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SCHOLARSHIP PAGEANT

**SMALL BUSINESS ADMINISTRATION**

BUSINESS PLANS AND LOAN PROGRAMS

**AMGEN TOUR OF CALIFORNIA**

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## **MEMBER BENEFITS**

Are you getting the most out of your Chamber membership?

## **BUYING VS. LEASING**

Four key factors that should drive the decision-making process

## **IT'S ALL ABOUT THE NUMBERS**

The importance of analyzing the finances as part of a business plan

**FOCUS**

**Creating a Business Plan**

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## Creating a Business Plan



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## Our Mission

To promote, develop and service business, industry, and community.

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Palmdale Chamber of Commerce  
 817 East Avenue Q-9  
 Palmdale, CA 93550  
 Phone: 661-273-3232

# Creating a Business Plan

“ YOU GOTTA BE CAREFUL IF YOU DON'T KNOW WHERE YOU'RE GOING, OTHERWISE YOU MIGHT NOT GET THERE”  
 – QUOTE ATTRIBUTED TO FAMOUS YANKEE CATCHER AND WORDSMITH YOGI BERRA.



If you're going to take a trip to visit family and friends – and you've never been there before – chances are you'll make sure you have clear directions before you head out. Perhaps a map, or a GPS, but something that will tell you how far it is, how long it will take you to get there, and will help you identify obstacles along the way such as traffic or construction. Something that will help you find resources you might need along the way – like a gas station or restaurant – and will let you know the progress you're making so you can answer the question you know your kids will be asking – are we almost there? You'll also likely take the names and phone numbers of people and

organizations who can help you as make your trip in case you get lost or in trouble along the way.

If a simple road trip merits that much preparation; how much more deserving of similar preparation would be something far more complex, risky, and fraught with the opportunity to fail? Something like starting or running your own small business?

As the Director of the Small Business Development Center that serves the Antelope Valley – and provides free assistance to small businesses in the AV – I can report that many people who come to us for assistance to start a business – or to help them with their existing one – are taking that journey without the equivalent

of the map they would take with them on a road trip. They are; to use another metaphor; often flying blind, counting on their passion and energy to ensure the success of their business.

While passion and energy are essential for the success of your business, other ingredients are needed as well. And the most important one in our view is the need for a guide; a map; a set of directions that will tell you which direction to head, what you should hope to accomplish as you head in that direction, when you are off course, and what you need to do to get back on track when that occurs.

That guide or map for a small business is your business plan.



What is a business plan? It is a living, breathing, dynamic document that tells you what you need to do today, tomorrow, next week, next month and throughout the year to build your business. It helps you identify who your customers are and how to find them and get them to buy your goods and services. It helps you price your products, so you can be both competitive and profitable. It helps you identify the competition, and your competitive advantages, so you know why someone will choose your goods or services and how you can communicate that to your potential customers. Equally importantly it helps you keep track of your need for capital.

Many small businesses are surprised to learn that as their business grows and becomes profitable **more** capital is needed, not less. Growth consumes capital as you need to spend money today on goods and additional capacity for which you will get paid 30-120 days later. A business plan alerts you to when you will need more capital, and the sources that will be available to you depending on where you are in your growth cycle.

A business plan is the essential How To guide for operating **your** small business successfully and profitably. If you don't have one – or if the one you have is gathering dust on the shelf – come see us in the SBDC and we'll help you create a business plan that will help guide your business to success now and in the future.

The SBDC is an SBA chartered program that provides consulting services and free and low cost training services to help prospective and existing small business owners start new businesses, tackle current business challenges, and develop the tools and methodologies necessary to successfully manage and grow their businesses. SBDC consulting and training services are available at the University of Antelope Valley and the South Valley Worksource Center.

To learn more or to schedule an initial one-on-one business consultation, please contact our main office by emailing us at [sbdc@canyons.edu](mailto:sbdc@canyons.edu) or calling us at 661-362-5900.

# Are you getting the most out of your Chamber membership?



STACIA NEMETH  
CEO

The Palmdale Chamber of Commerce offers a wide variety of benefits to our members, but as Liz and I review member files, we realize that many of you are not taking full advantage of all we have to offer. Here are a few programs we recommend that can help you save money and increase community awareness of your business.

**Office DEPOT.** The Office Depot Chamber program offers you the best available price on every purchase you make at Office Depot. As a Chamber member, you may pick up a discount card at our office. Present the card when you shop and you can instantly save money. Office Depot presents a quarterly check to the Chamber based on total member sales, so your purchases also help the Chamber.

**Valley Press** The Antelope Valley Press newspaper partners with our Chamber to produce a twice-a-month (2nd and last Thursday) "Palmdale Chamber of Commerce" advertising page. A portion of the page is used to promote Chamber activities, while members utilize the remaining space to promote their businesses. Members are offered a special price on a full-color business card ad on the page. With a multi-month commitment, your business is highlighted in an article at the top of the ad. This is truly a win-win advertising option that is available to all Chamber members.



Our weekly e-newsletter mailing list is now over 1,000 addresses! Chamber members are allowed to place two free business announcements per year in our e-newsletter.

This is a highly effective method to get your news into the community. We also place employment opportunity announcements free of charge. Side-bar and banner ads in the e-newsletter are available at amazingly low prices.



Placing your logo, business description and website link in our online member directory is the easiest way to promote your business on the Chamber website. There is NO CHARGE to display your logo alongside your business name in our directory. Providing a direct link to your website increases the value of this benefit. A detailed description of your business, as well as multiple category listings, helps customers find your business online. Please check your listing on our website to confirm if you are taking full advantage of your directory listing.



Our monthly "Vantage" publication is a valuable and informative business magazine. Members are invited to submit articles for the magazine. Advertising opportunities are available at very reasonable prices (\$75 - \$200/month depending on ad size.) 700 "Vantage" magazines are printed each month, making this an affordable and effective advertising tool for you to promote your business.

This is a short list of some of the benefits you receive as a member of the Palmdale Chamber of Commerce. Please call or come by the office to learn more about member benefits. We are ready to assist you in getting the most out of your membership.



# Buying vs. Leasing

**F**or small businesses needing to finance equipment, what's the best option -- a loan or a lease? It usually depends on the business' unique situation, but there are four key factors that should drive the decision-making process: length of ownership, cash flow, ability to obtain financing and tax advantages.

## » Length of Ownership

In most cases, a loan is the best fit if the business is looking for long-term ownership, which we classify as seven years or more. The equipment would be considered an asset and offer equity value.

On the flip side, a lease is a better fit if the equipment is for short-term use, which we classify as three years or less. This is often the case with technology equipment, that has the potential to depreciate rapidly, or for equipment needed on a project-basis. A lease provides the ability to upgrade equipment easily to meet your changing needs.

## » Cash Flow

But what if you don't know how long the equipment will be in place? What if the useful life of the equipment falls between three and seven years? In these situations, the next three factors should be stronger driving forces.

The first step is to determine why you're financing the equipment. If you view the finance agreement as a short-term solution and want the ability to pay the equipment off early, a loan is clearly the best option.

But, if cash flow is tight, a lease may be a better solution (even if long-term ownership is the intent). With an equipment lease, there is no down payment, and soft costs -- such as installation and training -- may be rolled into the finance agreement. You'll have immediate access to the equipment with little-up front investment, thereby freeing up cash for other expenses and investment.

## » Ability to Obtain Financing

If you need financing for other reasons, you may have difficulty obtaining a loan for your new equipment. In that case, leasing can get you the equipment you need, and it doesn't restrict your ability to borrow additional funds because leased equipment doesn't have to show up on your balance sheet.

## » Tax Advantages

Tax advantages can also drive the decision to finance equipment through either a loan or lease. With both loan and capital leases, the equipment is depreciated as an asset. With all other lease options, up to 100% of the lease payment can be deducted pre-tax. For complete details and direction, consult a tax advisor.

Whether you decide to lease or buy your next equipment, U.S. Bank has the tools and expertise you need. Learn more about our loan or leasing options.

*U.S. Bank is not a tax advisor. When it is appropriate, you are encouraged to seek professional tax advice.*

## Grand Opening

January 3, 2012



Grand opening and ribbon cutting of Dazzler Cheer on January 3, 2012

## Luncheon

January 18, 2012



Frank Garcia, Chairman of the Board, presented Ingrid Chapman (center) and Caitlin Ward (right) of Chapman Communications with a certificate of appreciation for coordinating and presenting the January 18, 2012 Membership Luncheon "Dress for Success Fashion Show".

## Spirit of Palmdale

January 18, 2012



Farmers Insurance - Rasmussen Insurance Agency, received the "Spirit of Palmdale" at the January 18, 2012 Membership Luncheon. George Rasmussen (left), Rasmussen Insurance Agency, received the banner from Frank Garcia (right), Chairman of the Board.

# "Creating a Business Plan"



CALIFORNIA  
SBDC

Small Business  
Development Centers  
Los Angeles Regional Network

**P**almdale Chamber of Commerce membership luncheons will be held at the Embassy Suites, Palmdale 39375 5th Street West.

Patrick Rodriguez, Public Information Officer of the Los Angeles SBA District Office will be speaking on the SBA's Small Business Development Center Network, Women's Business Centers and

SCORE Chapters that can assist in writing business plans for aspiring and existing business owners. In addition, he will highlight SBA loan programs for working capital, owner-occupied real estate and microloans. Patrick will also cover the Small Business Investment Company Program in regards to equity capital.

Please don't forget to RSVP

to the Chamber 661-273-3232. If you would like, your name can be added to the permanent RSVP list. Remember once you are on the permanent list you are included in the head count. If you can't make it please call and cancel your reservation. We hope to see you at our luncheon on Wednesday, February 15, 2012 at 11:15am.

# A Plan: It's All About the Numbers

by Anthony Bruneau, CPA, of Cobb, Doerfler & Associates, CPA



**W**hen developing a written business plan, the importance of analyzing the finances of a proposed business cannot be understated. A properly prepared set of financial projections are essential in determining a business's financing needs, its potential profitability, and its viability. Some factors to consider while drafting the financial portion of your business plan are as follows:

### Estimating Startup Costs –

For many businesses, there are sometimes considerable upfront costs (such as equipment purchases) associated with establishing a new business, as well as a period of time after opening during which you will sustain losses while building up a customer base. As a result, it is important for a prospective business owner to budget for these costs and to establish a reserve equal to at least six months of anticipated operating costs to ensure that the business gets off on the right foot.

### Identifying Sources of Financing–

Once you determine how much money you will need to start your business, it is important to know where the money will be coming from. Will your startup money come from personal savings, borrowing from friends or family, or from financing from a financial institution? If you are planning to obtain financing from a financial institution, will your personal credit history allow you to guarantee the loan?

### Preparing Financial Statements–

Frequently, a properly prepared set of prospective financial statements is essential to obtaining bank financing and in properly analyzing your business.

These statements typically include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets for the first five years of a company's operations. Usually, the first year presents the projections on a monthly or quarterly basis, and the remaining four years are presented on a quarterly or annual basis.

Run the numbers, determine how much you need to fund your startup, when you will break even, and what your financials will look like. However, always remember business is about more than just numbers; it is about passion and it's about people.

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# Palmdale to Host Stage 6 Start of the Amgen Tour of California

**A**fter reviewing more than 100 submissions, AEG, presenter of the **Amgen Tour of California**, has announced that Palmdale has been selected as one of the 13 official Host Cities for the 2012 race.

“Palmdale is honored and proud to serve again as a Host City for the **Amgen Tour of California**,” said Palmdale Mayor Jim Ledford. “Our first experience in 2010 was magical and we look forward with great anticipation to welcoming the world-class riders, officials and fans to our wonderful community. We are very appreciative of this opportunity to showcase Palmdale to the world through an event as prestigious as this.”

“This year is Palmdale’s 50th anniversary as an incorporated City, so it is fitting to have the Tour to celebrate that milestone,” Ledford said. “The Palmdale to Big Bear Lake stage of the race will offer a challenging course for the cyclists, and spectacular viewing for fans. Palmdale anticipates a great deal of enthusiasm and local support for this world-renowned event.”

The Amgen Tour of California is America’s largest international professional cycling race, ranked by teams and fans as the third best stage race in the world behind the Tour de France and Giro d’Italia.

Running from May 13-20, 2012, the 8-day Tour will showcase more than 800 miles of scenic California roadways, mountains, coastlines and iconic settings. The 13 official stage start and finish communities for the 2012 race include Santa



Rosa, San Francisco, Santa Cruz County, San Jose, Livermore, Sonoma, Clovis, Bakersfield, Palmdale, Big Bear Lake, Ontario, Mt. Baldy and Los Angeles.

As America’s most successful cycling race, the Tour awards world ranking points to top finishers, and promises to bring the drama and excitement of professional cycling to California for the seventh consecutive year. Teams and riders will include top competitors from Tour de France competitions, world champions, and Olympic medalists.

Last year’s Tour drew more than 2 million spectators.

“With the local and international attention that the Tour attracts, local partnerships will be of great value to businesses wanting to promote products and services, as well as an investment in our community,” said Palmdale’s Sponsorship and Marketing Specialist Stella Knight. “We’re here to create a package to meet your unique marketing needs,” added Knight. For more information,

you may contact Knight directly at 661/267-5599.

The Tour will also afford opportunities for volunteers to be a part of an international event.

“When the Tour comes to Palmdale, we’ll need 300 volunteers, mostly to serve as course marshalls along the route as the riders leave Palmdale. This is an exciting opportunity to view the race from some of the best vantage points in Palmdale!” said Community Program Supervisor Trish Jones. “This truly is a great opportunity to get involved and help show the world what a great community we have here in Palmdale,” Jones added.

For more information, visit [www.cityofpalmdale.org/atoc](http://www.cityofpalmdale.org/atoc).



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**THURSDAY NIGHT, MARCH 15<sup>TH</sup>  
LARRY CHIMBOLE CENTER**



**PROCEEDS WILL BENEFIT:**

**THE PALMDALE SHERIFF STATION MEMORIAL**



# Member Anniversaries

February 2012

- 41 **A.V. Animal Hospital**  
(661)273-1234
- 39 **Palmdale Water District**  
(661)947-4111
- 36 **Halley Olsen Murphy Funerals & Cremations**  
(661)947-4155
- 23 **Earth Systems So. Calif.**  
(661)948-7538
- 21 **Golden West Trailer Sales**  
(661)269-5012
- 20 **Coldwell Banker Commercial Valley Realty**  
(661)948-2644  
**Shaffer Insurance Service**  
(661)274-4252
- 18 **Century 21 - Yarrow & Associates**  
(661)942-3703
- 16 **Union Bank**  
(661)274-2000
- 15 **Veterans of Foreign Wars #3552**  
(661)273-3204
- 14 **Signs & Designs**  
(661)947-4473
- 13 **Wells Fargo Bank**  
(661)273-3435
- 10 **Allstate Information Services**  
(661)949-9999  
**Kaiser Permanente**  
(661)729-7161
- 9 **Costco Wholesale**  
(661)802-4470  
**Panera Bread**  
(661)274-8500
- 8 **Office Depot #2310**  
(661)265-7746
- 7 **Advanced Imaging Center, Inc.**  
(661)456-2020  
**Antelope Valley Nissan**  
(661)274-4700  
**International Women's Education & EMS Foundation**  
(661)225-9901  
**Prospect Mortgage, LLC**  
(661)942-0206  
**SCAN**  
(661)266-0165

# Palmdale Business Breakfast

January 5, 2012

## ► Best 30 Second Commercial

Dazzler Cheer, represented by Jennifer Elizondo (center) and Michael Richter (right), had the "Best 30 Second Commercial" during the January 5, 2012 Palmdale Business Breakfast. Also photographed: Paul J. Porteus



## ◀ Breakfast V.I.P.

April Graves (right), Signs and Designs, was the VIP sponsor of the January 5, 2012 Palmdale Business Breakfast. Also photographed: Pepe Eads

# Welcome New Members

February 2012

- **Dazzler Cheer**  
Jen Elizondo  
250 Grand Cypress #604  
Palmdale CA 93551  
(661)965-6913  
www.dazzlercheer.com
- **DeSilva Medical, Inc.**  
Pamela DeSilva  
623 W. Avenue Q, Suite A  
Palmdale CA 93551  
(661)726-6255  
www.desilvamedical.com
- **M.T. Communications**  
Marvin Tejada  
Palmdale CA 93591  
(661)886-3065  
mtcommunications@hotmail.com
- **U.S. DeSilva, M.D.**  
Udaya DeSilva  
623 West Avenue Q, Suite A  
Palmdale CA 93551  
(661)726-6255  
www.desilvamedical.com
- **Weinerschnitzel**  
3005 E. Avenue S  
Palmdale CA 93550  
(661)272-0566  
www.weinerschnitzel.com

- 6 **KJI Plumbing, Inc.**  
(661)272-5719  
**Sierra Commons Dental Group**  
(661)265-7800
- 5 **First City Credit Union**  
(800)944-2200
- 4 **Kiwanis Club of Palmdale**  
(661)718-8029  
**Twin Palms Family Apartments**  
(661)538-9995

- 3 **Community Therapies**  
(661)945-7878  
**Embassy Suites Palmdale**  
(661)266-3756  
**Westside Body and Paint**  
(661)943-3639
- 1 **Inner Circle Foster Family Agency, Inc.**  
(661)575-9190



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**A:** An employer may give job-related tests that accurately measure the applicant's job skills or aptitude.

Reasonable accommodation must be given a disabled applicant when he/she takes the test. The tests must be given to all employees, not only those who appear disabled. However, if a disabled applicant requests reasonable accommodation in performing an essential job function, the employer may request the applicant to demonstrate how he or she would be able to perform the function.

Job testing sites must be accessible to all applicants and must accommodate all disabled applicants. For example, visually impaired applicants might be given tests in braille or have a person read for them or simply be given an oral examination. Quadriplegic individuals could have someone write the answers or be given an oral examination. Applicants with a hearing impairment might be provided with an interpreter.

**Q: Can we require applicants to pay for the cost of a background check as long as we reimburse them once they have worked for us a specific amount of time?**

**A:** Many different laws apply to this question, and they broadly prohibit employers from requiring

# New Hire Q&A

**Q: May I test applicants or employees to make sure they are up to the job?**



any payments from an applicant (or employee) as a condition to his/her obtaining or continuing employment.

Indeed, employers cannot require that prospective employees pay for any type of medical examination or physical examination. Nor can this payment be made as a withholding from future paychecks.

## Drug Testing

Pre-employment drug testing is something that employers are doing more and more. It is not regarded under the Americans with Disabilities Act as a medical examination, so it may be done at any point of the selection process, but due to cost issues, most companies restrict such testing to post-offer/pre-employment situations.

Cost is understandably a concern, but in addition to the state laws prohibiting passing on the cost to the applicant, requiring an applicant to pay for a pre-employment drug test might have the effect of discouraging some applicants, or else

effectively result in less than minimum wage for the employee's first paycheck.

## Labor Code Violation

The California Labor Commissioner has addressed cases where an employer charged prospective applicants a fee to attend and perform at a "workshop" to apply for a job. That process was rejected by the Labor Commissioner as violating Labor Code Section 450, which states: "No employer...may compel or coerce any employee, or applicant for employment, to patronize his or her employer, or any other person, in the purchase of anything of value."

## Confidentiality

All medical tests should be considered absolutely confidential. They must be kept in a separate, confidential medical file. Any negligent release of test results could result in legal action—with potential claims for invasion of privacy as well as violation of other state and federal laws.

## Junior Miss City of Palmdale Katrina Henstrand

**W**ow, what a busy month it was getting ready for the Jr Miss Antelope Valley Pageant which was on January 28th. I want to thank everybody who helped me raise donations for Saddle-Up. I want to especially thank Mr. Chimbole for his generous donation.

To get a little relaxation time, Ivy, Mackenzie, and I went to Knott's Berry Farm for some fun. Ivy and I went down the night before and had a great night at the Knott's Berry Farm Hotel. The next day, we surprised Mackenzie who did not know we were at the park and who just thought her mom was taking her to the mall after a dentist appointment. Being a Friday, the lines were very short and we rode every ride several times.



Now that it is February, that means it is almost time to crown your 2012 Miss City of Palmdale Queens. If you know anybody who would like to run for the titles, please have them call the Chamber. They will have an experience they will never forget.

Until next month I am your Junior Miss City of Palmdale, Katrina Henstrand

## Little Miss City of Palmdale Mackenzie Burton



**H**ow time is flying by, this past month has gone by so fast! We did a grand opening for Dazzler Cheer and watching the members cheer and tumble was amazing. At the Chamber's breakfast, I got a month's free tumbling classes there and I'm so excited to give it a try. My mom and I went to Knott's Berry Farm and Ivy and Katrina surprised me, they were there too! We had so much fun, I love them so much. The Junior Miss AV pageant is coming up so my fingers are crossed for Katrina to win. We also started planning for the 2012 Palmdale Pageant, It's going to be so much fun and to make new friends is great. If you know any girls that would make a great Little Miss tell them to run; it is a fabulous experience and so much fun.

Until next month your current reigning Little Miss City of Palmdale, Mackenzie Burton



### 2012 Miss City of Palmdale Scholarship Pageant Applications Available

Applications are available online at <http://www.palmdalechamber.org/downloads/2012pageantentry.pdf>

Application and \$25 application fee deadline is Monday, March 5, 2012.

Orientation tea will be on Sunday, March 11, 2012 at Greenhouse Café, AV Mall.

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# YOUR CHAMBER

## 2012 Executive Board

**Frank Garcia**, Chairman of the Board  
Frank's Radio Service, Inc.

**Randy Keller**, Chair Elect  
Embassy Suites, Palmdale

**Laura Gordon**, Corporate Secretary  
Great Hill Services, Inc.

**Tammy Boyd**, Chief Financial Officer  
Elite Tax & Financial Service

**Elena Treat**, Vice-Chair Membership  
Antelope Valley Mall

**Laurie Cook**, Vice-Chair Fund Development  
The Palmdale Hotel

**Trent Blankenship**, Vice-Chair Community Affairs  
Walmart Supercenter

**Adrian Dares**, Vice-Chair Governmental Affairs  
Financial Risk Management

**Brad Hayes**, Vice-Chair Economic Development  
Greenbee Landscape, Inc.

**George Rasmussen**, Immediate Past Chair  
Rasmussen/Farmers Insurance

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Pamela Gaspar, Union Bank

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Lea Graffeo, Fresco II Restaurant & Catering

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Robbie Royster, L.A. County Sheriff's Department

## 2012 Ambassador List

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Vice Chief, Bruce Haney, Lamar Outdoor Advertising

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Daniel Brown, Sushi Zen Bistro

Eli Colvin, Digitech Inc.

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Paul J. Porteus, Prospect Mortgage

Tammy Romero, Lamar Outdoor Advertising

Don Ryan, Farmers Insurance

Rose Sladek

## 2012 Chamber Staff

Chief Executive Officer, Stacia Nemeth

Communications Coordinator, Liz De La Cruz

## Vantage Committee

Laura Gordon, Eric Rasmussen, George Rasmussen,  
Justin Rasmussen, Sharon Renteria, Stacia Nemeth,  
Liz De La Cruz



## Tee Off for Antelope Valley Hospital

Monday, April 30, 2012  
Robinson Ranch Golf Club, Santa Clarita

Mark your calendars now to attend the AV Hospital Foundation Invitational Golf Tournament on Monday, April 30, 2012 at Robinson Ranch Golf Club! All proceeds will respond to the increased community healthcare needs, and improve services and programs throughout the Antelope Valley. Your help can make a difference!

### Register to Play Today! Space is Limited!

\$1,500 per foursome or \$450 per individual player (four-person scramble format) is due by April 16, 2012. Fees include 18 holes of golf, electric cart, continental breakfast, barbeque 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 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 AVH Foundation at (661) 949-5810 or register online at [www.avhospital.org/golf](http://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](http://www.avhospital.org)

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



**Palmdale  
Chamber**  
OF COMMERCE

817 East Avenue Q-9  
Palmdale, CA 93550  
Phone: 661.273.3232  
Fax: 661.273.8508  
[www.palmdalechamber.org](http://www.palmdalechamber.org)

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# February 2012

**1**

**8:30am**  
SVWS – Business Advisory Council  
South Valley WorkSource  
**11:30am**  
QHCC – Luncheon  
Cascades at Rancho Vista  
Golf Course  
**4:00pm**  
**Jt. Legislative Committee Meeting**  
L.A. Co. Fire Training Station,  
Lancaster

**2**

**7:00am**  
**Palmdale Business Breakfast**  
HomeTown Buffet, Palmdale

**7**

**7:00am**  
**Executive Board Meeting**  
Embassy Suites

**8**

**7:00am**  
**Board of Directors Meeting**  
The Palmdale Hotel  
**11:30am**  
LCC - Luncheon  
University of Antelope Valley

**9**

**5:30pm - 7:30pm**  
QHCC - Mixer  
Location TBA

**14**

**Happy Valentine's Day**

**15**

**11:15am**  
**Membership Luncheon**  
Embassy Suites  
**5:30pm - 7:30pm**  
AVHCC - Mixer  
Location TBA

**16**

**8:15am**  
**Ambassador Committee Meeting**  
Palmdale Chamber conference  
room  
**5:30pm - 7:30pm**  
LCC - Mixer  
Location TBA

**20**

Palmdale Chamber office will  
be closed in observance of  
Presidents' Day

**23**

**7:00am**  
LCC - Breakfast  
University of Antelope Valley  
**5:30pm - 7:30pm**  
**After Hours Mixer**  
**Brunswick Vista Lanes**  
38241 30th St. East, Palmdale

**27**

**7:30am**  
**Finance Committee Meeting**  
**Palmdale Chamber conference room**

**28**

**7:30am**  
AVHCC – Breakfast  
Applebee's  
  
AVBOT – Luncheon  
J.P. Eliopoulos Hellenic Center

Event dates and/or locations are subject to change.



## 2012 Palmdale Chamber of Commerce Media Kit

NOW AVAILABLE ONLINE AT  
<http://www.palmdalechamber.org/chamber/advertising/>

Learn of the advertising opportunities available.