



**A QUEEN'S LIFE**  
SERVICE PROJECTS

**DRESS FOR SUCCESS**  
BRANDING YOURSELF  
VIA FASHION

**ADVERTISE THROUGH SIGNAGE**  
TEMPORARY COMMERCIAL BANNER  
PERMIT ORDINANCE



# VANTAGE

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**INTERVIEW:  
MARC KRUSKOL**  
Crafting and maintaining a positive image  
for a person, a business or a product

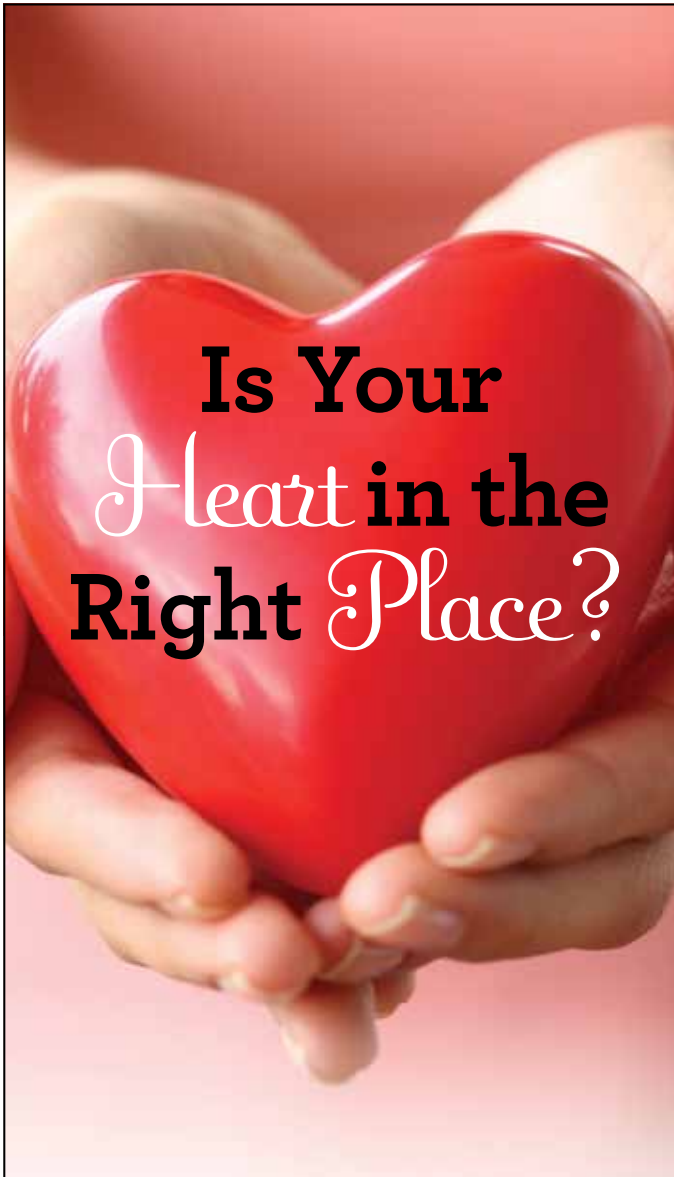
**LABOR LAW**  
New PDL Laws and Your  
Insurance Obligations

**LEGISLATIVE CORNER**  
New Employment Laws Affecting  
Businesses in 2012



**FOCUS**

**Branding Your Business**



# Is Your Heart in the Right Place?

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- Nuclear Cardiology
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- Two Cardiac Catheterization Labs
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Your heart is the most important muscle in your body. It's important to take great care of it ... so you can continue to work, play, dream and love.

Palmdale Regional Medical Center features the advanced technology you need for the diagnosis and treatment of cardiovascular disease and emergencies.

.....

The hospital has **two cardiac catheterization labs**, equipped with advanced technology using digital equipment to perform diagnostic and invasive cardiac procedures, including coronary and carotid artery stenting and abdominal aorta aneurysm repair as well as other interventional procedures. And the hospital is **STEMI certified**, which is important in a cardiac emergency.

**Palmdale Regional respects the power of the heart and we treat it well. Right here at home.**

**For more information about cardiac services, call 661-382-5630.**

*The Healthcare You Deserve – Close to Home.*



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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.

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## Branding Your Business



## New 2012 Laws Affecting California Employers



Interview with  
Marc Kruskol,  
MJK Public  
Relations

## Our Mission

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

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[facebook.com/palmdalechamber](https://www.facebook.com/palmdalechamber)  
[twitter.com/palmdalechamber](https://twitter.com/palmdalechamber)  
[palmdalechamber.org](http://palmdalechamber.org)

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

**Y**our firm has a logo, print materials, a website, and even a waiting area for your clients but do your clients walk away knowing what your brand is? Do they know what makes your business unique? Can they successfully describe your business to a colleague? These are questions you should be asking when considering how effective your branding really is.

Brand identity is more than a name, it is the entire perception of who we are. It is measured not by us, but by our clients. Below are a few key points we should consider when creating a brand for our business.

**01 Identify The Walk Away.** What is the single most important idea or thought you want your clients to know about you? For some it is how professional they are, how secure their clients feel, or how much work can be performed in-house. Whatever you decide, it should be rooted in fact and emotion. You want something factual your client can grasp onto and a feeling they identify with.

**02 Brand For Your Client.** Too many firms produce materials that would make themselves excited, but often we ourselves are not our target market. We must brand according to our clientele. This might be difficult initially, but with practice it becomes easier.

**03 Simplify The Message.** Get rid of huge blocks of text. Communicate your message effectively with the least amount of words.

# BRANDING Your Business



This is a difficult task for people who are analytical, because they often need to be persuaded by tomes of fact but your client won't take the time to read a book as a marketing piece.

**04 Unify The Message.** Convey fewer but stronger messages across-the-board, on your website, in your brochures, even your tagline on your invoices. By unifying your message you can eliminate the amount of marketing materials used. This isn't to say you shouldn't talk about new specializations or services you offer, but when your clients see the same basic message it will be reinforced.

**05 Brand The Office.** Many firms believe that their work should reflect their professionalism, capability, skill, and service. We live in a culture that is inundated with motion

and visual messaging. We want our clients to know who we are and how they will be treated, by simply looking at our office. It seems contrived but the next time you walk into your doctor's office or the grocery store, consider how the look makes you feel about the price you are paying. This is why grocery stores are remodeling their stores to make you feel like you're in an upscale establishment, to make you more comfortable with spending more money. Does your office make people think your swamped and don't have time for them, or does it make them think they are using the best professional money can buy?

Branding is about perception, the value for the money spent, the emotional attachment, and of course, the actual work done. How your clients perceive you is controlled more by you than you might think.



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## Wishing You a Successful New Year!

I am happy to write to you as the 2012 Chairman of the Board of the Palmdale Chamber of Commerce.

I look forward to leading the Chamber and continuing the work of previous directors. Thank you, George Rasmussen, for your leadership last year. I plan to continue to grow the relationships and programs that were begun during your tenure.

Every new year, we make resolutions to improve ourselves and/or our businesses in some way. Often, those resolutions fall by the wayside after

a few weeks or months. Resolutions and goals are great ways to improve ourselves, but we have to be realistic and flexible with them. When setting your goals for the year, be **SMART**. Your goals should be: **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**imely. Using this method, you can set goals that are attainable and measurable which, when achieved, give a sense of accomplishment. This will lead to further goal setting and further success.

Wishing you a prosperous and productive 2012,  
Frank Garcia



STACIA NEMETH  
CEO

## 2012: Opportunity Awaits

Happy New Year!

It's hard to believe we are in the year 2012; it sounds so futuristic! The Palmdale Chamber of Commerce is ready to embrace the future and continue another year of moving business forward.

We have established our editorial calendar for the year and we're ready to provide business with tools and ideas to stay successful and build stronger networks. The January theme is Signs and Branding. Branding your business is one of the most important things you will do. Your brand, logo, and image all represent who you are to your customers and potential customers. You want that message to be positive and consistent. Proper branding will make your business recognizable and

memorable. The Chamber has members who specialize in branding and can help you create an unforgettable brand that will help improve your business.

The City of Palmdale encourages advertising your business through signage, but they also want you to follow the rules to keep the city's atmosphere family-friendly and clean. We have included a summary of the current temporary commercial banner permit requirements so you can properly advertise your business in the City of Palmdale.

Embrace the new year, publicize your business, make new connections and strengthen old ones; the Palmdale Chamber of Commerce is here to help you succeed. Seize the opportunity!

# Interview<sup>with</sup> **Marc Kruskol**

A Chamber member since 2010, Marc Kruskol is the owner of MJK Public Relations.



**Q. Can you give a brief description of your business?**

**A** I specialize in meeting the publicity needs of filmmakers, working talent, production companies, professional athletes, doctors, lawyers and other professionals and experts in their fields desiring media exposure.

**Q How do you describe “public relations”?**

**A** Crafting and maintaining a positive image for a person, a business or a product—and sharing that information with the public and / or other pertinent businesses.

**Q How did you get involved in the Chamber?**

**A** I relocated to Palmdale from the San Fernando Valley in January of 2010. One of the first things I did was join the Chamber. It’s important to let businesses know that my company is here –locally, and what I can offer. Additionally, I try to shop locally for goods and service, so it’s important to get to know fellow business owners.

**Q How does your company publicize a business?**

**A** With the exception of large firms with many departments (and high fees!) a typical public relations firm can’t do everything and do them all well. Just like law firms and physicians, you need a specialist. My firm specializes in building awareness of a person, business or product through press coverage and my clients are regularly called upon by media outlets as experts in their fields. They have been covered by every major media outlet including the Associated Press, Reuters, CNN, Fox News Channel, every local television station in the Los Angeles area and countless more—local outlets, too! The fact that I do all of the work myself helps me build strong bonds with my clients. They never feel like small fish in a big pond. I will stack my results against any firm out there and have the press clippings and interview tapes to prove it.

**Q What are the most effective types of publicity for local businesses?**

**A** The most important thing I look at before considering representing a client is whether or not I feel that I can get press coverage for them—is it worth it for them to pay

me? Outside of very local media, chances are smaller Mom and Pop restaurants or other similar business will not benefit much from my services, unless what they do is unique—something that would catch the attention of a Los Angeles or national press outlet. On the other hand, larger businesses that provide goods and services to a wider area, as well as doctors, lawyers and other professionals, could benefit greatly. A doctor or lawyer in the Antelope Valley has the same—or more expertise as one in Beverly Hills, so why not utilize the media to increase your visibility? If you’re a school, why not share the expertise of your faculty to attract press coverage and more students? Professionals can put these interviews on their websites, immediately bolstering their credibility, which could lead to a growth in business.

**Q What should a business do to protect its public image?**

**A** Use common sense. We’ve all seen countless examples—both locally and nationally, where a spokesperson or company said or did something so poorly conceived that it was doomed to fail and lead to a PR nightmare. Don’t try to fool the press or the public with euphemisms and back-peddling. They are easy to see through and just make things worse. If you do make a mistake, take responsibility immediately and address how you’re going to fix it. You’ll be surprised how much more easily the public will forgive you.

**Q How can a business improve its public image?**

**A** Great word of mouth is crucial to local businesses. It’s the best PR you can get—and it’s free! If you want to stand apart from your competition, especially a national company, you need to have the best customer service. If a customer had a bad experience, make it right—no questions asked. Donate goods / services to charitable organizations and / or schools—and let the press know that you’re doing it. Be a guest speaker at a school class or career day. But it must be genuine and not come across as self-serving.

# "Dress For Success" Fashion Show

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

In line with our January editorial theme of "Signs and Branding" we will begin the year with a "Dress For Success" fashion show at our January luncheon. Ingrid Chapman of Chapman Communications will be the commentator of the show which will feature models selected

from our membership. Ms. Chapman will provide information on branding yourself via fashion. Come out to see Mayor Jim Ledford, Embassy Suites General Manager Randy Keller, Chamber CEO Stacia Nemeth and many others strut their stuff on the catwalk. The models will wear their own attire and show you how they dress for success. This luncheon promises to be entertaining and informative. Purchase your ticket online now!

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, January 18, 2012 at 11:15am.

## Grand Openings



**December 6, 2011**

Grand opening and ribbon cutting of *Rehabilitation and Orthopedic Institute* a program of Palmdale Regional Medical Center.



**December 9, 2011**

Grand opening and ribbon cutting of *Pacific Trust Escrow*.



**December 17, 2011**

Grand opening and ribbon cutting of *WSS*.

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**37560 Sierra Highway Palmdale**

# The City of Palmdale Temporary Commercial Banner Permit Ordinance

Summarized from Section 88.10 of the City of Palmdale Zoning Ordinance (Zoning Ordinance Amendment 10-03, adopted by City Council March 2, 2011.)

The City of Palmdale's Zoning Ordinance serves to allow the city to "promote the public health, safety, and general welfare and to preserve and enhance the quality of life within the City by establishing regulations to ensure that an appropriate mix of land uses is developed in an orderly manner." To that end, the Ordinance contains provisions relating to banners that will assist business advertising while maintaining an attractive business environment.

Temporary commercial banners are allowed to be displayed if the business owner has:

- secured the required building permits necessary for the banner installation from the Building and Safety Division
- submitted a Temporary Commercial Banner permit (downloadable at <http://www.cityofpalmdale.org/departments/planning/forms>)
- paid the annual Temporary Commercial Banner permit fee (currently \$265)

Banners are permitted in most commercial and industrial zones.

Banners may not be utilized as the sole source of business identification; therefore, businesses must have permanent signage on the building prior to applying for a banner permit.

Banners must be professionally designed and manufactured and made of high quality, durable material capable of withstanding the severe local weather conditions.

**Wall mounted banners** cannot be larger than 32 square feet or one square foot of banner area per lineal foot of building frontage, whichever is larger, and cannot encroach onto the adjacent business. Banners must be mounted flat against the wall and secured with permanent anchors (no wire, rope, bungee cords, etc.) Wall mounted banners may not be on a side of the building that faces residential property.

Planning Department approval must be obtained prior to changing wall mounted banner location.

**Ground mounted banners** (freestanding, feather, teardrop, swooper, and bowhead banners) cannot be taller than 12 feet with a maximum area of 42 square feet. Businesses may have no more than one ground mounted banner. For safety purposes, ground mounted banners must be at least five feet away from the public right-of-way. Also, they may not obstruct traffic views of pedestrians or vehicles or block exits of buildings. Ground mounted banners must be located within the center in which the



business is located; no off-site banners are permitted.

This summary is meant to provide the basic guidelines of temporary banner rules in the City of Palmdale. Prior to installing any banners or signage, contact the City's Planning Department (661-267-5200) for an application and complete details.

# Welcome to the 2012 Palmdale Chamber Board of Directors

The Palmdale Chamber of Commerce will be guided by the following Board of Directors for 2012:

## Executive Board:

Chairman of the Board: Frank Garcia, Frank's Radio Service, Inc.  
Chairman Elect: Randy Keller, Embassy Suites, Palmdale  
Corporate Secretary: Laura Gordon, Great Hills Services, Inc.  
Chief Financial Officer: Tammy Boyd, Elite Tax & Financial Services  
Vice Chair Membership: Elena Treat, Antelope Valley Mall  
Vice Chair Fund Development: Laurie Cook, The Palmdale Hotel  
Vice Chair Governmental Affairs: Adrian Dares, Financial Risk Management  
Vice Chair Economic Development: Brad Hayes, Greenbee Landscape, Inc.  
Vice Chair Community Affairs: Trent Blankenship, Wal-Mart, West Palmdale  
Immediate Past Chair: George Rasmussen, Farmers Insurance

## Directors:

Tammy Bargerhuff of Sam's Club  
Chuck Church of Northrop Grumman  
Pamela Gaspar of Union Bank  
Joshua Ginsberg of Digi-VUE Advertising  
Lea Graffeo of Fresco II  
Nicole Gray of Storage Express  
Deborah Hess of Southern California Edison  
Bill Meck of William Edwards Photography  
Robbie Royster of LA County Sheriff Department

The Board plans to work together to achieve the Chamber's Strategic Goals in the areas of membership, communication, community involvement, fund development, and member and staff training. The directors are responsible for carrying out the Chamber mission. If you have concerns or suggestions regarding the Palmdale Chamber, please contact any board member or the chamber office.

# Member Anniversaries

January 2012

- 40 Milburn & Ashton**  
(661)273-1780
- 37 The Gas Company**  
(800)427-2200
- 32 Coldwell Banker/A Hartwig Company**  
(661)948-8424
- 31 Sunbelt Rentals**  
(661)947-4131  
**W.A. Thompson Distributor**  
(661)942-0479
- 30 California Employment Development Dept.**  
(661)726-4128
- 27 Clark & Howard**  
(661)947-7112
- 24 Granite Construction Co.**  
(661)726-4447
- 23 Northrop Grumman Corp**  
(661)266-5673
- 20 Precision Auto Body**  
(661)273-7996  
**Walmart Supercenter**  
(661)267-6496
- 16 Sixth Street Towing**  
(661)947-4653
- 15 Impression Apartments**  
(661)947-6576
- 13 Osbeth Construction, Inc.**  
(661)266-3412  
**RB Machining**  
(661)274-4611
- 12 Lowe's of Palmdale**  
(661)267-9888
- 5 Berna Mayer**  
(661)810-1032  
**Sherwin-Williams Paint Co.**  
(661)947-6748  
**Squirtys Collision Center, Inc.**  
(661)274-0400
- 2 Cascades at Rancho Vista Golf Club**  
(661)272-9830  
**Westside Union School District**  
(661)722-0716
- 1 Asia Buffet Palmdale**  
(661)266-2757  
**Fish Window Cleaning**  
(661)456-6138

# Palmdale Business Breakfast

December 1, 2011

## ► Best 30 Second Commercial

Sandi Zornes, Storage Express, won the "Best 30 Second Commercial" during the December 1, 2011 Palmdale Business Breakfast. Also photographed: Paul J. Porteus.



## ◀ Breakfast V.I.P.

The Antelope Valley Mall, represented by Tricia Granger (center) and Elena Treat (right), was the VIP sponsor of the December 1, 2011 Palmdale Business Breakfast. Also photographed: Pepe Eads

# Welcome New Members

January 2012

- **Alesia Dowden Enterprise**  
Alesia Dowden  
Palmdale CA 93552  
(661)208-6015  
www.got-business.com
- **Antelope Valley Hispanic Chaplains Association**  
Arthur Collier  
38258 6th Street East  
Palmdale CA 93550  
(661)274-1714
- **Antelope Valley Schools Transportation Agency**  
670 W. Avenue L-8  
Lancaster CA 93534  
(661)945-3621  
www.avsta.com
- **Bead Paradise**  
Jon Woodward  
3115 Rancho Vista Blvd.  
Palmdale CA 93551  
(661)947-2222
- **The Guidance Charter School**  
Kamal M. Al-Khatib  
1125-B E. Palmdale Blvd.  
Palmdale CA 93550  
(661)272-1701  
www.thegcs.org
- **Pacific Trust Escrow, Inc.**  
Kelly Biers  
39438 Trade Center Dr., Ste. D  
Palmdale CA 93551  
(661)265-0800  
www.pacifictrustescrow.com
- **Sears Optical**  
Marissa Franco  
1345 W. Rancho Vista Blvd.  
Palmdale CA 93551  
(661)273-3958  
www.searsoptical.com
- **W.O.R.D. AV**  
Ben Novelli  
PO Box 901394  
Palmdale CA 93590  
(877)967-3281  
www.wordav.org

# New Employment Laws Affecting Businesses in 2012

from CalChamber.com

The new year brings with it many new laws that affect business. Unless specified, the following legislation goes into effect on January 1, 2012. This is a brief summary of the new laws; the entire list can also be viewed at [www.calchamber.com/newlaws2012](http://www.calchamber.com/newlaws2012).

## » Credit Check

AB 22 prohibits employers and prospective employers, not including certain financial institutions, from obtaining and using consumer credit reports (credit information) about applicants or employees.

## » Pregnancy Disability Leave

SB 299 requires all employers with five or more employees to continue to maintain and pay for health coverage under a group health plan for an eligible female employee who takes Pregnancy Disability Leave (PDL) up to a maximum of four months in a 12-month period.

## » Willful Misclassification of Independent Contractors

SB 459 provides new penalties (between \$5,000 and \$25,000) for the willful misclassification of independent contractors.

## » Written Commission Agreement

AB 1396 requires employers who have commission pay arrangements to put those agreements into a signed written contract. The bill is effective January 1, 2013.

## » Notice of Pay Details

AB 469 requires employers to provide nonexempt employees, at the time of hire, a notice that specifies pay details.

## » Organ and Bone Marrow Donor Leave

SB 272 clarifies the implementation

of California's organ and bone marrow donor leave law.

## » Genetic Information

SB 559 amends the Fair Employment and Housing Act (FEHA) to state that employers are prohibited from discriminating against employees on the basis of genetic information.

## » Gender Expression

AB 887 amends the Fair Employment and Housing Act to further define "gender" to include both gender identity and "gender expression" and to make clear that discrimination on either basis is prohibited.

## » E-Verify

AB 1236 allows employers to continue to choose to use E-Verify, but prohibits California state agencies and local governments from passing mandates that require employers to use E-Verify.

## » Interference With Rights Under Leave Laws

AB 592 adds language to the California Family Rights Act (CFRA) and the Pregnancy Disability Leave law (PDL) that makes it unlawful to interfere with or in any way restrain the exercise of rights under these laws.

## » Administrative Penalties

AB 240 allows an employee that alleges a minimum wage violation to recover liquidated damages pursuant to any complaint brought before the Division of Labor Standards Enforcement (DLSE).

## » Wage Penalties

AB 551 increases the maximum penalty for each worker paid less than the determined prevailing wage and increases the minimum penalty for violations of prevailing wage obligations.

## » Farm Labor Contractors - Wage Notices

AB 243 amends the Labor Code to expand the information that must be included on pay statements for farm labor contractors.

## » Agricultural Labor Relations

SB 126 affects certification of bargaining representatives for agricultural employees.

## » Insurance Non-Discrimination Act

SB 757 prevents employers that operate in multiple states from discriminating against same-sex couples by not providing the same insurance coverage for domestic partners as they do for spouses.

## » State Contracts - Gender or Sexual Orientation Discrimination

SB 117 outlaws the state of California from entering into contracts of more than \$100,000 with companies that discriminate against the employees on the basis of gender or sexual orientation with regard to benefits.

## » Apprenticeship Programs

SB 56 changes the audit requirements for apprenticeship programs.

## » Safe Lifting - Hospitals

AB 1136 provides that general acute care hospitals must maintain a safe patient handling policy for patient care units, including trained lift teams or training in safe lifting techniques for staff.

**A:** Yes. All employers with five or more employees must continue health insurance coverage for up to four months of PDL.

**Q:** Our company has over 50 employees and is a covered employer for purposes of FMLA and CFRA. We have an employee who was disabled for four months of PDL. She was not eligible for leave under FMLA/CFRA at the time she started her PDL, but became eligible at the end of her PDL leave. She returned from her PDL for a couple of weeks, but now has another serious health condition unrelated to her pregnancy and is eligible for FMLA/CFRA. Are we required to continue her health benefits coverage for her FMLA/CFRA leave?

**A:** Yes. The employee is now eligible for FMLA and/or CFRA, both of which require that leave and related benefits start when the employee becomes eligible for FMLA/CFRA regardless of whether the employer provided leave to the employee prior to that time either voluntarily or under some other law, such as PDL. Potentially, if the eligible employee received four months of PDL and then became eligible for FMLA/CFRA only at the end of the PDL leave, the

## California's New PDL Laws and Your Insurance Obligations

Effective January 1, 2012, under SB 299, California employers with five or more employees will be required to continue to maintain and pay for health coverage under a group health plan for an eligible female employee who takes Pregnancy Disability Leave (PDL) up to a maximum of four months in a 12-month period.

The benefits are at the same level and under the same conditions as if the employee had continued working during the leave period. The employee must continue to pay her share of the premium, unless the employer covers the entire premium.

**Q:** Our company has 13 employees. We have an employee going on PDL. Do we have to continue her health insurance benefits while she is on PDL?



employee could receive continued health benefit coverage for up to a maximum of seven months; four months under PDL and 12 weeks under FMLA and/or CFRA.

**Q:** Our company has over 50 employees and is a covered employer for purposes of FMLA and CFRA. We have an employee who was disabled for four months of PDL. She did not return to work at the end of PDL, but instead is taking 12 weeks of baby bonding leave under CFRA. Are we entitled to recover our share of the insurance coverage premium that we paid during her PDL because she didn't return to work?

**A:** No. The law specifically states that the employer cannot recover the premium amounts if the employee failed to return to work because she took additional leave afforded under the CFRA. However, the new law provides that an employer can, under certain circumstances, recover the amounts paid for the benefits if the employee fails to return to work. Because the law is ambiguous as to what specific circumstances allow for cost recovery, employers are advised to consult with counsel prior to seeking cost reimbursement.

## Miss City of Palmdale Ivy Bedard

I am so grateful to be living in a country where I am able to be with my family, learn, and have such freedoms as life, liberty, and the pursuit of happiness. I believe that we have our men and women of the United States military to thank for these everyday freedoms. They sacrifice not only their lives, but they sacrifice memories and time they could have had with their family and friends, to keep us safe and protect our home of the brave.

Do you have an old cell phone sitting in that junk drawer of yours at home? Well, for the month on January, I will be helping the Cell Phones for Soldiers Organization by collecting old/ used cell phones around the Antelope Valley to support our troops. By the end of January I will be sending in the phones which will be recycled and made into phone cards. The phone cards will be given to soldiers overseas so that they are able to call home to their loved ones.

If you would like to help by donating an old cell phone you may drop them off at the Palmdale Chamber of Commerce or you may contact me by email and I will pick them up! Email : [Ivyhope@sbcglobal.net](mailto:Ivyhope@sbcglobal.net)

Thank you so much for all of your support! Now let's make a difference!

Sincerely,

Ivy Bedard, Miss Antelope Valley 2011, Miss City of Palmdale 2011



## Junior Miss City of Palmdale Katrina Henstrand

What a fun Holiday season it was. Ivy, Mackenzie, and I got to go on the Metrolink Christmas Train with Mayor Ledford. Speaking of Mayor Ledford, I had the honor of being present when he was sworn in for his 11th term. Mackenzie and I then got to surprise the City Council with some home baked goodies.


For the Christmas parades, I got to ride on a fire truck for the Lancaster Parade, battle a mean Abominable Snowman in the Rosamond and Boron parades, and then ride in a 10 foot snow globe in the Palmdale Parade. I want to thank everybody at the Palmdale Chamber who helped make the Palmdale Parade such a fun parade to be in.

With the holiday rush over, time to get ready for the Jr Miss AV Pageant on January 28th. Between preparing for the pageant, and collecting donations for Saddle-up (it is not too late to donate), it looks like January is the rush after the rush. Until next month, I am Katrina Henstrand your Jr Miss City of Palmdale.

## Little Miss City of Palmdale Mackenzie Burton

It has been another amazing month. Thanksgiving was wonderful I volunteered in the morning at United Christian Church to help feed and serve people, then I went to my grandma's in the valley for the rest of the day. Palmdale Learning Plaza and I collected enough food to make 37 baskets for S.A.V.E.S. to give out. At the A.V.Mall they had an event Frosty's Funfest and it was so much fun, other Little's showed up we got pictures with Santa and watched a great fireworks show. The next week Metrolink had a toy train come through Palmdale and I got to go on the train with Mayor Ledford that was so fun. Thank you, Mayor. William Edwards let Katrina and I ride on top of his fire engine in the Lancaster Christmas parade. Thank you, Mr. Bill. We were in a snow globe for the Palmdale parade. It was so hot inside. I hope everybody had a fantastic Christmas and an amazing New Year. Stay strong on your new year's resolutions; my mom says some are tough. I'm so excited for next month! Your reigning Little Miss city of Palmdale 2011, Mackenzie Burton

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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

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**Adrian Dares**, Vice-Chair Governmental Affairs

Financial Risk Management

**Brad Hayes**, Vice-Chair Economic Development

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Pamela Gaspar, Union Bank

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Rose Sladek

## 2012 Chamber Staff

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Communications Coordinator, Liz De La Cruz

## Vantage Committee

Laura Gordon, Eric Rasmussen, George Rasmussen,

Justin Rasmussen, Sharon Renteria, Stacia Nemeth,

Liz De La Cruz



## Prostate surgery Monday... dancing at daughter's wedding Saturday.

At Antelope Valley Hospital, our new *da Vinci*® Surgical System provides our prostate cancer patients with the latest surgical evolution, putting a surgeon's hands at the controls of a state-of-the-art robotic platform. It enables surgeons to perform even the most complex and delicate procedures through very small incisions with unmatched precision. As a result, our patients experience less pain, less blood loss, less scarring and a shorter recovery time than those who undergo traditional prostate surgery. Recent studies also suggest that a prostatectomy performed using the *da Vinci* system may reduce the risk of urinary incontinence and impotence following surgery. Now you have access to the most advanced medical technology and surgical treatment options available today, without ever leaving the Antelope Valley.

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OF COMMERCE

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# January 2012

- |           |   |           |   |           |   |
|-----------|---|-----------|---|-----------|---|
| <b>1</b>  | <b>Happy New Year</b>   | <b>13</b> | 9:15am<br><b>Luncheon Committee Meeting</b><br>Palmdale Chamber conference room                             | <b>26</b> | 7:00am<br>LCC - Breakfast<br>University of Antelope Valley<br>5:30pm - 7:30pm<br><b>After Hours Mixer - South Antelope Valley Emergency Services</b><br>1002 East Avenue Q-12, Palmdale |
| <b>2</b>  | <b>Palmdale Chamber office will be closed in observance of New Year's Day</b>   | <b>16</b> | 5:30pm<br><b>Planning Retreat</b><br>The Palmdale Hotel   | <b>27</b> | 6:00pm<br><b>71st Annual Installation &amp; Recognition Banquet</b><br>Larry Chimbole Cultural Center<br>38350 Sierra Hwy, Palmdale   |
| <b>3</b>  | 7:30am<br><b>Executive Board Meeting</b><br>Embassy Suites, Palmdale  | <b>18</b> | 6:00pm<br>GAVAR - Installation<br>A.V. Fairground   | <b>30</b> | 12:00pm<br><b>Breakfast Committee Meeting</b><br>Palmdale Chamber conference room<br>7:30am<br><b>Finance Committee Meeting</b><br>Palmdale Chamber conference room                     |
| <b>4</b>  | 11:30am<br>QHCC - Luncheon<br>Cascades at Rancho Vista Golf Course  | <b>19</b> | <b>Palmdale Chamber office will be closed in observance of Martin Luther King Jr. Day</b>                   |           |   |
| <b>5</b>  | 4:00pm<br><b>Joint Legislative Committee Meeting</b><br>L.A. Co. Fire Training Station, Lancaster                               | <b>24</b> | 11:15am<br><b>Membership Luncheon</b><br>Embassy Suites<br>5:30pm - 7:30pm<br>AVHCC - Mixer<br>Location TBA |           |   |
| <b>9</b>  | 7:00am<br><b>Palmdale Business Breakfast</b><br>HomeTown Buffet, Palmdale   | <b>25</b> | 8:15am<br><b>Ambassador Committee Meeting</b><br>Palmdale Chamber conference room                           |           |   |
| <b>11</b> | 3:45pm<br><b>Pageant Committee Meeting</b><br>Palmdale Chamber Conference Room  |           |   |           |   |
| <b>12</b> | 7:00am<br><b>Board of Directors Meeting</b><br>The Palmdale Hotel<br>11:30am<br>LCC - Luncheon<br>University of Antelope Valley |           |   |           |   |
|           | 5:30pm - 7:30pm<br>QHCC - Mixer<br>Location TBA   |           |   |           |   |



Event dates and/or locations are subject to change.