$5 savings. You can use it for yourself, bring someone with you to the Breakfast and use it, use it as a Raffle Gift, or just use it for yourself. Everyone wants to save money in these tough economic times and here is your way to save \$5.

Do you have some ideas or suggestions to make our Breakfast bigger and better? We are looking for new ideas and more members for our committee.

You are cordially invited to attend our committee meeting which is held on the 3rd Thursday of each month at 9:15am at the Palmdale Chamber Office located at 817 E Ave Q-9.

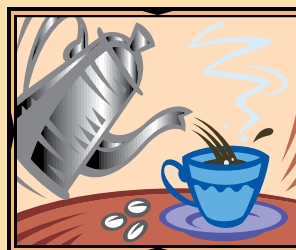
Hope to see you there. If you have any questions, please contact Liz DeLaCruz at 273-3232.

Pepe Eads, Chairwoman
Palmdale Business Breakfast

Palmdale Business Breakfast March 3, 2011 at HomeTown Buffet, Palmdale



Larry Lewis, Dewey Pest Control, was the winner of the "Best 30 Second Commercial" at the March 3rd Palmdale Business Breakfast. Also photographed Pepe Eads.



City of Palmdale Mayor James C. Ledford Jr. was the guest speaker at the March 3rd Palmdale Business Breakfast. Also photographed Pepe Eads

\$16 MOVES YOU IN ANY SIZE*

100% SOLAR ELECTRIC POWERED

25% MORE SPACE! Units 10' - 12' High

Individually Alarmed Units
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Resident Manager
Drive Up to All Sizes
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(661) 947-5400 *New Customers

37560 Sierra Highway Palmdale



Monthly Membership Luncheon on March 16, 2011 at The Palmdale Hotel

*March Luncheon speaker
Jim Kross, Division V
Assistant Fire Chief
Los Angeles County Fire
Department and
Verity Fletcher,
The Branning Group.*



*March Luncheon speaker
Captain Bobby D. Denham,
Los Angeles County Sheriff-
Palmdale Station and
Verity Fletcher,
The Branning Group.*



*Robertson Palmdale Honda was the
recipient of the March "Spirit of
Palmdale". Rick Carr and Therese
received the banner for Robertson
Palmdale Honda.*

*Frank Garcia, Frank's Radio Services
Inc. was the sponsor for the March
Membership Luncheon.
Also photographed Verity Fletcher,
The Branning Group*



February 21, 2011

STEER 'n STEIN



*Jennifer Nelson, Steer
N Stein Restaurant,
and Frank Garcia, Chair
Elect at the February
After Hours Mixer.*

5th Annual Yellen Learning Center & AV Sunrise Rotary Auction

We are excited to be hosting our 5th Annual Auction on April 29, 2011 at 5:30pm at Merrill Gardens in Lancaster. The Night's event is designed to reach out to the Antelope Valley and spread the word what a support Yellen Learning Center and AV Sunrise are to the Antelope Valley. The Dinner event will include a silent auction as well as a live auction. Items have been donated by several Antelope Valley Businesses and Artists in the Antelope Valley. Yellen school children will also have art on display for sale. Other items include jewelry, dinners, housewares, antiques, gifts and services from local merchants and much more. The cost is \$30.00 per person and \$50.00 per couple. Call Don Ryan, Farmers Insurance, at 272-9926 to donate items and/or buy tickets.

Need a Doctor?

knees, back, heart, weight,
throat, feet, eyes,
lungs, stomach, veins,
pain, hip and general
health

There are lots of reasons to see a physician.
We can help! Call our **FREE** physician
referral service, Direct DoctorsSM Plus at
1-800-851-9780.

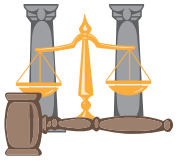
**We thank all of the physicians
at Palmdale Regional for their
professionalism, dedication,
and hard work.**

- **FREE** physician referrals
- **FREE** connection to doctor offices
- **FREE** consultation with bilingual phone
representatives – English and Spanish



**PALMDALE
REGIONAL**
MEDICAL CENTER
PalmdaleRegional.com

Physicians are independent practitioners who are not employees or agents
of Palmdale Regional Medical Center. The hospital shall not be liable for actions
or treatments provided by physicians.



Labor Law Corner

Information From Sunny Lee, HR Advisor of HRCalifornia
(a division of California Chamber of Commerce)

Form I-9: Answers about Verifying Employment Eligibility

Can I have an applicant complete an I-9?

Yes, provided that you have made an offer of employment and the applicant has accepted that offer.

Can I have an employee complete an I-9 before starting work?

Yes, employees may complete Section 1 of the I-9 Form at any time between acceptance of a job offer and the first day of work for pay. Employers must then review the employee's document(s) and fully complete Section 2 of Form I-9 within three business days of the first day of work for pay.

If I hire an employee for two days, must an I-9 be completed?

Yes, the I-9 must be completed by the end of the first day of work any time employment is for less than three days.

What do I do if my employee says that she lost her driver license and she has no document to present to us to verify?

If an employee states he/she has lost a document or if a document has been stolen or damaged, the employee may present a receipt showing that he/she has applied for a replacement document. The receipt will allow an employee to be employed for 90 days pending receipt of the original document. Receipts may be accepted for documents listed in List A, B or C. Receipts may never be accepted for employment lasting less than three business days.

How do I complete a certification with a receipt?

When an employee presents an acceptable receipt, the employer would record the document title and write "receipt" and insert the document number. When the original document is obtained, the employer is permitted to cross out the word "receipt" and the document number and insert the new document number; initial and date the change.

May we accept a receipt showing that the employee has applied for an extension of an expired work authorization card?

No, a receipt indicating that an individual has either applied for an initial Employment Authorization Document (Form I-766) or for an extension of an expiring Employment Authorization Document (Form I-766) is NOT acceptable proof of employment authorization on Form I-9.

Is there a grace period, such as 90 days, for an employee to bring in a new work authorization document after the original authorization has expired?

When an employee's employment authorization document expires, you must reverify his or her employment authorization no later than the date employment authorization or employment authorization document expires, whichever is sooner.

If the employee is authorized to work for a specific employer, such as an H-1B or L-1 nonimmigrant, and has filed an application for an extension of stay, he or she may continue employment with the same employer for up to 240 days from the date the authorized period of stay expires.

Permanent Resident Cards with either an expiration date or no expiration date should not be reverified.

How do I determine whether an authorization document that appears to have expired has been extended?

In some instances, employees will possess expired employment authorization documents that have been automatically extended by the Department of Homeland Security and must be accepted by employers.

The department notifies the public of all automatic extensions through a Federal Register notice describing how to determine if an employment authorization document has been automatically extended.

Extensions also are listed in the "Temporary Protected Status" action on the I-9 verification page at www.justice.gov/crt/about/osc/hm/I9_Verification.php.

Do I have to recertify documents if an employee changes his/her name after completing the I-9?

When an employee changes his/her name, you are not required under the I-9 regulations to update the I-9 Form; however, the U.S. Citizenship and Immigration Services recommends that you maintain correct information on I-9 Forms and keep copies of name changes with the I-9 Form.

PALMDALE CHAMBER OF COMMERCE "TEE OFF FOR KIDS" ANNUAL GOLF TOURNAMENT

The 20th Annual "Tee Off For Kids" Golf Tournament will be held on Monday, May 24 at the Antelope Valley Country Club. Partial proceeds for the tournament will go to the A.V. Boys and Girls Club and Girl Scouts of Greater Los Angeles.

Applications are now available at the Chamber office. Spots are available at \$125.00 per golfer.

A Ball Drop will be held after the tournament. Numbered balls are being sold for \$10.00 each. The first numbered ball in the hole or closest will win \$1,000.00.

Sponsorships and program ads are also available. For more information contact Liz DeLaCruz at 661-273-3232.

2011 EXECUTIVE BOARD

George Rasmussen, Chairman of the Board.....Rasmussen/Farmers Insurance
 Frank Garcia, Chair Elect..... Frank's Radio Service, Inc.
 Laura Gordon, Corporate SecretaryGreat Hill Services, Inc.
 Tammy Boyd, Chief Financial Officer Elite Tax & Financial Service
 Trent Blankenship, Vice-Chair Membership Walmart Supercenter
 Laurie Cook, Vice-Chair Ways & Means.....The Palmdale Hotel
 Elena Treat, Vice-Chair Community Affairs Antelope Valley Mall
 Ralph Vasquez, Vice-Chair Governmental Affairs/Econ. DevelopmentTF Designs
 Chris Buchanan, Immediate Past ChairMental Health America of LA

BOARD OF DIRECTORS

Adrian DaresFinancial Risk Management
 Brad Hayes..... Greenbee Landscape, Inc.
 David Collin Allstate Information Services
 Eduardo Huerta..... Halley Olsen Murphy
 Josh GinsbergDigi-Vue Advertising
 Pamela Gaspar Union Bank
 Rich Poston DJ Debonaire
 Robbie RoysterL.A. County Sheriff's Department
 Tammy BargerhuffSam's Club
 Todd Porter.....Lamar Advertising

2011 COMMITTEE LIST

Ambassadors.....Tina DeRienzo
 Breakfast..... Pepe Eads
 Business at the Mall..... Joshua Ginsberg
 Business Showcase Mixer Ralph Vasquez
 Bylaws Laura Gordon
 Christmas ParadeDon Ryan
 Crab Crack Dave Collin
 Education Tammy Boyd
 Elections Frank Garcia
 Ethics.....Chris Buchanan
 Fireworks Booth.....Paul J. Porteus
 Golf Frank Garcia
 Installation Banquet..... Frank Garcia
 JetHawks Pepe Eads
 Joint Military Affairs Chuck Church
 Luncheon Laura Gordon
 Marketing.....Justin Rasmussen
 Miss City of Palmdale.....Chris Buchanan
 Mixers..... Kimberly Perkins
 New Members Pamela Gaspar
 Nominating..... Frank Garcia
 Personnel..... Frank Garcia
 Picnic.....Tina DeRienzo
 ScholarshipSherry Tuminaro
 Taste of Palmdale Ralph Vasquez

2011 CHAMBER STAFF

Interim Chief Executive OfficerStacia Nemeth
 Communications Coordinator Liz De La Cruz



2011

Little- Junior- Miss City of Palmdale SCHOLARSHIP PAGEANTS

This year's theme is "Bright Lights and Bollywood".

Our orientation and tea was held on Sunday March 13th in Palmdale. We have 16 contestants and the pageant will be held on Sunday, May 1, 2011. The three divisions of pageants include the "Little Miss City of Palmdale", ages 6-8 years; "Junior Miss City of Palmdale", ages 11-14 years; and "Miss City of Palmdale", ages 16-20 years. The Pageant committee is seeking sponsors for capes, crowns, tiaras, sashes and trophies. The contestants are still looking for sponsors as well.

Please call or visit Stacia at the office to become a pageant sponsor.

VANTAGE

AD SIZES

Flyer Insertion:

1 Month – \$200.00

Full Page:

7.5 x 9.875

1 Month – \$150.00

1 Year – \$1,500.00

Half Page

Horizontal: 7.5 x 4.875

Vertical: 3.65 x 9.875

1 Month – \$125.00 • 1 Year – \$1,250.00

Quarter Page:

3.65 x 4.875

1 Month – \$75.00 • 1 Year – \$750.00

Front Cover Banner

Full Color – 7.5 x 1.5

1 Month – \$200.00

1 Year – \$2,000.00

Back Cover Banner

Full Color – 7.5 x 7.5

1 Month – \$200.00

1 Year – \$2,000.00

Business Card

3.5 x 2

1 Month – \$30.00

1 Year – \$300.00

To Advertise Your Business in the Vantage Please Contact:

Liz De la Cruz
661-273-3232

How to Speak and be Heard

by Justin Rasmussen | Partner at Coffee House Ideas, a design and technology firm

Friending, following, replying, wall posts; a constant stream of communication seems to be overflowing into our lives. We read magazines, hear radio, watch pundits, everyone is talking about being social and connecting with their audience. As a business we don't have an audience, we have customers, we have clients. We're told we should be on Twitter, Facebook, LinkedIn because we can make more money but more often it seems too good to be true. Often it is. So is there a need to be on social networks and to be involved in social media? Yes, but there is more than just getting online and talking about every mundane moment of your personal and professional life. I'll discuss why you should be involved in social media, what networks you should be on, and what you should be talking about once you're signed up.

So why should you and your business be on social networks? There are many reasons such as customer service, sales, client communication, and don't forget about search engine ranking. To assume that many of your clients are not on social networks is very naive, Facebook has exceeded 500 million users. That's not to say that all of your clients are on social networks but many of them are being forced on them either by their occupation or their children. If your clients are online you should be talking to them, not necessarily directly but keeping your client abreast of what is changing in the industry that might have an affect on them. You have an opportunity to show potential clients how educated and professional you are. Social networks are a great place to connect with people and to show people who you and your business are. It also helps to brand your company in your local area, this seems to be a major concern for most businesses. They think that because they are online that it somehow polarizes them away from their local community. The fact is that local networking online is huge and very strong, you have an opportunity to meet people that you would not normally have the chance to meet.

There are many networks out there and sometimes this can be the most confusing part because many people sign up for one network and get overwhelmed thinking that they're going to waste all of their time online. That is very true of many people, they log onto social networks and lose track of time, that is why it is important to establish a general policy for yourself and your staff members to help limit wasting time online. However, just because the possibility of productivity loss is apparent doesn't mean you should stray from being involved. So what networks should you join? Twitter is a great network for what is called the "real-time internet" the conversation that is going on at this very moment. This is great for people who want to reach out to people who are talking about how they are having a problem or looking to switch; a perfect opportunity to help and get a client. Facebook is the largest social network, which means you'll find a lot of people on there which is why you should be there. Once you get a profile page you should consider creating Page for your business, a page helps you network with your customers easier as well as giving you slightly more privacy with your profile page. LinkedIn is a social network for business people, many people use LinkedIn as a digital resume but it is much more than a simple resume. LinkedIn has many groups that are very active and can help you be involved either with colleagues or with potential customers. A social network that is usually overlooked is Flickr, a photo sharing network, that allows you to share photos of your firm. The main reason this is overlooked is because many people think that there is nothing photo worthy of sharing from their business but the reality is that online people

want stories told through pictures and text. You can always show office life, pictures from trainings, or even happy customers. This shows that new things are always happening at your office and that you're always striving to help customers. There are many additional social networks available, even ones that are specific for your industry or geographical location, be an active part of these groups and networks, they will help you just as much and sometimes more than other social networks due to the concentration of the right people on the same network. Many people become overwhelmed with all the networks, it's important to be a part of all of them to understand how they might best impact your business but it is not mandatory to be active in all of them. Choose which ones best suit your business and get active, talk to others and share relevant information.

Now that you know why you should be involved with social networks and which social networks you should be a part of, I know you're wondering about what to say once you're on there. The first and most requested of every social network is "What are you doing?" This seems like a mundane piece of information and for many it is but if crafted well this can be an ice breaker for people who follow you. You don't need to share everything in your day but share worthwhile information to show that you are professional and that you are more than a marketing machine. You should talk about what you do, your passion and your purpose. You don't need to talk about individual clients but you can talk about a client's situation generically as not to disclose your client's identity. By talking about a client's situation you can show your followers how you helped them solve their problems. This not only shows your customer service but your professionalism and your ability. You should talk about who you are, certifications you're working on or ones you've recently renewed. Talk about new segments of your industry you're researching. This shows your fol-



lowers that you are always working on bettering yourself and your business as a whole. This speaks loudly to your professionalism and can put your potential clients at ease knowing that you are always working on being in the forefront. You should also share some of your interests, both work related and personal, this shows that you are human, that you care about other things besides your clients' money. It is also important to share information, websites, and blogs that interests not only you but your clients and followers. This will help establish you as a resource for your followers rather than being just another person talking about their business. Don't forget that social networks are permission based, that means you have no control over who follows you, if you come off talking only about your company people may unfollow you. It's much harder to get someone back after they have unfollowed you. Remember, everyone is online trying to make a buck, don't be "that person," work on sharing pertinent information that matters to your followers. They are following you for a reason, make it worth their time.

Initially this can be overwhelming and you might think that this isn't worth your time but remember that it will take at least six months to see something of value happen. It is worth your time because more people every day are logging on and hanging out online, you should be there, your competitors are. Take the time, take it one step at a time, don't get lost in social networking, it can suck you in leaving you with nothing accomplished at the end of the day. Establish a few times during the day where you check in and share something of value. As you do it more, the easier it will get and the more value you'll find in it.



On Sunday, October 17, 2010, approximately 100 Girl Scouts alumnae (ages 8-94!) gathered in Northridge to reconnect and enjoy an afternoon of traditional Girl Scout activities including lighting a campfire, eating s'mores, and singing songs.

CONNECT WITH GIRL SCOUTS ALUMNAE

Did you know that you are a Girl Scouts Alumna if you have ever been a Daisy, Brownie, Junior, Cadette, Senior, Ambassador, Girl Scout, Girl Scout Girl Guide or Girl Scout Volunteer for any length of time in your lifetime? If so, the Girl Scouts of Greater Los Angeles (GSGLA) wants to connect with you! With the potential to reach hundreds of thousands of women who have been Girl Scouts and still embrace the fun learning, values and leadership experiences of the past that have made them who they are today, the Alumnae Association represents a diverse community of women who reconnect and meet for events each month, including the following additional benefits:

- The Green Directory is a secure online directory of Girl Scout alumnae. We plan to reconnect with 100,000 alumnae by December 31, 2012.
- Full access to The Green Directory to build new friendships and expand your network
- Monthly e-newsletter with updates on programs and events
- Invitations to Member Mixers, 100th Anniversary Events, and GSGLA signature events
- Opportunity to mentor current Girl Scouts and younger alumnae
- The Emerald Spotlight is a monthly award that recognizes a Girl Scout alumna who shows courage, confidence, and character in her current role as a community leader.

If you would like more information about the GSGLA Alumnae Association, please visit girlscoutsla.org, or contact Julie Lovelock, manager of alumnae relations, at jlovelock@girlscoutsla.org. We look forward to getting to know you better!

Grand Opening

**Palmdale Regional
Medical Center Grand Opening
February 25, 2011**



Robert Trautman, CEO of Palmdale Regional Medical Center, cut the ceremonial ribbon during the grand opening celebration of Palmdale Regional Medical Center on February 25, 2011.



**Rally Kia Grand Opening
March 10, 2011**

Larry Mayle, Rally Auto Group President, cut the ceremonial ribbon during the grand opening celebration of Rally Kia on March 10, 2011.



Palmdale Chamber
OF COMMERCE

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Palmdale, CA 93550
Phone: 661.273.3232
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www.palmdalechamber.org

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2011



April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
 Palmdale Chamber OF COMMERCE 661-273-3232 www.palmdalechamber.org	<p><i>Please call the appropriate Chamber/ Organization for information regarding their events listed in this calendar.</i></p> <p><i>A.V. Black Chamber of Commerce (AVBCC) 661.946.8780</i> <i>A.V. Board of Trade (AVBOT) 661.942.9581</i> <i>A.V. Hispanic Chamber of Commerce (AVHCC) 661.538.0607</i> <i>City of Palmdale 661.267.5100</i> <i>Lancaster Chamber of Commerce (LCC) 661.948.4518</i> <i>Quartz Hill Chamber of Commerce (QHCC) 661.722.4811</i></p>			<p><i>Event Dates & Times Are Subject To Change</i></p>		1	2
3	4	5 7:30am Executive Board Meeting Chamber Conference Room 11:30am-1:00pm AVHCC - Monthly Luncheon Hilton Garden Inn	6 4:00pm Jt. Legislative Committee Meeting L.A. Co. Fire Training Station, Lancaster 11:30am QHCC - Monthly Luncheon Cascades Grill, Rancho Vista Golf	7 7:00am Palmdale Business Breakfast HomeTown Buffet 422 W. Ave. P, Palmdale	8 9:15am Luncheon Committee Meeting Chamber Conference Room	9	
10	11	12 8:00am Membership Committee Meeting Chamber Conference Room 9:00am Vantage Committee Meeting Chamber Conference Room	13 7:30am Board of Directors Meeting Chamber Conf. Rm 9:30am So. Valley WorkSource Grand Opening & Ribbon Cutting 38510 Sierra Hwy, Palmdale 11:30am LCC - Monthly Luncheon University of Antelope Valley	14	15	16	
17	18	19	20 11:15am Membership Luncheon The Palmdale Hotel 300 W. Palmdale Blvd., Palmdale AVHCC - Monthly Mixer Location TBA	21 8:15am Ambassador Committee Meeting Chamber Conf. Rm 9:15am Breakfast Committee Meeting Chamber Conference Room 5:30pm - 7:30pm Jt. Chambers After Hours Mixer Lancaster JetHawks 45116 Valley Central Way, Lancaster	22	23	
24	25	26 8:00am Finance Committee Meeting Chamber Conf. Rm 7:30am AVHCC - Monthly Breakfast Applebee's 11:30am AVBOT - Luncheon J.P. Eliopoulos Hellenic Center	27 8:00am Jt. Military Affairs Committee Meeting Lancaster Chamber of Commerce 554 W. Lancaster Blvd., Lancaster	28 5:30p-7:30p Jt. Chambers After Hours Mixer Merrill Gardens at Lancaster 43051 15th St. West, Lancaster 7:00am LCC - Business 4 Breakfast University of Antelope Valley	29 5:30p-7:30p Jt. Chambers After Hours Mixer Merrill Gardens at Lancaster 43051 15th St. West, Lancaster 7:00am LCC - Business 4 Breakfast University of Antelope Valley 5:30pm-7:30pm AVBCC - Monthly Mixer Location TBA	30	