

COVINA BUSINESS

VOLUME 27, ISSUE 9 NOVEMBER 2010

COVINA CHAMBER OF COMMERCE 40TH ANNUAL GOLF TOURNAMENT MONDAY, NOVEMBER 2010 SIERRA LA VERNE COUNTRY CLUB

GOLFERS !!!

Please get your reservations in for the tournament. Our goal is to sell out the tournament. Keep in mind, the price increases after Oct 15th.

RAFFLE PRIZES !!!

This is a great way to promote your business and support the tournament at the same time. Contact the Chamber office if you need a donation picked up. You can donate gift cards, tickets to professional sports, electronics, gift baskets, etc.

TEE BAG ITEMS !!!

Each golfer receives a Tee Bag so there is a potential to advertise to over 100 players. Contact the Chamber office if you are interested in donating a promotional item.

MORE OPPORTUNITIES TO WIN JUST ADDED !!!

Reynolds Buick/GMC/Isuzu and Gardena Nissan will be hosting Hole In One Contests. Two chances to win a car!!!!

SAVE THE DATE

Mt. San Antonio College presents

Mega Mixer

Thursday, November 18th

5:00pm to 7:30pm

Mt. Sac—Founder's Hall

1100 Grand Avenue, Walnut

Please RSVP by Friday, Nov 12th

Contact Jill Dolan (909) 274-6119 or jdolan@mtsac.edu



CHAIRMAN'S CLUB 2010

PLATINUM LEVEL

*Foothill Transit
SGV Postal Credit Union*

GOLD LEVEL

*Athens Services
Citizens Business Bank
Citrus Valley Health Partners
The McIntyre Company
Northwestern Mutual – Robert Gillespie
Stellar Business Bank*

SILVER LEVEL

*Forest Lawn Mortuary
Jan's Towing, Inc.
Kaiser Federal Bank
Taco Bell – Downtown Covina
Valley Insurance Service, Inc.*

BRONZE LEVEL

*Citrus Valley Florist
Coldwell Banker Town & Country Realty
Covina Valley Unified School District
Custer Christiansen Mortuary
Elite Financial Solutions, Inc.
Foothill Dermatology Medical Center
Foothill Federal Credit Union
Law Office of Kevin R. Taylor
Oakdale Memorial Park
Reynolds Buick/Pontiac/GMC
Southern California Edison
Southern California Gas Company
Tucker Tire Co., Inc.*

INSIDE THIS ISSUE:

CHAIRPERSON MESSAGE	2
BOARD OF DIRECTORS	2
MEMBERS PROMOTE	3
POLICE CORNER	3
SHOP COVINA	4
NEW MEMBERS	5
MEMBER ACTIVITIES	5
UPCOMING EVENTS	6



Portrait Courtesy of Strike A Pose

CHAIRPERSON'S MESSAGE

Hello to all! I hope you were able to attend Thunderfest Car Show and Music Festival. It was a fun time!

To keep the fun going the Chamber has its golf tournament on Monday, November 8th at Sierra La Verne Country Club. If you enjoy getting out on the course, please come join the Chamber for a fun-filled day! If you don't golf, but would like a day away from your routine, please join us as a volunteer – we would appreciate your assistance. Call the Chamber at 626 967-4191 if you are interested in golfing or volunteering. CAP – The Chamber Attendee Program. Are you using your CAP card when you attend any of the Chamber's events? You

do know it's a simple way to be recognized in the newsletter and more importantly it brings you out to promote your business, network and build relationships with other local businesses. So keep the CAP card in your wallet/purse, present it at each Chamber event you attend and soon you will be asking for a new card.

In November the Board of Directors set aside a full morning to meet for the annual Board Retreat. We go through our monthly agenda and then the meeting is turned over to the Incoming Chair to set goals and discuss different ideas for the next year. The Directors think out of the box and discuss creative ideas (many have been

used) for the coming year. Remember the Covina Chamber is member driven and endures these economical times with the Board's ideas and the members support.

Speaking of economical times – a quick shout-out to 3 Vinos for their one-year anniversary in October. With the community's support it is nice to see a new business survive. 3 Vinos is an active member of the Covina Chamber and we appreciate their participation! **Congratulations 3 Vinos!**

Happy Thanksgiving later this month! The Chamber wishes everyone a blessed and safe holiday.

Sally Ervolina
Chairperson

Stay Connected!!
If you are not receiving weekly updates from the Covina Chamber that means we don't have your current email address. Please contact the office with your information.

CALCHAMBER POSITIONS ON NOVEMBER 2010 BALLOT

- Prop 19: Regulate, Control and Tax Cannabis Act of 2010 - [Oppose](#)
 Prop 20: Redistricting of Congressional Districts - Voters FIRST Act for Congress - [Support](#)
 Prop 21: \$18 Vehicle License Surcharge to Help Fund State Parks/Wildlife Programs - No Position
 Prop 22: Local Taxpayer, Public Safety and Transportation Protection Act - [Support](#)
 Prop 23: Suspends Implementation of Air Pollution Control Law (AB 32) - No Position
 Prop 24: Repeal Corporate Tax Loopholes Act - [Oppose](#)
 Prop 25: On Time Budget Act of 2010 - [Oppose](#)
 Prop 26: Stop Hidden Taxes Initiative - [Support](#)
 Prop 27: Eliminates State Commission on Redistricting - [Oppose](#)

BOARD OF DIRECTORS

Covina Business (USPS 708-150) is published monthly (with the exception of combined July/Aug and Dec/Jan issues) for \$10.00 of the membership yearly investments by the Covina Chamber of Commerce, 935 W. Badillo Street, Suite 100, Covina, CA 91722. Second class postage rates paid at Covina, CA Postmaster. Advertisements in the Covina Business newsletter in any form, does not indicate endorsement by the Covina Chamber of Commerce.

Officers

Chairperson 2010: Sally Ervolina
 Immediate Past Chair: Robert Gillespie
 Chief Financial Officer: Laura Montgomery
 Chairman Elect: Dr. Chris Carlos

Board of Directors

Ron Capotosto, First Choice Loans
 Dr. Chris Carlos, Covina Disposal Co.
 Roland Cordero, Foothill Transit
 Garry Dyson, Dyson Motors
 Robert Gillespie, Northwestern Mutual
 Amanda Gonzalez, San Gabriel
 Children's Center, Inc.
 Charles Gustafson, MFT

Bill Hammett, Grand Printing & Design
 Bill Harris, Elite Financial Solutions, Inc.
 Lavonne Hillhouse, Associate Member
 Andrew McIntyre, The McIntyre Co.
 Laura Montgomery, Citibank
 Doris Sappenfield, The Hair'em Beauty Salon

Committee Chairs

Ambassadors, Anita White
 Cuisines of Covina, Diane Fonseca & Laura Montgomery
 Economic Development Council, Ron Capotosto
 Education, Bob Cruz

Golf Tournament, Robert Gillespie
 Marketing, Laura Montgomery

Chamber Staff

Dawn Nelson, President/CEO
 Angelina Fierro, Membership Director
 Dawn Lifosjoe, Office Assistant

Newsletter Coordination

Writing and Layout, Dorri Satchell
 Printing, Pro Printing

POLICE CORNER—WINTER SCAMS

It is not surprising that scammers/con artists are out trying to enter your home with the intent of stealing from you.

Our surrounding cities have already seen this occur, where the suspects are either posing as contractors, roofing inspectors or city workers. The scammers/con artists typically target the elderly, however, anyone can fall prey to their scam.

Regardless of the type of impersonation the scammer/con artist is posing as, the goal is to distract you to the rear yard, or another part of the house, while a second person enters your house and takes jewelry and cash.

Here are some tips to remember:

Be cautious if a person drives an unmarked truck, or has an out of state license plate and claims to be a worker.

Be suspicious if someone shows up without an appointment asking to check your electrical wiring or water. City employees would not be checking inside your home, as city services ends at the meters.

Don't allow any worker inside your home without verifying their identity.

There is no such thing as a roofing inspector. Anyone claiming to be one, should be an alert for you to call the police.

Be cautious of anyone attempting to collect on an overdue utility payment. If your service is legitimately due for disconnection, it will not come as a surprise. You would have received 3 or 4 overdue notices and a shut-off notice.

Utility workers will never attempt to collect money in the field for service.

If a worker attempts to lure you out of the house for any reason, lock the door so no one can sneak in.

MEMBERS PROMOTE OTHER MEMBERS—COMING SOON!

Have you used a Chamber member and were so happy with the service that you want to tell others about them. Here's your chance! Each month we will have a section in the newsletter that includes testimonials from members...

about members. It's very easy to do. Simply email your testimonial to chamber@covina.org and watch for it in the next newsletter. Keep in mind, we are promoting members so we are only looking for positive reviews!!

WHERE IS YOUR MEMBERSHIP CERTIFICATE AND DECAL?



Membership in the Covina Chamber of Commerce sends a message to your customers, employees and friends that your business is actively involved in and concerned with the community. **Michael J. Mehrbrodt of Mehrbrodt Insurance** recognizes this and displays their Covina Chamber of Commerce Membership Certificate and the new Membership Decal with great pride for all to see. Each month the Chamber staff will be stopping by

businesses at random and if your certificate and decal are on display you will receive a small gift from the Chamber of Commerce and recognition in our newsletter. If you have not received your Certificate and your Decal, contact the Chamber office or stop by and pick one up. (For certificates please call ahead).

Phone: 626-967-4191

Shop Covina

Another great free advertising opportunity brought to you by the city of Covina...Covina cares about its businesses

Great news!! *ShopCovina.org*, a website developed by the City of Covina's Redevelopment Agency specifically designed to promote Covina businesses, has recently expanded its capabilities and is now able to list Professional and Business type business along with many others. So if you provide Insurance, Real Estate, Health, Financial or Business services you can now join the more than 500 Covina businesses that are currently taking advantage of this FREE advertising opportunity. Its fast, it's easy and best of all it doesn't cost you a cent! Go to www.Shopcovina.org website click on the "For Merchants" button, enter the information requested and don't forget to press the "SUBMIT" button. A representative of the City of Covina will subsequently contact you to obtain further information and include your business on the map. While you're at it check out the City of Covina website at www.covinaca.gov for more great information.

This is an outstanding opportunity to inform the community about your business hours, days of business, sales, special events and coupons. When a merchant posts coupons worth \$5 or more they are eligible to enter the quarterly drawing to receive a \$200 discount towards the renewal of their next business license fee **or** obtain a FREE business license, which ever is the **lesser** amount. The winner of the summer quarter drawing was Giovanni's Ristorante.

NEW MEMBERS—WELCOME!



Nestor Peralta
**Prudential California Realty
 Mulhern Group**
 1270 E. Garvey St., Suite 100
 Covina, CA 91724-3637
 (626) 974-8481

www.prucarealty.com

I have 20 years experience and I am the Sales Manager for Prudential. We specialize in short sales, real estate sales, property management, leases, rental & investments.

Harold Burke
Unique Printing
 754 E. Arrow Hwy.
 Suite C
 Covina, CA 91722
 (626) 732-3600

www.uniquecolorprinting.com

Paul Cosato
**Uptown Image Salon &
 Spa**
 221 N. Citrus Ave.
 Covina, CA 91723
 (626) 967-4247

SEPTEMBER RENEWING

ALFA Limousine Service	8
American Cancer Society	2
Bishamon Japanese Restaurant	6
Courtesy Plumbing	3
Covina Concert Band	24
Covina Valley Unified School District	24
Creative Concepts	14
Dunn Edwards Paints	4
El Descanso Retirement Home	1
Faith Community Church	9
Fonda Don Chon Restaurant	2
Miche Designer Handbags	2
Royal Coaches Auto Body & Towing	5
P.K. Schrieffler LLP	2
St. Mary Dental	5
Wright Designs	6
Young's Automotive Service Center, Inc.	15

CHAMBER ATTENDEE PROGRAM (CAP)

Congratulations to the members listed below. They have attended 3 or more events and were recognized at our last Networking Breakfast. Highlighting them at the breakfast and listing them in the newsletter are small rewards for their support, but gives them additional promotion which they all deserve!

- The Hair'em Beauty Salon – Doris Sappenfield
- Marriage & Family Therapist – Charles Gustafson
- Shirley's Gourmet Dugout – Ray Paul
- Stellar Business Bank – Nathan Kirschenbaum
- Sunland Tire Company – Joe Sorace

BEST COMMERCIAL CONTEST

So many members create clever commercials each month at the Networking Breakfast that we decided to have a contest. There are usually 55 to 60 members in attendance so it will not only be very entertaining, but also very difficult choosing a winner. Athens Services has agreed to donate the prize for the contest. So, join us on November 10th with your unique 30 second commercial. We look forward to hearing you promote your business!

November 2010 Events

Ribbon Cutting Event

Tuesday, November 2nd
12:00 Noon
The Cake Mamas
865 W. Route 66
Suite C, Glendora

49th Annual Covina Open Golf Classic

Monday, November 8th
8:00 a.m. Registration Begins
Sierra La Verne Country Club
6300 Country Club Dr., La Verne

Networking Breakfast

Wednesday, November 10th
7:00 a.m.
HomeTown Buffet
1318 N. Azusa Ave., Covina
\$7-Members/\$10-Non-Members

Mega Mixer

Thursday, November 18th
5:00 – 7:30 p.m.
Mt. SAC – Founders Hall
1100 N. Grand Ave., Walnut
Free



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Covina, California 91722-4164
WWW.COVINA.ORG
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Covina, CA 91723
(626) 331-0551

2161 S. Fullerton Rd.
Rowland Heights, CA 91748
(626) 839-3029

1601 S. Grand Ave.
Glendora, CA 91740
(626) 963-7511

Now, 3 Locations to serve you!
www.citrusvalleyflorist.com

Special Thanks!!!

Thank you to the businesses listed below, for their continued support of our Networking Breakfast. These generous donations of door prizes are recognized and appreciated.

Networking Breakfast - October 13, 2010

Allegro Promotions & Printing
Arbonne – Betty Futter
Artemis Concepts
Dyson Motors
Charles Gustafson, MFT
The Hair'em Beauty Salon
K & S Snaks
Royal Coaches Auto Body & Towing
San Gabriel Valley Postal Credit Union
Senior Helpers of Covina
Shirley's Gourmet Dugout