

BUSINESS REVIEW

July - September 2009

Best Kept Secret in Beverly Hills

Larry Schwimmer,

SCORE, Counselors to America's Small Business

SCORE, Counselors to America's Small Business does a great service to the community and our clients, yet so few people are aware of this free service. "As a member of SCORE, it is my privilege to counsel clients at Beverly Hills Chamber of Commerce every Friday".

SCORE, an acronym for Service Corps of Retired Executives, is a 10,500 member volunteer association that is a resource partner of the U.S. Small Business Administration. The association matches volunteer business management counselors with clients in need of expert advice. SCORE has experts in almost every area of business management. Our counselors, whose collective experience spans the full range of American enterprise, share their management skills with both current and prospective small business owners.

SCORE's mission is to help small businesses succeed. We do this through counseling, education and mentoring. In the early phases, we act as gatekeepers and combine counseling with education to make sure the entrepreneur is ready to proceed.

SCORE helps small businesses succeed by helping them plan more effectively using a myriad of resources, including: 1) Free face to face counseling by people with real world experience in a diversity of business backgrounds at no cost 2) Low cost seminars and workshops 3) E-mail counseling at no cost 4) A very informative website: www.score.org.

SCORE supports both small businesses and individuals. Call Beverly Hills Chamber of Commerce, 310.248.1000, to set up an appointment with me on a Friday at the Chamber office.

Inside

- Meetings & Events Calendar
- Chamber Welcomes New Chair James Jahant
- Membership Appreciation Night
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- New Member Welcome

Speaking with Mayor Nancy Krasne

You are a strong proponent of patronizing local businesses. How are you planning to share & promote your message to residents and the community at large?

I'm sure you have heard me say "buy local" many times in Council meetings! It is now more important than ever to support our local merchants who have been there for us continually when times were good.

The City has been actively promoting and supporting businesses through local and regional marketing programs to encourage our residents, as well as those in neighboring communities to shop, eat and stay in Beverly Hills. These efforts are supported by our partnership with the Convention and Visitors Bureau to encourage national and international tourists to come to our unique community. By working together, with a spirit of entrepreneurship and creativity, we can meet today's challenges and continue to pioneer and build on our legendary history.

How do you see the City supporting the goals of the business community during the year ahead?

As residents, we must not forget that the business community contributes over 75% of the revenue which finances our premiere City services. This is an astonishing figure given that only nine percent of our City's land is commercially zoned.

The City also depends on our businesses to create and maintain the special feeling of our community. We do not want to become Century City Mall or The Grove. We have a unique appeal and special events that we can develop and expand through creative cross-promotions – the holidays,



Affaire in the Garden, Rodeo Drive Concours d'Elegance, Greystone – and other distinctive occasions which draw visitors to our City. These are terrific opportunities to showcase our partnership. And of course, we have two hour free parking!

You have stated that you never anticipated becoming the Mayor of Beverly Hills, and now here you are the Mayor during the one of the toughest financial years. How has the City been impacted by the recession and what are its plans to address revenue declines?

While I have worked in several capacities in the City I never expected the outstanding opportunity to serve this wonderful City as a Councilmember and now as Mayor. I am truly honored and thrilled as I meet the challenges that confront us all!

Like all cities, Beverly Hills has been impacted by the recession. Our revenues are down, as residents and visitors are watching their expenditures. The Council recently passed a budget that reduced our spending based on these decreased revenues. But fortunately, in good times, the City planned for bad times. Our reserves

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Speaking with Mayor Nancy Krasne

Continued from Cover Page

are very strong and we continue to deliver outstanding service. While residents need to expect cuts in some programs and services, the Council has been absolutely committed to preserving our most important services, particularly in public safety.

And yet, despite these tough times, property values in Beverly Hills have remained steady. Yes, we've seen some store closures, but we are re-leasing quickly. We have an incredible brand and that makes doing business here highly desirable, in addition to being one of the safest cities in the world!

At the end of your Mayoral term next spring, what would you most hope to be remembered for?

It is a great honor to be the Mayor of Beverly Hills. I am continually humbled by the immense amount of talent, passion and commitment I see exhibited in our wonderful community. As I begin my tenure, I am focused on two dominant issues for our future – restoring transparency in City government and preserving the quality of life we associate with our 'urban village.' It is critical that our community feels that their government is

open, visible, clear and transparent. I am committed to sharing with our residents not only the good news, but also the tough decisions addressed by the City Council and why those were made. In return, I want members of this community to feel that their voices are being heard and being valued.

I also want to preserve what makes Beverly Hills special – the unique charm of our village. Our world-class City offers the highest achievable quality of life, while maintaining a unique and friendly character for residents, visitors and neighbors. The City Council must properly guide the future direction of our unique City in order to preserve what makes this community so special for all of us. I look forward to partnering with the business community to build on the legacy of our storied past – and together creating a future that keeps Beverly Hills the envy of the world!

The Mayor will deliver the State of the City at the annual “**An Evening with the Mayor**”, presented by Beverly Hills Chamber of Commerce at the Greystone Mansion. Join the Chamber on September 2, 2009 at 5 pm for wine and hors d'oeuvres prior to the formal address, as well as an interactive question & answer period following the Mayor's remarks.

Beverly Hills MEETINGS & EVENTS

For the latest program updates and registration, please visit www.BeverlyHillsChamber.com/calendar or call 310.248.1000 x114

July

Friday, July 10

Networking Breakfast

8:00 - 9:30 am

Bridgepoint at Beverly Hills

220 N. Clark Dr., Beverly Hills

Thursday, July 16

Government Affairs Committee

8:00 - 9:00 am

Municipal Gallery at Beverly Hills City Hall

455 N. Rexford Drive, Beverly Hills

Thursday, July 30

Membership Appreciation Night

6:30 - 8:30 pm

2 Rodeo along the Cobblestone Via

*Members only

August

Tuesday, August 4

Business Needs to Know

Planning for the Business Owner

6:30 - 8:00 pm

New York Life Insurance Company

6300 Wilshire Blvd., Ste. 1900, Los Angeles

Friday, August 7

Networking Breakfast

8:00 - 9:30 am

L.A. Food Show

252 N. Beverly Drive, Beverly Hills

Wednesday, August 12

Business Needs to Know:

Exempt/Non-exempt Audit

8:15 - 10:00 am

Ervin Cohen & Jessup LLP

9401 Wilshire Blvd., 9th Floor, Beverly Hills

Wednesday, August 12

Business Needs to Know:

Conducting an Internal Investigation

10:15 am - 12:00 pm

Ervin Cohen & Jessup LLP

9401 Wilshire Blvd., 9th Floor, Beverly Hills

Wednesday, August 19

Business After Dark

5:30 - 7:30 pm

Il Forno Galdo

9705 Santa Monica Blvd., Beverly Hills

Thursday, August 20

Government Affairs Committee

8:00 - 9:00 am

Municipal Gallery at Beverly Hills City Hall

455 N. Rexford Drive, Beverly Hills

September

Wednesday, September 2

An Evening with the Mayor

5:00 - 7:00 pm

Greystone Mansion

905 Loma Vista Drive, Beverly Hills

Friday, September 11

Networking Breakfast

8:00 - 9:30 am

Avalon Hotel - blue on blue

9400 W. Olympic Blvd., Beverly Hills

Thursday, September 24

Government Affairs Committee

8:00 - 9:00 am

Beverly Hills Public Library, Meeting Room South

444 N. Rexford Drive, Beverly Hills

CHAMBER WELCOMES NEW CHAIR JAMES JAHANT

Looking towards the upcoming year as the 88th Chair of Beverly Hills Chamber of Commerce, I am excited to continue in Vicky Mense's leadership role. The Chamber strives to provide the necessary tools – through building relationships, enhancing businesses' presence and providing expertise – for businesses to persevere through the challenges of the current market place. I have both experienced and witnessed the value of the Chamber and I am honored to serve as Board Chair this year.

As the Chamber's business model changes this year with the separation of the Conference & Visitors Bureau from the Chamber, we will adapt our programming to support the current needs of the business community. Our key values – relationships, presence and expertise – are as valuable as they have ever been, and our mission to promote the growth of Beverly Hills through tourism, commerce and economic development remains – because it is both accurate and relevant.

In the year ahead, Beverly Hills Chamber of Commerce will continue to be "the ultimate business resource". We will serve as a resource from which our over 750 members can draw from. We will work together to create a strong local economy, promote the community, and represent the interests of the business community with City government. We will continue to provide networking opportunities, referrals and exposure. Through our Economic Development Division, we're attracting and retaining businesses in town, thus supporting the economy. Through the Chamber's benefits, programs and services, which provide opportunities for all businesses big or small, we are providing valuable tools to help our local businesses sustain and grow in today's economy. Membership in the Beverly Hills Chamber of Commerce is not an expense – it is an investment.



I look forward to working with the 2009-2010 Board of Directors, Chamber staff and the general membership. Together we can build a bigger and better Beverly Hills Chamber of Commerce.

A handwritten signature in black ink that reads "James W. Jahant".

James W. Jahant, 2009-2010 Board



Beverly Hills Chamber Members Save On Shipping with FedEx

FedEx Express: Save up to 16% on select services
FedEx Express International: Save up to 13% on select services

Call (877) 569-8040 to sign up and start saving!

Beverly Hills Chamber of Commerce Celebrates Membership

*A Elegant Evening
on Cobblestone Via
at 2 Rodeo*



MEMBERSHIP Appreciation Night

*Join the Chamber
July 30th, 2009
6:30 pm - 8:30 pm*

The Chamber is celebrating its membership with an elegant and exciting evening on Thursday, July 30, 2009. This annual event is exclusively reserved for our member business community.

The Chamber's purpose is to promote the growth and prosperity of Beverly Hills through expertise, presence and relationships. What better way to promote our purpose, then through a Membership Appreciation Night to our more than 750 members.

Appreciating each individual's success and our organization as a whole over the last year is important in the continued success of the Beverly Hills business community. This event will be a great opportunity for members to mingle with fellow Chamber members and promote what is happening in each of your respected industries.

As part of the leading business organization for professionals in and around Beverly Hills, it is important to continue to establish your presence. Chamber membership is key to building and strengthening the foundation of your business.

We invite you to experience a spectacular Beverly Hills mid-summer night on the Cobblestone Via at Two Rodeo, while enjoying hors d'oeuvres, drinks and live music.

RSVP Online Today!

www.BeverlyHillsChamber.com/MemberAppreciation

For more information about our annual Membership Appreciation Night, call 310.248.1000 x114 or visit www.BeverlyHillsChamber.com/MemberAppreciation.

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TOP 10 BENEFITS

ADVOCACY:

Beverly Hills Chamber of Commerce takes care of politics, so that you can take care of your business. We keep you informed and ensure your voice will be heard on important regulatory, legislative and educational issues that directly affect your business.

BUSINESS DISCOUNTS:

Keep your costs down and profits up by taking advantage of the Member Advantage Program—including discounts on office products, shipping services and member-to-member Gold Circle Program offerings.

CREDIBILITY:

Demonstrate your commitment to the community by becoming a part of the vision and strategies of the most influential business organization in Beverly Hills. Display your Chamber membership with a special plaque in your business and membership logo on your website.

FOCUS ON THE FUTURE:

Join us in our dedication to the business community of tomorrow through an effective commitment to the next generation of Beverly Hills residents, business owners and visitors. The Chamber constantly looks for ways to support a better quality of life for all of Beverly Hills.

GROWTH:

Your investment in the Chamber helps to market Beverly Hills and promote quality growth, for both you and the city. When the Chamber assists companies that are moving here or expanding their businesses, it means more jobs and more customers for you.

INVOLVEMENT:

As a member of the Chamber, you can help sustain and improve the quality of life that you, your family and your employees enjoy. Chamber Membership is an investment in your community and business future.

LEARNING OPPORTUNITIES:

Advancing business knowledge and anticipating trends are core values of the organization. Beverly Hills Chamber of Commerce seminars, workshops and events offer expert advice on how to operate your business in an ever-changing economy.

MARKET YOUR PRODUCTS AND SERVICES:

Through the Chamber's many marketing and promotional opportunities, you'll reach hundreds of local business owners and executives. Creative and dynamic advertising and sponsorship opportunities exist through the Chamber's events, programs, website and publications.

PROGRAMS AND EVENTS:

Beverly Hills Chamber of Commerce programs provide great opportunities to get to know new people and expand your prospect base. Chamber events are innovative and fun ways to help you meet potential customers, clients and vendors—and generate new business leads.

REFERRALS:

In person, on the phone or online, Beverly Hills Chamber of Commerce is a great referral source for member-businesses each day.

To inquire about additional information regarding Chamber benefits, email info@beverlyhillschamber.com or call 310.248.1000.

Office DEPOT *Taking Care of Business*



SAVE up to 60% on the 170 items

Office Depot allows Beverly Hills Chamber members savings up to 60% on the 170 items most frequently needed by businesses big and small: Copy paper, pens, printer cartridges, paper clips, staples, filing folders... the list is long, the savings could be, too! Members also receive next-day delivery and monthly reports to monitor expenses.

Companies with more than 25 employees can also apply for a Store Purchasing Card, which allows members to shop at the retail stores and have purchases billed to the account. Of course, phone or faxed orders will also be welcome.

To take advantage of special savings as a Beverly Hills Chamber Member please call, 310-248-1000 x119 or visit www.BeverlyHillsChamber.com.

Business Welcome

Beverly Hills Chamber of Commerce is pleased to welcome the following businesses to the organization. Please join with us to support their investment in the Chamber's mission to lead the Beverly Hills business community to success.

Aesthetic & Implant Dentistry

Alenor Canlas-Antonio - Office Manager
8500 Wilshire Blvd., Ste. 505
Beverly Hills, California 90212
(310) 652-2400
Dentists

Alero Equities

Alero Mack - Principle
8484 Wilshire Blvd., Ste. 580
Beverly Hills, CA 90211
(310) 738-5610
Financial Planning & Services

Ameritek Industries

Maria Precopio -Owner
19201 Parthenia St., Ste. E
Northridge, CA 91324
(818) 718-8900
Health Services

Annabelle Stevens, PR

Annabelle Stevens - President
427 North Canon Dr., Suite 209
Beverly Hills, CA 90210
(310) 385-8444
Public Relations Agencies

Audio Messaging Solutions, LLC

Mitchell Keller - President
720 Brooker Creek Blvd., Ste. 215
Oldsmar, FL 34677
(800) 584-4653
Advertising & Related Services

Beneveda Medical Group

Sarah Tinsley - VP of Operations
8730 Wilshire Blvd., Ste. 200
Beverly Hills, CA 90211
(310) 289-2800
Health Services

Beverly Hills Manners

Lisa Gache - Co-Founder & CEO
1075 Angelo Dr.
Beverly Hills, CA 90210
(310) 276-9078
Educational Programs & Services

Bon Appetit Three Cubed Consulting

Alexander Katsman - CEO
9619 National Blvd.
Los Angeles, CA 90034
(310) 598-5955
Marketing Consulting Services

Cape Horn Group

Agustin Palacios-Bacque - Developer
150 S. Rodeo Dr., Ste. 230
Beverly Hills, CA 90212
(310) 362-6336
Real Estate

Celebrity Society Magazine

Mimi Makabi - Editor-in-Chief
9606 Santa Monica Blvd., 3rd Floor
Beverly Hills, CA 90210
(310) 859-6654
Publishers - Newspapers, Periodicals, Book,
Database

Coldwell Banker Previews International - John Williams

John Williams - Realtor
301 N. Canon Dr.
Beverly Hills, CA 90210
(310) 779-1391
Real Estate

Disc Sports & Spine

Debbie Rubio - Public Relations
13160 Mindanao Way, Ste. 300
Marina Del Rey, CA 90291
Physicians

Dr. Cannon's Orthodontics

Patty Lira -Front Office Coordinator
8500 Wilshire Blvd., Ste. 1018
Beverly Hills, CA 90211
(310) 289-1989
Dentists

Dr. Khosravi Ryan

Mohammad Khosravi - Director
9735 Wilshire Blvd., Ste. 421
Beverly Hills, CA 90212
(310) 247-9650
Plastic Surgeons

Drink Kangen 4 U

Reginald R. Lewis, Jr. - Distributor
17957 Cohasset St.
Rededa, CA 91335
(818) 312-5456
Health Services

Dukes Financial

Zizi Shannon - Benefits Consultant
P.O. Box 56882
Sherman Oaks, CA 91413
(310) 684-3164
Insurance

The eCenter

Paula Plotnick
10780 Santa Monica Blvd., Ste 245
Los Angeles, CA 90025
(310) 446-1968
Health Services

Firm Body Evolution - FBE Spa

Mark Logan - Manager
5858 Wilshire Blvd., Ste. 200
Los Angeles, CA 90036
(323) 936-3737
Fitness & Recreational Sports Center

Floor Coverings International

Cindy Johnson - Owner
8491 Sunset Blvd., Ste. 117
Los Angeles, California 90069
(310) 550-5784
Floor Covering Stores

Fulbright & Jaworski L.L.P. - John Tishbi, Esq.

John Tishbi - Associate
555 S. Flower St., 41st Floor
Los Angeles, California 90071
(213) 892-9200
Lawyers

Global Financial Investment, Inc.

Frank Dewar - CEO/President
9663 Santa Monica Blvd., Ste. 346
Beverly Hills, CA 90210
(310) 684-3178
Financial Investment Activities

Global Green Partners

Renato Romano - President
2490 S. Sepulveda Blvd.
Los Angeles, CA 90064
(310) 473-1886
Environmental Consulting Programs

Go Junk Free America

Evan Berger - President
901 S. Main St.
Los Angeles, CA 90015
(877) 465-8653
Waste Management & Remediation Services

Good Shepherd School

Bob Terry
148 S. Linden Dr.
Beverly Hills, CA 90212
(310) 954-4858
Educational Programs & Services

Great Earth Vitamins

Jennifer Kim - Co-Owner
9459 Charleville Blvd.
Beverly Hills, California 90212
(310) 278-1180
Health Supplement Stores

IBE Digital

John Henderson -Senior Account Executive
12921 E. 166th St.
Cerritos, CA 90703
(562) 921-0202
Office Machinery & Equipment

Jersey Mike's Sub

Gaylit Eyal - Owner
279 S. Beverly Dr.
Beverly Hills, CA 90212
(310) 288-0288
Restaurants-American

L A Day Trips

Jeri Wingo - CEO
264 S. La Cienega Blvd., Ste. 1292
Beverly Hills, CA 90211
(310) 850-1551
Sightseeing & Tours

Merchant Services - Todd Dwyer

Todd Dwyer - Account Executive
9012 Research Dr., Ste. 200
Irvine, CA 92618
(310) 500-7801
Credit Card Processing

Newhart Orthodontics

Scott G. Newhart, DMD
416 N. Bedford Dr., Ste. 311
Beverly Hills, CA 90210
(310) 550-1533
Dentists

The Organic Pharmacy

Gloria Shkolnik - Store Manager
453 N. Beverly Dr.
Beverly Hills, CA 90210
(310) 272-7275
Pharmacies & Drug Stores

Oscar Williams & Associates

Oscar Williams - President
3620 S. Gramercy Place
Los Angeles, CA 90018
(424) 298-0313
Event & Meeting Organizing Services

Pistorius Guerrilla LLC

Hendrik Pistorius - President
447 S. Robertson Blvd.
Beverly Hills, CA 90211
(310) 591-4988
Import - Export

Pixie Productions

Camille Jumelle - Executive Producer
132 B Lasky Dr.
Beverly Hills, CA 90212
(310) 271-1199
Motion Picture & Video Production

Premier Security Services, Inc.

Gary Canfield - President
906 N. Lake St.
Burbank, CA 91502
(818) 566-1515
Security Systems Services

Rock Solid Achievement

Ed Dridge
P.O. Box 17840
Beverly Hills, California 90209
(310) 694-9656
Professional/Management Development Training

Rosenberg Plastic Surgery

David Rosenberg - Plastic Surgeon
9090 Burton Way
Beverly Hills, CA 90211
(310) 295-7925
Plastic Surgeons

Seyie Design

Seyievinuo Putsure - Owner
6230 Wilshire Blvd., Ste. 1776
Los Angeles, CA 90048
(323) 630-1841
Interior Design Services

Shades Natural Color Studio

Susan Henry - Owner
144 S. Doheny Dr.
Beverly Hills, CA 90211
(310) 275-4882
Hair, Nail & Skin Care Services

Shellie Sigal - AEG/Staples Center

Account Executive - Corporate & Premium Sales
1111 S. Figuerera St., Ste. 3100
Los Angeles, California 90015
(213) 742-7210
Event and Sports Ticketing

SLS Hotel

Liane Haynes-Smith - Director of Sales and Marketing
465 N. La Cienega Blvd.
Los Angeles, CA 90048
(310) 247-0400
Hotels & Motels

Staples Copy & Print

Newton Cacho - General Manager
100 N. La Cienega Blvd.
Los Angeles, CA 90048
(310) 360-3908
Printing Support Activities

Team Tutors, Inc.

Natalie Kunin - Owner, CEO
146 S. Peck Dr.
Beverly Hills, CA 90212
(323) 363-9825
Education Support Services

UBS Financial Services

Sean O'Donnell
Senior Vice President - Investments
131 S. Rodeo Dr., Ste. 200
Beverly Hills, California 90212
(310) 281-3807
Trusts, Estates & Agency Accounts

Villa Blanca

Ken Todd - President
9601 Brighton Way
Beverly Hills, CA 90210
(310) 859-7600
Restaurants, Full Service

Wolfgang's Steakhouse

Alex Ringlab - General Manager
455 N. Canon Dr.
Beverly Hills, CA 90210
(310) 385-0640
Restaurants, Full Service

Wow Green

Sharon Babb - Independent Distributor
21821 Martin St.
Carson, CA 90745
(866) 385-8486
Environmental Consulting Services

Yaffa Sidikaro, Inc.

Yaffa Sidikaro - Certified Life Coach
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Los Angeles, CA 90035
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Beverly Hills, CA 90212

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Beverly Hills Chamber networking events connect you to like-minded business professionals, expanding your professional network in the community.

See calendar inside for event dates.



beverly hills BUSINESS REVIEW July - September 2009



Enabling your business to offer benefits and incentives to Chamber members and residents in the community.

- **Community Appreciation Baskets:** Give a unique product or service to local residents.
- **Welcome Kits:** Introduce or include special offers to new and renewing members.
- **Gold Circle Access:** Offer online special offerings or services on Chamber's website.

An Evening with the Mayor

The State of the City Address



The honorable **Nancy Krasne, Mayor of Beverly Hills** delivers the State of the City at "An Evening with the Mayor", presented by Beverly Hills Chamber of Commerce. A wine and hors d'oeuvres reception will be held prior to the formal address, as well as an interactive question & answer period following the Mayor's remarks.

DATE: Wednesday, September 2, 2009
TIME: 5:00 pm - 7:00 pm
PLACE: Greystone Mansion
 905 Loma Vista Drive, Beverly Hills, CA

Presented
By:



*Sponsors:



The Athens Group



* at press time