

## LOOKING TO GET INVOLVED IN 2012?

Take your business networking to a whole new level by getting involved in Chamber committees. This is a great way to build relationships with other Chamber members, while working together on various Chamber programs. Our committees generally meet once a month, and depending on the committee, meetings are held at various times during the day and evening. Take a look at these brief descriptions and then call the Chamber office for more information.

**Membership** – The objective of this committee is to increase Chamber membership and to enhance value-added benefits and services for our membership. Areas of focus include the Ambassador program, breakfast and evening mixers, and developing other member benefits. Members are the heart of our organization and this committee is what keeps it all ticking!

**Young Professionals** – This “under 40” group is geared towards promoting networking opportunities and mentoring to support the next generation of business leadership. The “YP’s” balance business development and fun with aplomb. Of particular interest is the group’s commitment each year to support a non profit Chamber member.

**Education** – This committee has two areas of focus. First, the development of educational programs and workshops for the community. Last fall’s successful panel presentation “Using Social Media to Build your Business” was one of the committee’s many innovative programs. In addition, this committee is responsible for the Chamber’s Scholarship Program for local college students majoring in business.

**Street Fair** – Who wouldn’t want to be a part of this high energy,

fun and creative group? The Street Fair committee is so excited about their plans for the 25<sup>th</sup> Annual Palos Verdes Street Fair and Music Festival. If you’re interested in food, music, entertainment, dog shows, publicity, logistics or pretty much anything else, this committee can put your talents to good use! Want to help plan a party for 40,000+ people? This is YOUR committee!

**Business Development** – “Local First” is the mantra of this action-oriented committee. Whether it’s the Local First Business Expo, the new King/Queen of the Hill fundraising program, or planning the Chamber’s first community-wide Economic Development Summit, this committee is dedicated to supporting the businesses in our community.

**Legislative Affairs** – This committee has its finger on the pulse of legislative activity from the local perspective, to Sacramento, and all the way to Washington, D.C. By staying informed on public policy issues that impact business, this committee takes positions on key legislation and related business issues, subject to Board approval. Hosting the Legislative Luncheon & Forum is one of the committee’s annual highlights.

**Special Events** – Ever wanted to put on a party for several hundred key business leaders in the community? The Special Events committee does just that.... they help plan two of the Chamber’s annual signature events: Salute to Business and Citizen of the Year. If you like to celebrate, this is the committee for you.

Whatever your talents or interests, there is a place for you on one (or more) of these committees. Business is about relationships and one great way to build your business relationships is through serving on a Chamber committee.

## Networking Mixers Bring Business Together on The Hill



Many thanks to **Silverado Senior Living - Beach Cities and their Community Ambassador, Laurie Glover**, (Pictured with PVP Chamber President/CEO, Eileen Hupp) for generously hosting our January Evening Networking Mixer. Chamber members and guests networked while sampling delicious appetizers and treats prepared by Silverado’s in-house chef.

**Silverado Senior Living** is an Assisted Living Dementia Care Community located in Redondo Beach. This state-of-the-art facility offers exceptional, world-class care in beautiful surroundings. Silverado is a secure environment specializing in caring for those with any type of memory loss and their families. We were all ready to move in after our tour!

## Public Invited to Honor Local Businesses

The Palos Verdes Peninsula Chamber of Commerce



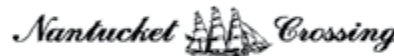
Awards Dinner and Board of Directors Installation

February 3, 2012 6:00pm  
Trump National Golf Club

Jan. 21 or after: \$150 per Person; \$1,500 for a Table of 10; \$1,750 for a Premier Table

For information, please contact Debby Morgan at 310.377.8111 310.377.0614 fax office@palosverdeschamber.com

Congratulations to our 2011 Salute to Business Award Winners!



Best New Business

Best Non-Profit Organization

**CHAIRMAN'S CIRCLE**

**Regional Networking Mixer!**  
February 16 5:30-7:30pm  
Rolling Hills Country Club  
27000 Palos Verdes Drive East, Rolling Hills Estates  
Amazing Food \* 15 Area Chambers \* Raffle  
**Build Business Connections!**  
\$10 Admission Includes Appetizers.  
RSVP to office@palosverdeschamber.com or call 310-377-8111

**UPCOMING CHAMBER EVENTS**  
Members & Public Invited! Making Business Connections  
RSVP to 310-377-8111 or office@palosverdeschamber.com

**Business Referral Evening Mixers**  
Evening Mixer 5:30pm-7:30pm \$10 Includes Food, Cash Bar, Raffle.

February 16: **REGIONAL MEGA MIXER**  
Rolling Hills Country Club  
15 local chambers invited! Great food & raffle!

**Business Referral Breakfast Mixers**  
Breakfast Mixers 7:15am-9am on the first Wednesday of the month.  
\$15/in advance or \$18 at the door. Includes Full Breakfast

February 1: **Lisa's Bon Appetit, Torrance**  
Speaker: LA County Sheriff's Deputy Tami Bouse,  
"Current Crime Trends on the Palos Verdes Peninsula."

**Special Events - SAVE THE DATES!**

February 3: **Annual "Salute to Business" Awards Dinner**  
Trump National Golf Club

February 7: **PV Young Professionals Networking Social**  
Luna Rossa Ristorante, RHE 5pm to 7pm  
Cost: \$10 PVP Chamber Members /\$15 Non-members;  
includes appetizers & glass of wine courtesy of Luna Rossa

February 28: **Lunch & Learn**  
Speaker: Raphael Capiro, Truth Fitness & Health  
"Getting fit on a tight schedule"

Shop, Dine & Do Business Locally

www.palosverdeschamber.com



## The PVP Chamber Can Help You Keep Your New Year's Resolution Get Yourself And Your Business In Shape In 2012

### TRUTH FITNESS AND HEALTH SPORTS NEW LOOK FOR 2012



Rafael Capiro, owner of Truth Fitness and Health LLC., cut the ribbon on his newly remodeled training facility this month. Joined by the PVP Chamber of Commerce, Truth trainers Paul Ravel and Cory Katherine Demuth, John Addleman and Mayor Susan Seamans from the City of Rolling Hills Estates, Rafael showed off his state-of-the-art equipment, expertise and new layout. Delicious and healthy food was provided by new PVP Chamber member Marisol Moody at Castilla Gourmet.

Located at 707 Silver Spur Road, Suite 106 in Rolling Hills Estates, Truth Fitness and Health specializes in Private, Semi-Private and Group Fitness Training, Athletic Training for kids and adults, Nutritional Counseling, Functional and Core Training, Gym Design and Rehabilitation Therapy. Visit their website to read more ([www.truthfitnessandhealth.com](http://www.truthfitnessandhealth.com)) or call for an appointment, 310-544-8131.

### Chamber Members' Milestone Business Anniversaries 2012

Palos Verdes Art Center	80 years
Boys & Girls Clubs of the Los Angeles Harbor	75 years
Palos Verdes Peninsula News	75 years
Rotary Club of Palos Verdes Peninsula	50 years
The Appetizer Restaurant	40 years
Norris Center for the Performing Arts	30 years
Palos Verdes Street Fair and Music Festival	25 years
Marine Mammal Care Center	20 years
Edward Jones Investments	10 years
Golden State Pops Orchestra	10 years

**Start the New Year Right!**  
**Join the PVP Chamber!**  
Cost Saving Benefits for New & Renewing Members!  
**Contact Colleen Cotter at 310-387-6756**

**Peninsula Business Journal**  
Palos Verdes Peninsula Chamber of Commerce  
310-377-8111 / www.palosverdeschamber.com  
office@palosverdeschamber.com

The Peninsula Business Journal is the official publication of, and is published monthly by, the Palos Verdes Peninsula Chamber of Commerce and Visitors' Center (PVPCC). Its current circulation is 24,000. The PVPCC, a 501(c)(6) non-profit organization, is located at 707 Silver Spur Road, Suite 100, RHE, CA 90274. All correspondence and address changes should be sent to this address.

The Peninsula Business Journal is published as a service to the Palos Verdes Peninsula and surrounding communities. Considerable effort is made to ensure the accuracy and the reliability of the information published herein, however the PVPCC cannot guarantee its accuracy, nor does it assume any liability for the use of any information published.

Official positions of the PVPCC are taken only by vote of record of the Board of Directors, and are clearly referenced as such in the Journal. Members receive a copy of the Peninsula News containing the Peninsula Business Journal published on the fourth Thursday of the month.

**PVPCC OFFICERS AND DIRECTORS**

<b>Chairman of the Board</b> Marilyn Lyon South Bay Environmental Services Center	<b>DIRECTORS</b> Randy Bowers, Malaga Bank Gerry Carrese, Coldwell Banker Steven Coy, CLIX Portrait Studios, RHE Jackie Crowley, RE/MAX Palos Verdes Melissa Griswold, Griswold & Griswold Insurance Agency Terri Haack, Terranea Resort Steven Kovary, Steven A. Kovary, CPA Sherry Kramer, Continental Development Corporation Pang Mueller, Tesoro Refining and Marketing Company Shawn Nejad, Rancho Palos Verdes Flowers Sharon Ryan, An Uncommon Journey Andrea Sala, California State University at Dominguez Hills Teresa Scott, HQ, a member of the Regus Group
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<b>Vice-Chair, Economic Development &amp; Community Affairs</b> Elizabeth Griggs Promenade on the Peninsula	
<b>Vice-Chair, Business Advocacy</b> Kelly Curtis-Intagliata Marymount College	

**CHAMBER STAFF**  
Eileen Hupp, President/CEO  
Debby Morgan, Events and Marketing Director  
Patti Myhre, Business and Project Manager/Controller  
Colleen Cotter, Membership Development Coordinator  
Tracy Ferrara, Internet Marketing and Communications

### R.H.E. WELCOMES THE PILATES HAVEN



The Pilates Haven officially opened its doors this month with a ribbon cutting attended by family, representatives of the Palos Verdes Peninsula Chamber of Commerce and Officials from the City of Rolling Hills Estates.

Owner Taylor Montgomery focuses her lessons on improving strength, coordination, balance and flexibility. Because of her experience working in chiropractic offices and rehabilitation centers, Taylor is able to help clients with different types of injuries as well. She has seen how pilates has transformed all types of bodies, and has brought overall wellness and strength to her clients.

The Pilates Haven is located at 777 Silver Spur Road, Suite 130 in Rolling Hills Estates and can be seen online at <http://pilateshaven.com/>. Be sure to call them at 424-634-2223 or stop in and say hello!

### Torrance Memorial Medical Center Achieves Magnet® Recognition

Torrance Memorial Medical Center has joined the ranks of the top six percent of hospitals in the nation by earning the coveted Magnet® recognition from the American Nurses Credentialing Center. The Magnet Recognition Program® recognizes top health care organizations in the nation for providing nursing excellence.

"We are very proud of our nursing team and all members of the healthcare team for the level of care they provide to our community," stated Peggy Berwald, Senior Vice President, Patient Care/CNO, Torrance Memorial Medical Center. "The Torrance Memorial team is committed to excellence

in every aspect of patient care. We are truly a Magnet organization, providing the highest caliber of care with extraordinary compassion to our patients and families every day."

Torrance Memorial is the first hospital in the southwest region of Los Angeles County to achieve the Magnet Recognition Program® designation and one of 391 hospitals worldwide to be honored by the ANCC with this recognition.

The Magnet Recognition Program® serves as the gold standard for nursing excellence and provides consumers with the ultimate benchmark for measuring quality of care.

**WELCOME NEW MEMBERS**

<b>AT&amp;T</b> (213) 743-7003	Creasie James Los Angeles Utilities	<b>Lisa Nagel - Marriage &amp; Family Therapist</b> (310) 486-4089 Rolling Hills Estates www.linagelmf.com Marriage & Family Therapist
<b>Castilla Gourmet</b> (310) 890-0836 www.castillacatering.com	Marisol Moody Rancho Palos Verdes Gourmet Catering	<b>Luna Rossa Restaurant Group LLC</b> Valentina Moli Rolling Hills Estates (310) 377-0202 www.lunarossaristorante.com Restaurants
<b>The Green Mermaid Maids</b> (310) 890-0836 www.thegreenmermaidmaid.com	Marisol Moody Rancho Palos Verdes Residential & Commercial Cleaning Services	<b>Ocean Front Urgent Care</b> Mostafa Rahim, M.D. Rancho Palos Verdes (310) 544-2121 www.oceanfronturgentcare.com Urgent Care

**ANNIVERSARIES**

Company	Representative	City	Category	Yrs
Admiral Risty Restaurant	Wayne Judah	RPV	Restaurants	37
California Water Service Co.	Henry Wind	Torr	Utilities	37
Law Offices of Jack I. Esensten	Jack Esensten	RHE	Attorneys-Family Law	37
Palos Verdes Peninsula News	Paul Silva	RHE	Publications	37
Robert Welbourn - Attorney at Law	Robert A. Welbourn	Torr	Attorneys	35
YMCA-San Pedro & Peninsula	Julie Turner-Tisue	LA	Non-Profit	35
Norris Center for the Performing Arts	Susan Henry	RHE	Non-Profit	30
Palos Verdes Peninsula Association of REALTORS	Marla E. Virgin	RHE	Realtors	30
The Canterbury	Inga Liden	RPV	Senior Living	29
Rolling Hills Preparatory School	Andrea Rosas-Howe	San Pedro	Schools	29
Charles Abbott Associates, Inc.	Rusty Reed	Gardena	Engineers	26
Classic Party Rentals, Inc	Jim Sala	Torr	Party Supplies & Rntls	25
Chasmar Insurance Services	Charles Smyth & Marlene Smyth	RHE	Insurance	20
Palos Verdes Peninsula Council of PTA	Anna Levin	RPV	Non-Profit	18
RE/MAX Palos Verdes	GiGi Griffin	RHE	Realtor	10
Aunt Mona's Care Home, Inc.	Mona McCallister	RPV	Senior Living	6
PV Bicycle Center	Steve Bowen	RHE	Bicycle Sales & Repair	6
Customized Personal Training	David Carroll	RB	Personal Trainer	5
Wagon Wheel Ranch	Pat Murmane	Torr	Horseback Riding	5
Rancho Palos Verdes Flowers	Shawn Nejad	RPV	Florist	4
Lindamood-Bell Learning Processes	Marianne Emigh	RHE	Education	4
Panorama	Tom Combs	RPV	Publications	3
Advent of Time	Sig Shonholtz	RHE	Antique Watches	3
JD Factors	Steve Johnson	RPV	Factoring	3
ProSavant Incorporated	Jim Herrera	Las Vegas	Real Est-Prtry Mgmt	3
Law Offices of Shawn Steel,				
A Professional Law Corporation	Shawn Steel	PVP	Attorneys	2
EDCO Disposal Corporation	Octavio Duran	Lemon Grove	Waste Disposal	2
N.V. Hair Design	Najna Viducic	RHE	Hair Stylists	1