

# Conejo BUSINESS TIMES



The official publication of the Greater Conejo Valley Chamber of Commerce

February 2012

## Members Say



*I've belonged to the Chamber many years - since I was a staff member at the City of Thousand Oaks. When I left to join the Hospice of the*

*Conejo more than six years ago, I discovered the nonprofit had been Chamber members for two decades, as well. The Chamber is like a family: supportive, encouraging, welcoming.*

**Maria Prescott, CEO  
Hospice of the Conejo**

## Events

**Mixer:** Wed., Feb 8, 5:30-7 p.m., Joe & Clara, Pilates Inspired Health Club.

**Economic Forecast Breakfast:** Wed., Feb. 15, 7-9:30 a.m., Hyatt Westlake Plaza.

**Breakfast:** Fri., March 2, 7-9 a.m., Hyatt Westlake Plaza.

**Mixer:** Wed., March 21, 5:30-7 p.m., California Lutheran University.

**Small Business Symposium:** Thur., April 5, Pepperdine Westlake Village Graduate Campus.

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Online at [www.conejochamber.org](http://www.conejochamber.org)

## We Create Opportunities for Business Success by

- Creating a strong local economy
- Promoting community
- Providing networking opportunities
- Representing the interests of business with government
- Taking political action
- Supporting a sustainable future



## GOVERNMENT REPRESENTATION

# Many New Employment Laws Will Affect California Businesses in 2012

The California Chamber of Commerce released a list of new employment laws taking effect in 2012 or earlier that will have an impact on businesses in California.

In addition to the new employment laws, an order by the National Labor Relations Board (NLRB) is also impacting businesses in California. By January 31, 2012, most private-sector employers must begin displaying an 11-by-17-inch poster that provides information to their employees about unionizing and their right to strike.

### New Laws

Unless specified, the following is a list of all new legislation that went into effect on January 1, 2012. 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 con-

### NLRB Jurisdiction and the Posting of Employee Rights

The new requirement to post a Notice of Employee Rights under the National Labor Relations Act applies to all employers under the Board's jurisdiction.

As of January 31, 2012, most private sector employers must post a notice of employee rights under the National Labor Relations Act at their worksites.

Employers must also provide a link to the notice from their internal or external website if they routinely use the site to inform employees of personnel rules or policies.

The 11-by-17-inch NLRB notice is free and can be downloaded and printed

in multiple languages from our website at [www.nlrb.gov/poster](http://www.nlrb.gov/poster), or ordered by mail by filling out a form at the web address or by calling 202.273.0064. In addition, the requirement may be satisfied by purchasing an all-in-one poster such as the one available from the Greater Conejo Valley Chamber of Commerce.

For a complete kit, call the Chamber at 805.370.0035 or go to [www.conejochamber.org](http://www.conejochamber.org)

sumer credit reports (credit information) about applicants or employees. The prohibition does not apply to "managerial positions," defined as those who qualify for the executive exemption from overtime.

### 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 of between \$5,000 to \$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 written contract must set forth the method by which the commissions will be computed and paid. The bill is effective January 1, 2013. Employers have the entirety of 2012 to bring their commission agreements into compliance.

### Notice of Pay Details

AB 469 requires employ-

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## INTERNATIONAL TRAVEL

### Chamber Plans a Fall Tour to the Emerald Isle



Dublin Castle, Ireland.

The Chamber will host a fall 2012 tour to southern Ireland from October 31 through November 8. The tour includes round-trip airfare from LAX, hotel accommodations and guided tours.

The Chamber member price is \$2,755 per person, double occupancy. The non-member price is \$2,855 per person, double occupancy. The single-supplement rate is an additional \$499.

Travelers stay four nights in Dublin at The Burlington Hotel Dublin, or similar ho-

tel, and three nights in Galway at The Pillo Hotel Galway, or similar hotel.

Guided tours include Dublin, The Burren and Cliffs of Moher, Galway, Connemara and Kylemore, and County Wicklow. An optional tour is available to Malahide and Howth for an additional fee, or travelers can opt to stay back and explore the sites of Dublin.

Daily breakfasts and three dinners are included

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## BUSINESS ECONOMY



Bill Watkins, Ph.D.

### Economic Forecast Slated for February 15

Presented by the Greater Conejo Valley Chamber of Commerce and the Rotary Club of Thousand Oaks

Anyone doing business in the Conejo Valley will want to attend the 2012 Economic Forecast presented by the Greater Conejo Valley Chamber of Commerce and the Rotary Club of Thousand Oaks on Wednesday, February 15, 2012, 7 to 9:30 a.m. at the Hyatt Westlake Plaza, 880 South Westlake Blvd., Westlake Village.

Cost is \$40 for pre-registered reservations, \$50 at the door.

Keynote speaker is Bill Watkins, Ph.D., Associate Professor of Economics and Executive Director for the Center for Economic Research and Forecasting at California Lutheran University. Dr. Watkins joined CLU

in June 2009 and is helping launch CLU's new Master of Science in Economics program, which focuses on forecasting and applied research.

Dr. Watkins will be joined by local industry experts for a thorough discussion of what Conejo Valley businesses can expect this year's economic climate to look like, including big picture and industry-specific perspectives. Speakers will include Mayor Jacqui Irwin, Thousand Oaks; Mayor John Edelman, Agoura Hills; and Mayor Susan McSweeney, Westlake Village.

Industry reports include:

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## Greater Conejo Valley Chamber of Commerce

600 Hampshire Road, Suite 200  
Westlake Village, CA 91361  
805.370.0035 • Fax 805.370.1083  
[www.conejochamber.org](http://www.conejochamber.org)

### EXECUTIVE COMMITTEE

**John LaRocca, Chairman**  
Sage Bankcard

**Jill Lederer, President/CEO**  
Greater Conejo Valley Chamber of Commerce

**Phillip A. Koonce, Chairman-Emeritus**

**Kristen Davis, Chairman-Elect**  
Amgen, Inc.

**Rick Lemmo, Treasurer**  
Caruso Affiliated

**Leonard Greenlee, Secretary**  
Baxter Healthcare

**Matt Huss, Director-at-Large**  
Sheraton Agoura Hills Hotel

**Matthew Midura, Director-at-Large**  
Pepperdine University

**Marcia Sutton, Director-at-Large**  
Dole Food Co., Inc.

### DIRECTORS

**Fariborz Aframian, Paris Cut Hair Design**

**Jennifer Ciccone, The Oaks**

**George Cogswell III, Ventura County Star**

**Dave Friedl, CR Print**

**Betsy Friedman**

**Mary Guy**

**Tammie Helmuth, Conejo Awards**

**Peggy Hinz**

**Greg Kaapuni, Attorney at Law**

**Jacqueline Pick, Doctor of Chiropractic**

**Yavar A. Rafieha**

Power of Home—Agoura Design Center

**Angel Robertson, Dallas Capital**

**Lisa Safaeinili, Westminster Free Clinic**

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**Keith Sinclair, Sinclair Company**

**Tim Snyder, Anthem Blue Cross/Wellpoint**

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**Greg Taylor, Hub International**

**Ryan Van Ommeren**

California Lutheran University

**Yvonne Vollert, Oaks Christian School**

**Nicole Winner, WinnerQuotes Insurance**

**Kim Woods, Keller Williams**

### CHAMBER STAFF

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Manager, Assistant Editor

**Brad Yajima**

Marketing & Communication Intern

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Membership Director

**Liz Barrett**

Membership Representative

**Kelli Lighthizer**

Director of Community Relations & Events

**Barbara Brown**

Community Coordinator

## CHAIRMAN-EMERITUS MESSAGE

# Looking Into the Economic Future



Phillip A. Koonce  
Chairman-Emeritus

Brainyquote.com defines a constellation as a sky full of stars or excellences. As Chairman Emeritus of the Board of the Greater Conejo Valley Chamber of Commerce and a long-time small business owner, I have had the privilege of a birds-eye view of the stars, great and small, that make up the pure energy of our business community.

In a new economy and old regulatory environment that has brought many a business to its knees, our local economy has been strengthened

by the diversity and innovation of the businesses that choose the Conejo Valley as their home. Their entrepreneurial spirit, a quintessential American trait, thrives here nurtured by the ultimate business incubator: premier cities that embrace their success recognizing that collectively, we all do better.

Your Chamber, one of the largest in the country, has a mission of singular clarity: economic development, defined by our successes and driven by our failures. Highly competitive by nature, our true north is helping businesses navigate complex times and implement their changing visions.

While the word "vision" or even "implementation" may seem almost laughable to business leaders when confronted with the often consuming impacts of uncertain health care laws, muddy labor policies, corporate tax rates, excessive federal and state regulations, anxious team members and global impacts on the markets to name just a few daily concerns, there is one truth

that remains immutable: the free market economy will find a way.

The great businesses that inevitably will be born in and survive changing times are the ones that make connections with other businesses while spotlighting their own, that seek out advocacy on their issues, know how to access leads and impactful knowledge, take their credibility and civic responsibility seriously and want to make a difference for themselves and their communities. Your Chamber has just been recognized as among the top one percent in the United States in providing these resources for you, no matter the size or sector of your business.

These years will leave their indelible tracings on our minds, businesses and economy, but the journey will lead us to a day when we will look back with pride, relief and the certainty that we successfully navigated a compelling chapter of economic history and in so doing, participated in the creation of something better: a

*...our local economy has been strengthened by the diversity and innovation of the businesses that choose the Conejo Valley as their home.*

sustainable future.

I am honored to extend my personal thanks to each member of the Chamber's Board of Directors. It has been my pleasure to be your Chairman over the last year and it is with great confidence that I pass the torch to your Chairman of the Board, 2012, John LaRocca.

—Phillip A. Koonce,  
Chairman-Emeritus of the Board of Directors, Greater Conejo Valley Chamber of Commerce

## CHAMBER GOVERNANCE

# 2012 Chamber Board of Directors Kicks Off the New Year

The Board of Directors is the governing body of the Chamber, elected by the Chamber's membership.

The Board is comprised of fellow businessmen and women who serve without pay, setting the policies for the Chamber according to the needs of the membership and community.

The officers and directors of the Board are the ultimate decision makers of the Chamber and determine the Chamber's course of action.

Their responsibility is to govern the Chamber in such a manner that all the resources are put to their best use to achieve the organizational goals.

The Board of Directors meets on a monthly basis and the Executive Committee has an additional monthly meeting. Individuals are elected by membership to serve for a three-year term.



**Front row:** Yavar A. Rafieha, John LaRocca, Nicole Winner, Mary Guy, Jacqueline Pick, D.C., Betsy Friedman. **Second row:** Greg Kaapuni, Yvonne Vollert, George Cogswell III, Angel Robertson, Mike Soules, Marcia Sutton, Lisa Safaeinili, Candice Shehorn, Jennifer Ciccone. **Third row:** Leonard Greenlee, Keith Sinclair, Jill Lederer, Matthew Huss, Greg Taylor, Kim Woods, Matthew Midura. **Back row:** Ryan Van Ommeren, Dave Friedl, Tim Snyder.

## Forecast

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Real Estate, Rick Principe, Westcord Commercial Real Estate; Changes in Higher Education, Chris Kimball,

Ph.D., California Lutheran University; and Retail Overview, Rick Lemmo, Caruso Affiliated.

Register early and save. Prepaid reservations of \$40 are due by 10 a.m. Monday, February 13. Walk-ins are

welcome for \$50 at the door. Payment includes breakfast, seminar, and one copy of the 2012 Regional Economic Forecast booklet.

For more information or to register online go to [www.conejochamber.org](http://www.conejochamber.org) or

call 805.370.0035. Sorry, but there are no refunds or transfers.

Note: the Forecast Breakfast will preempt the Chamber's regularly scheduled February Jump Start Networking Breakfast.



**BUSINESS EDUCATION**

**Small Business Symposium Offers Educational Opportunity**

The Greater Conejo Valley Chamber of Commerce is excited to launch its first-ever Small Business Symposium this spring.

Save the date for Thursday, April 5, 2012 to participate in this unique, full-day educational workshop at the Pepperdine University Westlake Village Graduate Campus.

The Small Business Symposium offers three tracks, each aligned with a separate theme: Procurement, Marketing, and Business Trends in 2012.

Each track is composed of three interactive breakout sessions, from which attendees will be invited to create a customized menu

(selecting sessions of interest from any track).

This educational forum is designed to bring experts associated with the Chamber to the local professionals to share new and relevant business information, to teach better business practices, and to foster continued professional development in an intimate, productive setting.

Sponsorship opportunities are unbelievably affordable and available now for businesses interested in supporting this event. Please contact Director of Community Relations and Events, Kelli Lighthizer, for more information: 805.370.0035 or klighthizer@conejochamber.org.

**PROMOTING COMMUNITY**

**Conejo Valley Restaurant Week Returns April 15-19**

Conejo Valley Restaurant Week is returning for its second annual appearance in just a few months.

Mark your calendars for April 15-19, when participating restaurants throughout the Conejo Valley will offer three-course prix-fixe dinner menus at unbelievable \$20 and \$30 prices!

Restaurants, menus, reservation directions, and more information about this mouth-watering culinary celebration are available at [www.ConejoValleyRestaurantWeek.com](http://www.ConejoValleyRestaurantWeek.com). For real time updates about the event, "like" Conejo Valley Restaurant Week on Facebook.

This is a unique opportunity to experience the best culinary talents the Conejo Valley has to offer. Visit a

favorite restaurant, try a new one, or experience a different restaurant every night of Restaurant Week (Sunday through Thursday).

Restaurants interested in taking advantage of this remarkable exposure opportunity can contact Kelli Lighthizer at the Chamber: 805.370.0035 or klighthizer@conejochamber.org. The earlier restaurants sign-up to participate, the greater their marketing exposure.

Affordable sponsorship opportunities are available to businesses interested in supporting his community-wide event.

Conejo Valley Restaurant Week is presented by the Greater Conejo Valley Chamber of Commerce and Conejo Deals.



**Ireland**

—Cont. from page 1

in the cost, allowing you to try local cuisine for dinner. A business-to-business exchange component is available for those who are interested.

A two-night optional pre-trip extension to Belfast is also available for purchase at \$499 per person, and an additional \$99 for single-supplement travelers.

To secure your space, interested travelers must make a \$500 deposit by Friday, June 15. Final payment will be due 90 days prior to the tour.

**Book early and save \$50.** Simply postmark your

\$500 deposit to the Chamber to by Saturday, March 17, Saint Patrick's Day.

Mail your deposit to: Greater Conejo Valley Chamber of Commerce, 600 Hampshire Road, Suite 200 in Westlake Village, CA, 93061. Your discounted cost will be \$2,705 for members and \$2,805 for non-members.

**Free Information Session Thursday, March 1, 5:30 p.m., Chamber Conference Center**

An information session will take place at the Janet Levett Chamber Conference Center on Thursday, March 1 at 5:30 p.m. Attend the session to find out more about this exceptional tour. For further details, call Sarah Ekeberg or email her at [sekeberg@conejochamber.org](mailto:sekeberg@conejochamber.org).

**SUPPORTING EDUCATION**

**Banyan Elementary Instructor is CVUSD Teacher of the Month**



Linda Blanco-Goodcase, from Banyan Elementary School, was named December Teacher of the Month for the Conejo Valley Unified School District.

Each month throughout the school year, the Greater Conejo Valley Community Foundation recognizes a Teacher of the Month. A total of 10 teachers from the Conejo Valley Unified School District and three teachers from the Las Virgenes Unified School District are honored each school year.

Thank you to the participating businesses that generously donate to this program: Sinclair Company, SAGE Publications and Corwin Press, Congressman Elton Gallegly, Senator Tony Strickland, Assemblymember Jeff Gorell, Mediation by Bernard, California State

University—Channel Islands, Mathnasium of Thousand Oaks, United Blood Services, Ventura County Star, First California Bank, Sylvan Learning Center, Carington Insurance Agency, Huntington Learning Center, Stonefire Grill, Pacific Oaks Federal Credit Union, The Non-profit Agency, LLC, Touro University Worldwide, Gayle Caughey of Aviara Real Estate, and Transamerica Financial Advisors.

If you are interested in becoming a Teacher of the Month sponsor, contact Jan Smith at the Chamber, 805.370.0035 or [jsmith@conejochamber.org](mailto:jsmith@conejochamber.org).

**LOCAL ECONOMY**

**Where to Find the Conejo Business Times**

**Seeking Additional Business Locations**

Did you know that the *Conejo Business Times* can be found at more than 50 locations throughout the Conejo Valley? Every Chamber member business has the newsletter mailed to them as part of the Chamber's Monthly Mailer packet, but in addition, approximately 2,700 papers are distributed

at business locations.

If you would like extra copies of the *Conejo Business Times* for your clients/customers, please contact the Chamber to have your site added to the distribution list. Priority is given to those businesses that have a lobby or waiting area frequented

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**BENEFITS OF MEMBERSHIP**

**Clear the Clutter:**

**Affordable Secured Shredding is Available at the Chamber**

Are you looking for more storage space? Have you been clearing out old tax documents and other paper files that no longer need to be archived? Do you dread sitting in front of your tiny office shredder for hours on end trying to safely dispose of stacks of old documents?

There is an affordable solution! In partnership with

RSI Shredding Services, secured shredding is available at the Chamber.

The cost per box is \$6 for Chamber members and \$10 for non-members. Bring payment along with standard file boxes (12-inches wide, 10-inches high, 16-inches long). A locked bin is available in the Chamber office where you can safely deposit sensitive documents.

Shredding delivery is accepted during Chamber business hours from 8:30 a.m. to 5 p.m. Please call ahead if you are delivering more than 10 boxes. For more information, please contact the chamber at 805.370.0035.

**Meet the Chamber Board Members**

The Chamber continues in this and subsequent issues of the Conejo Business Times, to introduce readers to members of the Chamber's Board of Directors. Board members devote significant time to the Chamber, attending monthly meetings and Chamber functions.



Yvonne Vollert

Yvonne Vollert is the Associate Director of Advancement, responsible for public and media relations at Oaks Christian School.

In this capacity, she directs and creates

external communications for Oaks Christian School and produces press releases and media information about Oaks Christian School, its students, events, programs and mission. Vollert also teaches journalism to high school students at Oaks Christian School.

Prior to coming to Oaks Christian School, Vollert had a career in publishing and was previously on staff with *Road & Track* magazine, *Trailer Life* and *MotorHome* magazine. For several years, she worked as a freelance writer specializing in travel and recreation and was a member of the Society of American Travel Writers.

Vollert has lived in the Conejo Valley since 1983 and raised her family in both Agoura Hills and Westlake Village.



Phil Koonce

Phil Koonce is a licensed California Real Estate Broker with a unique approach to mortgage lending. He consults regularly with banking and legal professionals from

a variety of fields to help create synergistic solutions to mortgage problems.

Prior to his current position, he worked for Wells Fargo, lending subsidiaries of H/R Block, and Aames Financial.

Raised in a small town outside of Orlando, Florida, Koonce moved to Thousand Oaks in 1997 and now lives in Westlake Village. He is involved with his community and profession on various levels including past Chairman of the Thousand Oaks Business Roundtable; Board of Directors, Conejo Valley Association of Realtors; Advisory Committee for Adopt a Future Foundation, Chairman of the Chamber's Government Relations Committee; and a 2005 graduate of the Leadership Conejo program.



# Thank You for Renewing

Exceptional businesses invest in the Chamber because they recognize the value of membership.

- |  |  |
|--|--|
| <b>50 Years</b><br>Verizon   | Phillip A. Koonce<br>Quantum Realtors, Inc.  |
| <b>47 Years</b><br>Conejo Insurance Agency   | Ride On Therapeutic Horsemanship<br>Universal Fashion & Tailoring  |
| <b>43 Years</b><br>BEST WESTERN PLUS Thousand Oaks Inn   | <b>8 Years</b><br>805 Living Magazine<br>Homes and Land Magazine   |
| <b>42 Years</b><br>Palm Garden Hotel   | <b>7 Years</b><br>AFLAC / Kathy Travis   |
| <b>35 Years</b><br>Storm-Larsen & Company, Inc.  | <b>6 Years</b><br>Courtyard by Marriott<br>Thousand Oaks Certified Farmers Market  |
| <b>24 Years</b><br>Shapell Industries, Inc. / S&S Construction Co.<br>The Sleep Shoppe   | <b>5 Years</b><br>Farmers Insurance / Valerie Vollmer<br>Food Share, Inc.  |
| <b>23 Years</b><br>Cisco's Mexican Restaurant - Thousand Oaks  | <b>Meathead Movers of Thousand Oaks</b><br>Site Me Inc.  |
| <b>21 Years</b><br>Conejo Lock & Key Service   | <b>4 Years</b><br>Nothing Bundt Cakes<br>OneWest Bank - Westlake Village   |
| <b>17 Years</b><br>Gold Coast Association Mgmt.<br>Ventura County Credit Union   | <b>3 Years</b><br>Comerica Bank<br>Cornwall Security Services<br>Designs of the Interior<br>Jos. A. Bank Clothier, Inc.<br>YMCA, Triunfo   |
| <b>15 Years</b><br>American Heart Association<br>Coldwell Banker / Pat Helton  | <b>2 Years</b><br>Edward Jones / Sarah Shirazi Reznick<br>General Pacific Properties / L. Krogh<br>Janis Flippen Public Relations<br>People Media Ventura County<br>Solar Universe<br>The QuickBooks Guru<br>United Gold Direct  |
| <b>14 Years</b><br>Alliance for the Arts<br>NMS Moving / Atlas Van Lines   | <b>1 Year</b><br>Adler Realty Investments, Inc., Conejo Valley Division<br>DJM Commercial Real Estate<br>Drenched Fitness<br>Home Care At-Your-Service<br>Italia Deli & Bakery<br>SCORE (Service Core of Retired Executives)<br>Security Management Services International Inc.<br>Sign Masters, Inc.<br>Twyla K<br>Whitewood & Associates |
| <b>11 Years</b><br>George Thompson Diamond Co.<br>Los Robles Homecare Services, Inc.<br>Photography By Joel  |  |
| <b>10 Years</b><br>Deb's Hair Hair Hair @ Jamie's Hair Design  |  |
| <b>9 Years</b><br>Boys & Girls Clubs of Conejo & Las Virgenes<br>California State University Channel Islands<br>David James Agency, LLC<br>Office Depot - Business Services Division |  |

PROMOTING BUSINESS

# Meet the New Chamber Members

## LegalShield Offers Legal Protection

Cassandra France, a young professional, has recently joined the Chamber. She is native to the Conejo Valley and is excited to give back to her community.



France is your local representative for LegalShield, a company helping individuals, families, and businesses across America.

LegalShield is a network of over 2,700 top-rated law firms serving members with everyday life events, whether trivial or traumatic.

In addition, LegalShield

has partnered with Kroll Background America, Inc. to provide a comprehensive identity theft protection and restoration service unavailable anywhere else.

France is also certified in providing coverage for small businesses and employee benefits.

If you see her at Chamber events, please introduce yourself as she is eager to meet and help members of the community.

**For more information, call France at 818.661.0860 or visit [www.LegalShield.com](http://www.LegalShield.com).**

## Energize your Business at the Upcoming Ventura Business Conference & Expo

The first annual Ventura Business Conference & Expo is coming to the Hyatt Westlake Plaza on November 8, 2012. It is more than a tradeshow, more than a mixer.

The Ventura Business Conference & Expo is a day filled with seminars, booths and evening mega mixer bringing together all the energy and excitement of

local and regional business people.

This event is the first of its kind. The theme of the conference is "Explore. Engage. Energize Your Business."

Join over 10 Ventura County Chambers of Commerce organizations, area business experts and a panel of recognized speakers for a day of education, workshops and the opportunity to learn more about the growing businesses right here in Ventura County.

**For more information, contact Rick Goodman at Showcase Promotions, 805.529.0760.**


PROMOTING BUSINESS

# Welcome New Members

## Twenty Businesses Invest in Their Success


The Chamber welcomes 20 new members. Be sure to check out their services and products, and use them whenever possible. Learn more about them at [www.conejochamber.org](http://www.conejochamber.org). There's strength in numbers!

- |   |                               |                              |                           |
|---|-------------------------------|------------------------------|---------------------------|
| 1st Reverse Mortgage USA                    | Center Security Services Inc. | LegalShield                  | Sarah Horowitz Parfums    |
| Accountant in Your Pocket                   | Defined Ventures, Inc.        | Mann Communications          | Showcase Promotions, Inc. |
| Acordia Intellectual Property Law Group, PC | DRIVE! Drivers Training       | Maureen's Movieola Granola   | The Lab Brewing Company   |
| All Things Connected                        | Hugo's Restaurant             | Maximized Life Chiropractic  | Tough Talk Coach          |
| BioMolded Products, Inc.                    | Kinecta Federal Credit Union  | Prime National Credit Repair | Union Bank - Agoura Hills |



## Networking at Night Mixer

**Are you CLUed in?**  
Wednesday, March 21, 2012  
5:30 - 7 p.m.

  
**Hosted by:**  
**California Lutheran University**  
Gilbert Sports & Fitness Center  
60 W. Olsen Road, Thousand Oaks 91360

**Test your knowledge of CLU in a fun, interactive game. Meet the faculty and view their new projects. Enjoy networking with local professionals, complimentary hors d'oeuvres, wine and soft drinks and fabulous raffle prizes.**

Admission collected at the door:  
**Chamber Members: \$5 Non-Members: \$15**  
For more information, call or visit:  
**805.370.0035 • [www.conejochamber.org](http://www.conejochamber.org)**

NETWORKING · FOOD · PRIZES · MUSIC · NETWORKING



## JUMP START Networking Breakfast

**Making More Business Connections in March**  
Friday, March 2, 2012 · 7 - 9 a.m.

March into the breakfast event excited to meet fellow Conejo Valley professionals! Come prepared with a catchy 10-second self-introduction, fun facts about why your business is unique, and compliments to share highlighting outstanding service provided by other Chamber member businesses. Join us for a morning of making business connections!

**Hyatt Westlake Plaza**  
880 S. Westlake Blvd., Westlake Village, CA 91361

Thank you to breakfast sponsor: 

Special thanks to Dave Burns, Cover2Cover Music

**Pay by 10 a.m. Thursday, March 1, & save!**  
Members: \$20 · Non-Members: \$30  
Pre-registered members included on Hot Sheet!  
Walk-In Members: \$27 · Non-Members/Guests: \$37  
No refunds or transfers

Greater Conejo Valley Chamber of Commerce  
600 Hampshire Road, Suite 200, Westlake Village, CA 91361  
805.370.0035 FAX 805.370.1083 [www.conejochamber.org](http://www.conejochamber.org)



PROMOTING BUSINESS

# Meet the New Chamber Members

## Mann Communications Offers Specialized Public Relations

Mann Communications is a public relations company specializing in land-use entitlement and development consulting, political campaign strategy, and strategic communications and outreach services for public agencies.

The company, headed by former Westlake Village Councilman and Mayor Chris Mann, has offices in Riverside County, Las Vegas, and recently moved its office serving Los Angeles and Ventura Counties from the Water Court on Hampshire Road to a larger space on Thousand Oaks Boulevard.

Since 2005, Mann Communications has provided strategic counsel to a wide range of clients including cities and special districts, real estate developers seek-



ing project approvals, law firms in need of litigation support, and candidates for public office.

Key services include government relations, media relations, community outreach, public information campaigns, coalition building, public opinion research, online strategies, message development, reputation management and crisis management in both the public and private sector.

*For more information, visit [www.manncommunications.net](http://www.manncommunications.net) or call 877.707.MANN (6266).*

## Former Deputy District Attorney Opens Office in Westlake Village

Kevin Dorhout is a trial attorney who combines his compassion and understanding for his clients' needs with his substantial litigation experience to provide effective representation in family law, estate planning, probate, business and real estate matters.

As a solo practitioner, Dorhout provides clients with the professional service they require while fostering a personal and caring relationship at reasonable cost.

After working at the Ventura County District Attorney's Office for almost four years, Dorhout worked for law firms in Oxnard, Ventura and Westlake Village before opening his own practice in 2011.

He has litigated all types of business, real estate and probate matters and advised clients on many complex and general legal issues in-



cluding partnership disputes, breach of contract, lease disputes, neighbor/HOA disputes, unlawful detainer, collection matters and real estate transactions.

His practice focuses on the needs of individuals and small businesses in the areas of family law, estate planning, probate and civil litigation. Dorhout is a 15-year resident of Thousand Oaks, who lives there with his wife and two children.

*For a no-cost half hour consultation the Law Office of Kevin L. Dorhout at 805.206.8977, or at [kevin@dorhoutlaw.com](mailto:kevin@dorhoutlaw.com).*

## Ambassador Spotlight



**Allen Osborne**  
Ventura County  
Business Bank, a  
division of Royal  
Business Bank

Born and raised in the Conejo Valley, Allen

Osborne feels a true commitment to the growth of our community.

A graduate of Westlake High School and with a bachelor's degree in Finance from California Lutheran University, Osborne has concentrated his career in the business banking field. Since the beginning of his career he has been instrumental in assisting his customers, both businesses and individuals, through the various transitions necessitated by bank mergers. Osborne's focus is to honor his customers' needs while supporting them through these transitions. Integrity, commitment, attention to detail and exceptional customer service are the cornerstones of Osborne's success.

Currently Osborne is the Business Development Officer and Customer Service Manager for Royal Business Bank, a new bank to the Conejo Valley, offering many new and exciting services to the business and consumer community.

As a member and Ambassador of the Chamber, Osborne welcomes meeting new and current members who are instrumental in the growth and success of our community. Osborne would be an asset to your company's team for financial growth and success.

Osborne can be reached at Ventura County Business Bank, a division of Royal Business Bank, 805.497.2776, [aosborne@vcbbank.com](mailto:aosborne@vcbbank.com).

## Have You Ever Considered Becoming an Ambassador?

Would you like to become a member of the Greater Conejo Valley Chamber's Ambassadors? This highly visible welcoming arm of the Chamber is now accepting applications.

Qualifications include: you must be a Chamber member in good standing for 90 days; you must attend mandatory meetings, which are the last Tuesday of every month at noon; and you must attend at least 50 percent of new member ribbon cuttings that occur approximately three afternoons (at 4:30 p.m.) per week.

An Ambassador also participates and welcomes guests at the Networking at Night Mixers, held from 5:30-7 p.m. on the third Wednesday of every month.

If you would like to apply, please contact Jan Smith at [jsmith@conejochamber.org](mailto:jsmith@conejochamber.org) for an application. For more details contact Don Philipson, Consul General, [don@WSIePro.com](mailto:don@WSIePro.com), or team leaders, Marsha Allen, [marsharewards@yahoo.com](mailto:marsharewards@yahoo.com) or Bob Crusoe, [robert.crusoe@verizon.net](mailto:robert.crusoe@verizon.net).

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Call the  
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details.  
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## Maximized Life Chiropractic Promotes Maximum Health Potential



Maximized Life Chiropractic and Dr. David Diehl have a mission to help families regain and maintain their maximum health potential.

The Maximized Life delivery system is based on five essentials: maximized mind—understanding the true principles of health and healing and creating a mindset of success; maximized nerve supply—restoring and maintaining proper function of the nervous system through spinal correction; maximized nutrients—nutritional science that sustains well-being, disease prevention, and ideal weight; maximized oxygen and lean muscle—cutting edge exercise programs that work to facilitate optimum fitness in minimal time; and minimized toxins—supporting the body's ability to permanently remove toxins from the cells.

Dr. Diehl currently serves on the Maximized Living Wellness Committee for USA wrestling, weightlifting, Judo, para-Olympic Volleyball and martial arts.

*To find out more about Maximized Life Chiropractic, visit [www.MaxLifeChiro.com](http://www.MaxLifeChiro.com) or call 805.496.1000.*

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Small Business Symposium coming Thursday, April 5.  
Go to [www.conejochamber.org](http://www.conejochamber.org) for details or call the Chamber at 805.370.0035


**BUSINESS EDUCATION**

## Free Lunch and Learn Business Seminars Slated for February

Learn from peers and pros at the Chamber's free lunchtime education series. Bring your own brown-bag lunch and join fellow Chamber members at the Janet Levett Chamber Conference Center, 600 Hampshire Rd., Suite 202, Westlake Village.

This series is open to the first 20 respondents and advance reservations are suggested.

Lunch and Learn is free to Chamber members. Non-member cost is \$10. Pre-register online at [www.conejochamber.org](http://www.conejochamber.org) to reserve your place. Call the Chamber at 805.370.0035 for further information.

**Wed., Feb. 1, 12-1:30 p.m.**

### Online Social Networking for Business: Facebook, Twitter and LinkedIn

Moriah Scoble, Symbiocracy.com



Online social networking provides a simple and affordable method to facilitate small business marketing. This presentation will briefly cover strategies, with an open forum for questions from the audience.

**Wed., Feb. 8, 12-1:30 p.m.**

### Be the Best Networker You Can Be: Learn the Art of Business Networking

Same day as the Mixer. Learn at lunch, practice that evening at the Networking at Night Mixer.

John LaRocca, Sage Bankcard



Sarah Shirazi Reznick, Edward Jones



Nicole Winner, Winner Quotes Insurance



Discuss how to meet, greet, network and get qualified leads at the evening's mixer.

- Five biggest networking mistakes.
- How to feel comfortable with cold introductions.
- How to manage leads.
- Choosing your power partners.
- Critiquing your result.

—Continued on page 7

**NETWORKING AT NIGHT**

## Networking Mixer Celebrates the Holidays

Holiday decor festooned the Best Western Plus Thousand Oaks Inn and TOI Tapas Bar and Lounge for the December Networking at Night Mixer.

Guests enjoyed wine and beer tastings courtesy of Cantara Cellars, Firestone Brewery and Four Brix Winery. Hors d'oeuvres

and desserts were accompanied by music courtesy of Cover2Cover.

Tasting stations were located in guest rooms of the hotel, giving attendees an opportunity to see the newly renovated property.

Chamber mixers are a great way to make new contacts to enhance your busi-

ness. For information on future events visit [www.conejochamber.org](http://www.conejochamber.org).

A multitude of terrific raffle prizes were donated, including:

- Two \$10 gift certificates to TOI Tapas Bar & Lounge, donated by TOI Tapas Bar & Lounge,

- Two \$25 gift certificates to TOI Tapas Bar & Lounge, donated by TOI Tapas Bar & Lounge,

- One-night stay in Spa Suite at the Thousand Oaks Inn, donated by Thousand Oaks Inn,

- Tapas & Siestas – One-night stay in the Spa Suite at the Thousand Oaks Inn plus \$50 gift certificate to TOI Tapas Bar & Lounge, donated by Thousand Oaks Inn & TOI Tapas Bar & Lounge,

- Gift certificate, donated by Wilshire Home Entertainment,

- \$50 gift certificate to D'Marie Skin Care (x3), donated by D'Marie Skin Care,

- Vom Fass gift basket, donated by Vom Fass,

- *Hold Onto Your N.U.T.S. Relationship Manual for Men*, written by Wayne Levine, plus free half-hour coaching session, donated by author Wayne Levine, BetterMen.org, and

- First month free rent, free use of move-in truck and free lock at So Cal Self Storage, and tickets to a Canyon Club performance, donated by So Cal Self Storage.



Best Western Plus Thousand Oaks Inn and TOI Tapas Bar and Lounge at 75 West Thousand Oaks Boulevard.



Dave Burns, Cover2Cover Music, with Phil Koonce, Chamber Chairman Emeritus.



Cantara Cellars pours a wine tasting in one of the newly-renovated guest rooms at the Best Western Plus Thousand Oaks Inn.



John LaRocca, Chamber Chairman, with Jan Smith, Chamber Director of Governmental and Economic Affairs.

**MEMBER BENEFIT**

## Chamber Members Enjoy a Discount to Use Constant Contact

### Stay in Touch With Your Customers Using Email Services from Constant Contact

Many businesses use email marketing to keep their name top-of-mind with their customers. Constant Contact, one of the largest providers of email and eNewsletter services, has a special offer for Greater Conejo Valley Chamber members.

As a Chamber member, you can get discounts on Constant Contact's email marketing to help you stay in touch with your customers.

- Get 20 percent off for six months when you pre-pay.
- Get 25 percent off for a year when you pre-pay—it's like getting three months free.

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**BREAKFAST NETWORKING**

# New Year Kicks Off a New Format for Breakfasts

January kicked off the Chamber's new 2012 networking breakfast format at the Hyatt Westlake Plaza. The morning debuted new networking activities such as roundtable business discussions, 10-second verbal promos from every attendee, and member-to-member testimonials.

Breakfast sponsor was Lingerie at Kama Sutra Closet in Ventura. Emcee was Dave Burns of Cover2Cover Music. Videography by Hot Dinosaur.

Breakfast sponsorship opportunities are still available for 2012. Contact Kelli Lighthizer at the Chamber at [klighthizer@conejochamber.org](mailto:klighthizer@conejochamber.org).

For future Chamber events, visit the calendar section of the Chamber's

website.

A multitude of terrific raffle prizes were donated for the breakfast, including:

- *Hold Onto Your N.U.T.S. Relationship Manual for Men*, written by Wayne Levine, donated by author Wayne Levine, BetterMen.org,
- Complimentary admission to the January Networking at Night Mixer hosted by the Group 4 Rotary Clubs of the Conejo Valley, donated by Greater Conejo Valley Chamber of Commerce,
- First month free rent, free use of move-in truck and free lock, donated by So Cal Self Storage,
- Two health consultations, spinal exams and profes-

sional one-hour massages, donated by Conejo Valley Back Pain, Neck Pain & Headache Relief Center,

- Sunday Champagne Breakfast for two at the Hyatt Westlake Plaza, donated by Hyatt Westlake Plaza,

• \$50 gift certificate to D'Marie Skin Care, donated by D'Marie Skin Care, and

- Two tickets to any show by The Conejo Players Theatre, donated by Conejo Players Theatre.



The Jump Start Networking Breakfast gives guests an opportunity to interact at length with one another throughout the morning.



Breakfast attendees had two minutes each to talk about their business with fellow guests at their table.



New Chamber members were introduced to the breakfast guests.

## Lunch and Learn

—Cont. from page 6

Wed., Feb. 15, 12-1:30 p.m.

### Goals to SWOT: Creating a SWOT Analysis to Set Business Goals

Harriet Cohen, Training Solutions



Every year we set goals and, like resolutions, they have great intent but often poor follow-through. At the Lunch and Learn Goals to SWOT you will learn what a SWOT (strengths, weaknesses, opportunities and threats) really means and why so many effective businesses use it every year and often review it quarterly.

Plus learn:

1. What information a SWOT can provide.
2. How to identify opportunities
3. How a SWOT impacts your marketing.
4. How to create effective goals you can achieve.

You will leave with the beginning of your own SWOT and some goals you can operationalize immediately.

Continue your business plan with Cohen on Wed., March 14 to learn how to identify your business' target markets and the key benefits you offer compared to your competition.

## Technology Forum

Thur., Feb. 16, 11:45 a.m.-1 p.m.

Chamber Conference Center

### Strategic and Effective Marketing Using QR Barcodes

Speaker: Tim Fontenette, The Bar Pages

What are those squares? How can you use them to promote your business?

QR codes (Quick Response code, a.k.a. matrix code, 2D barcode, etc.) are a type of barcode.

You commonly see them as product tags at the store or in magazines and newspapers.

With the proper software application, you can aim a cellphone camera at a QR code and the web-enabled phone will open directly to a specific webpage (like a hyperlink).

Learn how you can leverage marketing possibilities for almost any business and bring in customers using this affordable technology.



Roylin Downs, owner of Lingerie at Kama Sutra Closet in Ventura, introduces her business to breakfast guests.



Guests enjoyed the warm atmosphere of the Hyatt Westlake Plaza for the January Jump Start Networking Breakfast venue.

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# Business Briefs: Updates and Announcements

## Job & Career Center Hosts February Career Shops

Tuesday, February 7 - *Power of VOS (Virtual OneStop)*, 9 a.m. – 12 noon, learn about the Virtual OneStop website and how you can use the various tools in the system to build your resume and customize your job search to a specific location and occupation. You must have basic computer skills.

Thursday, February 9 - *Resumes That Sell*, 9 a.m. – 4 p.m., hands-on workshop that provides assistance in completing a resume, cover and thank-you letters.

Thursday, February 16 - *Resumes That Sell*, 9 a.m. – 4 p.m., is offered for the second time in February.

Thursday, February 23 - *Winning Interviews*, 9 a.m. – 4 p.m., supplies the tools to make a lasting first impression when interviewing.

Career Shops are offered at no cost to Job Seekers. Space is limited. **Prior registration required by calling the East County Job & Career Center at 805.955.2282 to enroll. Visit [www.venturacountyjcc.org](http://www.venturacountyjcc.org) for a calendar of career shops.**

The East County Job & Career Center is located at 980 Enchanted Way, Simi Valley.

## Conejo Free Clinic Receives Second Alcoa Foundation Grant

The Conejo Free Clinic (CFC) in Thousand Oaks has been awarded a \$21,000 grant from the international Alcoa Foundation, representing its Alcoa Fastening Systems in Newbury Park.

The grant will provide free mammograms, imaging and lab testing to prevent and care for breast, ovarian and cervical cancer in women without health insurance or financial resources.

"We are honored to receive our second grant from the Alcoa Foundation," said Teresa Seeley, Conejo Free

Clinic executive director. "It will help local women who are without access to cancer screening, diagnosis and treatment, some who haven't seen a doctor in years."

"We're thrilled at Alcoa to be making this second grant investment for the Conejo Valley's vulnerable women," said Maria Calderas of Alcoa's Newbury Park plant operations. "Alcoa is proud to continue our commitment to women's health care in our local community."

**For more information, or to make an appointment at CFC, please call 805.379.1918. Visit online at [www.conejofreeclinic.org](http://www.conejofreeclinic.org).**

## Local Architecture Firm Wins Design Award

Behr Browers Architects Inc. recently received an Architectural Design Honor Award from the American Institute of Architects, Ventura Chapter, for the design of the Summit Retail Project in Calabasas, California.

The Summit was the first private commercial development to be required to achieve LEED Silver equivalent standards by the city of Calabasas.

The project's distinctive design reflects its mission of incorporating and integrating numerous energy and resource conservation strategies in order to reduce the development's carbon footprint.

It was the only commercial project

of the four recognized with this level of award.

Jason Oliver, LEED AP BD+C, the Project Architect, and Francisco Behr, AIA, the Design Director and Partner, attended the awards ceremony held at the Spanish Hills Country Club in December 2011.

Led by Michael Browers, AIA, Francisco Behr, AIA, and Andrew Althaus, AIA, Behr Browers Architects Inc. has been responsible for some of the largest planning and architecture projects in the area and has received numerous local and national awards over the last 30 years of engaging in architecture.

**The firm's office is located in Thousand Oaks and additional information is available on the firm's website at [www.behrbrowsers.com](http://www.behrbrowsers.com).**

## Connect and Engage at TEDxConejo 2012

Connect and engage with influential thinkers and doers March 31, 2012 at The Scherr Forum when the third Annual TEDxConejo, the locally organized forum for ideas worth sharing produced in association with the Conejo Valley Unified School District and open to the general public, explores the fascinating, inspiring, surprising and sometimes vexing interconnectedness of our world under the theme "together."

Presenters share ideas through stim-

ulating signature talks delivered in 18 minutes or less. The program is as diverse as the interests of the audience.

Sponsorship opportunities begin at \$300. **For more information contact Ron Braverman at [braverman777@mac.com](mailto:braverman777@mac.com) or Don Levy at [don.tedx-conejo@me.com](mailto:don.tedx-conejo@me.com).**

TEDxConejo is an independently organized event produced under license from TED, a global foundation devoted to ideas worth spreading.

**Visit [www.conejo.k12.ca.us](http://www.conejo.k12.ca.us) to learn more about the Conejo Valley Unified School District.**

## Students Growing in Technology at Hillcrest Christian School

Hillcrest Christian School (HCS) of Thousand Oaks is a technology pioneer in the Conejo Valley utilizing extensive use of Apple's iPads and iTouches. Teachers are bringing iTouches to the forefront of instruction in kindergarten through grade eight. Every high school student has an on-loan iPad.

Beginning in 2010-2011, these Apple tools started becoming the norm in the school's instructional program. Many students are learning how to make podcasts to enhance presentations. Even preschool students are taking advantage of iPads.

Technology applications provide teaching tools to fit various learning

modalities and to help students in their weaker academic areas. Teacher Bridget Murphy noticed increased test scores in literature due to using the technology during a study of Romeo and Juliet.

Teachers promote many online Apple applications to improve students' test preparation. Stephen Allen, the HCS Head of School, stated "I overheard several students who were utilizing their iPads to take notes having a friendly argument as to who was taking the best notes for class."

An accredited school, HCS is located at 384 Erbes Road in Thousand Oaks and serves students from two years old through high school.

**For more information, contact Head of School, Stephen Allen, at 805.497.7501 or [sallen@hillcrestcs.org](mailto:sallen@hillcrestcs.org).**

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## CBT

—Cont. from page 3

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Ventura County Business Bank  
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WAMU/Chase - WLV  
Westlake Church of Religious Science  
Westlake Info Center/Coldwell Banker  
Westlake Village Library

## NAWBO-VC Networking Mixer Hosted by Remedy Skin + Body

**Want to know more about the latest in skin care and aesthetics?** Join us for networking and a "face-to-face" with Talia Emery, M.D. who will answer all your questions! This event will be held at their beautiful facility in Thousand Oaks on **Thursday, February 2 from 6:00-8:00pm. 3723 Thousand Oaks Blvd, Westlake Village.**

## Secrets and Strategies for Peaceful, Rewarding, & Enriching Relationships

Friday, February 10, 2012 11:30am – 1:00pm

Elephant Bar, 1825 Madera Rd, Simi Valley

Join our guest speaker, Relationship Expert, **Julie Ferman**, who will share secrets and strategies for being more effective in our personal and business relationships with the men and women in our lives.

## NAWBO-VC'S Networking Progressive Dinner

Thursday, February 23, 2012

5:30pm – 8:00pm

Los Robles Greens, 299 Moorpark Rd., Thousand Oaks  
Mix, mingle, make new contacts! Take this opportunity to expand your business connections while enjoying a progressive dinner!

**REGISTER NOW FOR OUR FEBRUARY EVENTS!**

**TO REGISTER, visit [www.nawbovc.org](http://www.nawbovc.org)**

**or call 877.NAWBO-VC (629-2682) or 805-777-1000**



National Association of Women Business Owners - Ventura County  
[www.NAWBOVC.org](http://www.NAWBOVC.org) 877.NAWBOVC





**Business Briefs**

—Cont. from page 8

**Reznick Honored for Excellence by Realtors' Association**

The Conejo Simi Moorpark Association of Realtors (CSMAR) held its third annual awards luncheon and installation of its 2012 officers and board of directors.

The well-attended event also honored outgoing 2011 officers and directors, and presented the following prestigious awards for outstanding service in 2011: the Community Service Award,

the Affiliate of the Year Award and Realtor of the Year Award.

Chamber member Joel Reznick with Avira Real Estate won the coveted award of Realtor of the Year for his leadership, sales, and community involvement.

Reznick, is currently on the CSMAR Board of Directors and is the director of the Young Professionals Network, comprised of the up and coming realtors in the Conejo, Simi and Moorpark area.

This award was a great accomplishment due to Reznick being the youngest by over twen-



ty years to receive this award, which considers over 1,600 realtors in the area.

*For more information, visit [www.dreamdwellings.com](http://www.dreamdwellings.com) or call Reznick at 805.418.2555.*

**California Lutheran University Receives Federal Grant to Train Teachers**

The U.S. Department of Education has awarded California Lutheran University a \$1.2 million grant to prepare teachers of students who are deaf and hard of hearing.

Beginning in January, the grant enabled CLU's Graduate School of Education to prepare 48 new credentialed teachers for deaf and hard-of-hearing students in California public schools over the next five years.

Candidates earn a preliminary education specialist credential and master's degree in education of the deaf and hard of hearing.

This high-need student population is increasing dramatically, with a 26 percent jump in the state's number of students with hearing loss between 2005 and 2011, and there is a shortage of teachers prepared to work with them.

One of the new project's goals is to reduce the large achievement gap be-

tween hearing students and those with hearing loss, especially those from Latino families.

In Los Angeles County, where the CLU program is based, 78 percent of hearing-impaired students are from homes where Spanish is spoken.

Another goal of the project is to prepare teachers to work with the growing number of children with cochlear implants and digital hearing aids whose families request spoken-language programs in general education settings. Several California school districts are starting new programs for students with cochlear implants and are struggling to find qualified teachers.

CLU's program is the only one in California that prepares teachers to work with students older than age six.

Recruiting highly qualified bilingual and bicultural scholars to help meet the needs of Latino students will be a priority. Upon completion, aid recipients will be required to complete four years of service in the field.

*For more information, contact graduate admissions counselor Andrea Kendrick at [kendrick@callutheran.edu](mailto:kendrick@callutheran.edu).*

**Westside Remodeling Announces Its Newest Designer**

Westside Remodeling, Inc. is so pleased to have Vicki Korniski on board as the second designer for their company. She has been designing kitchens and baths since 1990.

Her first career as a



math teacher makes her a natural for the precise detailing needed in home design. Korniski has a

talent for working with color, scale and proportion which enables her to pull the whole project together with 100 percent client satisfaction.

Please meet Korniski by visiting Westside's beautiful kitchen showroom located at 1164 Newbury Road in Thousand Oaks.

*You may also find Westside online at [www.WestsideRemodeling.com](http://www.WestsideRemodeling.com), or call 805.499.4121.*

**Mandatory Commercial Recycling Law Coming July 1, 2012**

New state legislation (AB 341) mandates commercial recycling by July 1, 2012.

Businesses generating more than four cubic yards (a small dumpster) of trash per week and apartment complexes with five or more units will be required by the state to provide recycling service.

Businesses sharing trash service that meet this threshold also must recycle even if they individually do not generate that much waste.

If your business does not already subscribe to commercial recycling service, the city of Thousand Oaks Public Works Department can help guide you through the transition.

Free business waste evaluations are available through the city's commercial waste service provider, Waste Management, to help determine the appropriate service level and get you started.

In many cases adding recycling service can reduce your overall trash bill, thanks to the city's discounted recycling rate structure.

Recent waste evaluations conducted at a number of city businesses found savings from \$200 to \$1,700 a month by replacing some trash bins with recycling bins.

*For more information on the new state mandated commercial recycling requirements or on how to get started recycling at your business, visit the city environmental programs website at [www.toaks.org/GoGreenBiz](http://www.toaks.org/GoGreenBiz), or call 805.449.2446.*

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*To be included in Business Briefs or Meet the New Members, Chamber members can submit 120-word articles by the first working day of the month preceding the publication date (i.e., deadline for the April issue is March 1). Insertion is at the discretion of the Chamber and articles may be edited or held for future editions. Call the Chamber for details.*

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# February 2012 Calendar of Chamber Events


Monday	Tuesday	Wednesday	Thursday	Friday
		<b>1</b> Lunch & Learn <i>Online Networking</i> 12 noon - 1:30 p.m.  Education Committee 3:45 - 5 p.m.	<b>2</b> Business Breakfast Network Preferred Referral Alliance Westlake Leaders Synergy Bus. Connections	<b>3</b> SCORE Counseling
<b>6</b>	<b>7</b> Conejo Professional Alliance Nightlite Networkers	<b>8</b> Lunch & Learn <i>Art of Business Networking</i> 12 noon - 1:30 p.m.  Networking at Night Mixer 5:30 - 7 p.m., Joe & Clara, Pilates Inspired Health Club	<b>9</b> Business Breakfast Network Preferred Referral Alliance Westlake Leaders	<b>10</b> SCORE Counseling
<b>13</b>	<b>14</b> Conejo Professional Alliance	<b>15</b> Economic Forecast, 7 - 9:30 a.m., Hyatt Westlake Plaza  Lunch & Learn <i>SWOTs</i> 12 noon - 1:30 p.m.	<b>16</b> Business Breakfast Network Preferred Referral Alliance Westlake Leaders Synergy Bus. Connections  Technology Forum, 11:45 a.m.-1 p.m.	<b>17</b> SCORE Counseling
<b>20</b> Holiday. Chamber closed.	<b>21</b> Conejo Professional Alliance Nightlite Networkers	<b>22</b> Governmental Relations Committee, 11:45 a.m.-1 p.m.	<b>23</b> Business Breakfast Network Preferred Referral Alliance Westlake Leaders	<b>24</b> SCORE Counseling
<b>27</b> Monthly Mailer Flyers Due by 12 Noon	<b>28</b> Conejo Professional Alliance	<b>29</b>		



## Networking at Night Mixer

### Shake Hands, Rub Shoulders, Touch your Knees & Toes

**Wednesday**  
**February 8, 2012**  
**5:30 - 7 p.m.**




Hosted by:  
**Joe & Clara**  
**Pilates Inspired Health Club**  
**2282 Townsgate Road, Ste. 1, Westlake Village 91361**  
 (Located in the building next to the Chamber building)

Experience a taste of Pilates while mixing, mingling, and enjoying sumptuous local treats. Once Hollywood's best kept secret, Pilates has gained traction for its countless benefits. Kick back and watch live demonstrations, or kick off your shoes and dive right in! You're bound to have fun and learn something new that just may change your life.


Admission collected at the door:  
**Chamber Members: \$5    Non-Members: \$15**  
 For more information, call or visit:  
**805.370.0035 • www.conejochamber.org**  
 Join us on Facebook

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## Economic Forecast

**Wednesday, February 15, 2012**  
**7 - 9:30 a.m.**  
**Hyatt Westlake Plaza**  
 880 S. Westlake Blvd., Westlake Village 91361



"Service Above Self"

*Presented by the Greater Conejo Valley Chamber of Commerce and the Rotary Club of Thousand Oaks*



Keynote speaker **Bill Watkins, Ph.D.**, joined California Lutheran University in June 2009 as the executive director of the new Center for Economic Research and Forecasting and as an associate professor of economics. He is helping launch CLU's new Master of Science in Economics program, which focuses on forecasting and applied research. Dr. Watkins will be joined by local industry experts for a thorough discussion of what Conejo Valley businesses can expect the year's economic climate to look like.

**Additional topics:** Real Estate, Changes in Higher Education and Financial Investment Trends in 2012. The mayors of Thousand Oaks, Westlake Village and Agoura Hills will also provide forecasts for what to expect in the coming year.

Special thanks to Cover2Cover Music

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**Pre-register by 10 a.m. on Monday, Feb. 13, and SAVE!**  
**Pre-registered Chamber Member and Non-Members: \$40**  
**At the door: \$50**  
 No refunds or transfers.  
 For information call or visit:  
**805.370.0035 • www.conejochamber.org • Join us on Facebook**



# Chamber Promotes New Member Businesses at Ribbon Cuttings



Chamber Ambassadors joined **The NonProfit Agency LLC** to celebrate its ribbon cutting at the Chamber. Call 615.972.3051 or visit [www.nonprofitagencyllc.com](http://www.nonprofitagencyllc.com) for additional details.



The **Ventura Transit System** commemorated its ribbon cutting at the Chamber with Chamber Ambassadors. For more information on Ventura Transit, call 805.383.5544 or visit [www.venturatransit.com](http://www.venturatransit.com).



Chamber Ambassadors attended the ribbon cutting for **Fitness Movement** at their location, 1145 Lindero Canyon Road, Suite C-1 in Westlake Village. To find out more, call 818.874.9006 or visit [www.fitness-movementwl.com](http://www.fitness-movementwl.com).



Chamber Ambassadors joined **Nancie L. Apps - Lic. #0G92615** at her location for her celebratory ribbon cutting at 31111 Agoura Road, Suite 225 in Westlake Village. For additional details, call 818.425.1760.



**Academy of Dance Westlake Village** invited Chamber Ambassadors to its studio for its commemorative ribbon cutting at 5700 Corsa Avenue Suite 106 in Westlake Village. For more information or to sign-up for dance classes, call 818.889.1515 or visit [www.academyofdancewestlake.com](http://www.academyofdancewestlake.com).



**Nordman Cormany Hair & Compton, LLP** celebrated its ribbon cutting at the Chamber. To find out more, call 805.988.8368 or visit [www.nchc.com](http://www.nchc.com). Nordman Cormany Hair & Compton, LLP is located at 1000 Town Center Drive, 6th Floor, in Oxnard.

## Legislature

—Cont. from page 1

ers to provide nonexempt employees, at the time of hire, a notice that specifies:

- The rate of pay and the basis, whether hourly, salary, piece commission or otherwise, including any overtime rate.
- Allowances, if any, claimed as part of the minimum wage, including meal and lodging allowances.
- The regular pay day designated by the employer as required under the Labor Code.
- The name of the employer, including any “doing business as” names.
- The physical address of the employer’s main office or principal place of business and any mailing address, if different.
- The telephone of the employer.
- The name, address and telephone number of the employer’s workers’ compensation carrier.

### Organ and Bone Marrow Donor Leave

SB 272 clarifies the implementation of California’s organ and bone marrow donor leave law. The new legislation clarifies that the days of leave are business days, not calendar

days, and that the one-year period is measured from the date the employee’s leave begins.

### 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. AB 887 also amends Government Code relating to dress codes to include that an employee must be allowed to dress consistently with both the employee’s gender identity and gender expression.

### 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.

Several cities in California passed local ordinances requiring the use of E-Verify in certain circumstances. This new law prohibits such state or local mandates, unless required by federal law or as a condition of receiving federal funds.

### 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). This new law would allow the Labor Commissioner to also award such damages. Under the new liquidated damages provision, the employee would be entitled to recover an amount equal to the wages unlawfully unpaid, plus interest.

### Wage Penalties

AB 551 increases the maximum penalty from \$50 to \$200 per calendar day for each worker paid less than the determined prevailing wage and increases the minimum penalty from \$10 to \$40 per day for violations of prevailing wage obligations. It also increases the penalty from \$25 to \$100 per calendar day, per worker, against contractors and subcontractors that fail to respond to a written request for payroll records within 10 days.

### Farm Labor Contractors – Wage Notices

AB 243 amends the Labor Code to expand the information that must be included on pay statements, but only for farm labor contractors. Employers that are farm labor contractors must now disclose on the itemized payroll statement furnished to their employees, the name and address of all legal entities (for example other growers or other farm labor contractors) that secured the employer’s services.

### Agricultural Labor Relations

SB 126 affects certification of bargaining representatives for agricultural employees. The new law, SB 126, provides that if the Agriculture Labor Relations Board (ALRB) finds employer misconduct that “in addition to affecting the outcome of the election, would render slight the chances of a new election reflecting the free and fair choice of employees,” then the ALRB can certify the labor union as the exclusive bargaining agent for employees.

### Insurance Non-Discrimination Act

SB 757 closes an existing loophole and 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. The new law makes it clear that companies doing business with the state of California cannot deny equal benefits to same-sex spouses.

### Apprentice Programs

SB 56 changes the audit requirements for apprenticeship programs. This new law eliminates the mandate of random audits during five-year increments, and instead directs the division to conduct audits of apprenticeship programs generally. It also creates requirements for applications for building and construction trades programs for approval of a new or expanded apprenticeship program.

### 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. The safe patient handling policy must be kept in accordance with the California Occupational

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# 2012 Requires NEW Employer Posters and Notices

Buy the supplies you need to comply with state regulations from the Greater Conejo Valley Chamber of Commerce

## 2012 Employment Poster

Whether you have one employee or 1,000, you **must** post a compliant 2012 Employment Poster in the workplace. The poster must also include information about workers' comp benefits, pay day schedule and emergency contacts.

Order several to ensure your business, branches and satellite offices are displaying the poster according to the law.

If any of your company's workers are Spanish-speaking, you may need



to order the Spanish version (Labor Code 3550).

Avoid fines up to \$17,000 and legal problems in one affordable purchase.

## Required Pamphlets

- **Sexual Harassment Information Sheets.** You must inform workers upon hire of their right to a harassment-free workplace, and provide a harassment complaint procedure. This fulfills your obligation and could save you from a devastating lawsuit.
- **Paid Family Leave Pamphlets.** You must

provide employees information about their rights to Paid Family Leave upon hire and when taking a leave of absence.

• **Unemployment & State Disability Insurance Pamphlets.** Whenever an employee is terminated or laid-off, or takes a leave of absence, you must provide them with information

about Unemployment Insurance. **State Disability Insurance:** You must provide employees information about their rights to upon hire and when taking a leave of absence for a reason that is covered.

• **Workers' Compensation Rights and Benefits Pamphlets** Gives the employees details of their right to workers' comp benefits. Employers are required to give a workers' compensation pamphlet to all new hires.

Order online at the Chamber Store at [www.conejochamber.org](http://www.conejochamber.org) or call the Chamber at 805-370-0035.

## Legislature

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Safety and Health Act and should be part of the Injury Illness and Prevention Program (IIPP) of these specific employers.

### Workers' Compensation Legislation

The governor signed these five workers' compensation bills that were all supported by CalChamber.

- **AB 335** – Requires the workers' compensation administrative director (AD) to work with the Commission on Health and Safety and Workers' Compensation (CHSWC) to develop regulations regarding notices to injured workers; requires AD and CHSWC to develop and make accessible a booklet written in plain language about the workers' comp claims process; and streamlines and simplifies other notices to employees.
- **AB 378** – Lowers workers' compensation costs by establishing guidelines for dispensing compound drugs, the circumstances under which those drugs would be covered and the reimbursement amount, and removes the incentives for physicians to refer patients to pharmacies in which the physician or physician's family has a financial interest.
- **AB 397** – Seeks to address the underground economy problem by singling out contractors that do not have workers' compensation cov-

erage but requiring contractors that are exempt from having coverage at the time they are licensed to certify they are still exempt or have gotten coverage at the time of their license renewal.

- **AB 1168** – Lowers costs for employers and insurers by establishing a fee schedule for vocational experts' services.
- **AB 1426** – Streamlines the workers' comp process and eliminates duplicative bureaucracy and inconsistency by eliminating the court administrator position.

The governor also signed a Workers' Compensation related bill that CalChamber took no position on:

- **AB 228** – Amends California Insurance Code to authorize the State Compensation Insurance Fund (SCIF) to provide workers' compensation coverage to a California employer whose California employees temporarily work outside the state and whose injuries while performing out-of-state work might lead to workers' compensation liability in some other state.

### DFEH Procedural Regulations

Effective October 7, 2011, the Department of Fair Employment and Housing (DFEH) has instituted new regulations relating to procedures for filing, investigating and processing discrimination and harassment claims. Overall, the regulations make it easier for claimants to file their complaints and initiate a DFEH investigation.

# CLEAR THE CLUTTER FOR THE NEW YEAR

## Secured Shredding Services from the Chamber

Are you looking for more storage space?

Have you been clearing out old tax documents and other paper files that no longer need to be archived?

Do you dread sitting in front of your tiny office shredder for hours on end trying to safely dispose of stacks of old documents?

There is an affordable solution! In partnership with RSI Shredding Services, secured shredding is available at the Chamber.



- \$6 a box (standard file box) for Chamber members
- \$10 a box for non-members



Call 805.370.0035 to make an appointment. 8:30 a.m. - 5 p.m. Monday - Friday 600 Hampshire Rd., Westlake Village, CA

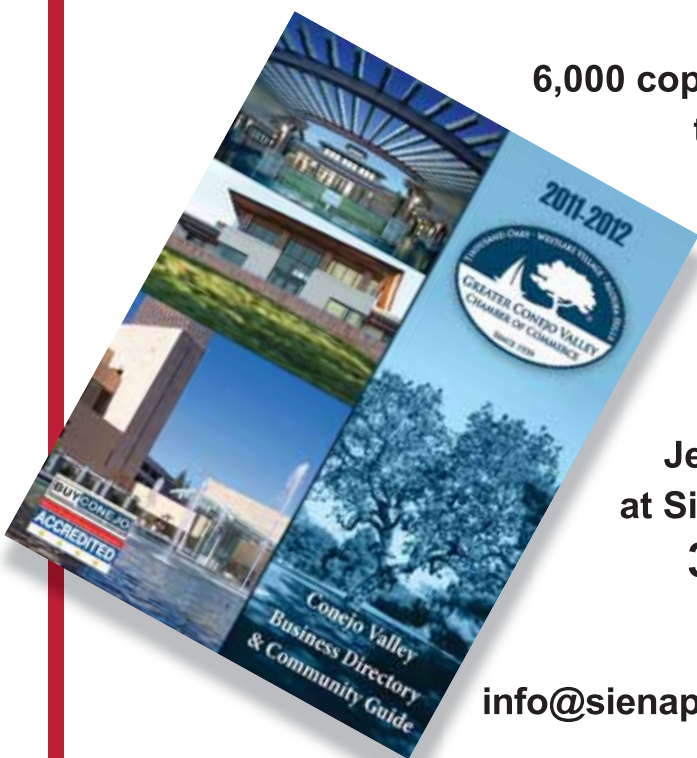
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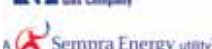
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