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BUSINESS TIMES

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**A Publication of the
North Valley Regional
Chamber of Commerce**





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President's Message

At Last...2013

2013 is here and for many, the feeling is good riddance to 2012! No one can argue that the past few years, and particularly 2012, has been a struggle. Declining sales, rising costs of doing business and uncertainty about the future has been a common denominator of discussions among businesspersons. Most have survived by adjusting to changing conditions while some have not, and regrettably, are no longer in business.

Well, it's 2013 and years past are gone. The question is...What are you going to do in 2013 to stay competitive and grow your business? That question addresses your product, service, marketing and management strategies.

The answers can be found in a variety of places. First is the Chamber. Our monthly networking breakfast, business mixers and the Business Success Roundtable provides you with an opportunity to network and share mutual problems and ideas with each other. You would be amazed at how much you can learn from your fellow chamber members that would impact your bottom line in a meaningful way.

The chamber's monthly magazine, Business Times, offers very affordable advertising rates to allow you to brand your business, and yourself, with fellow chamber members. You might also

want to check out the advertising opportunities in the chambers community service publication, Community Connection, which is delivered directly to more than 30,000 households in the chamber's service area.

And of course, there's the monthly business education workshops offered by VEDC that are free to you as a chamber member. Every month the list of those workshops can be found in this publication and on the chamber website; peruse that list and take advantage of the knowledge you will gain and the opportunity to develop business relationships with those who are also taking advantage of the workshops. If you ask me, that's a great way to meet prospective clients.

And, new programs are being introduced by the chamber that will give you greater exposure to the purchasing public and a benefits program is being developed that will bring real value to your business; watch for details.

As always, I welcome your suggestions and calls. I'm easy to reach by phone (818) 349-5676 or email me (wayne@nvrcc.com).

Have a healthy and prosperous new year!



Wayne Adelstein

Mayoral Candidate Eric Garcetti Addresses Chamber Members

By Robin Kellogg

Councilman Eric Garcetti, one of the front-runners in Los Angeles' mayoral race, spoke to San Fernando Valley business owners at the Chamber's December breakfast meeting.

Garcetti, who represents the 13th Council District, wants to re-energize Los Angeles as he's done in Hollywood, Echo Park and Silver Lake; reshape its story and re-create the "limitless potential" that existed in his youth. The key to all this is generating a business-friendly environment, recovering the 165,000 jobs lost in the past several years; and making the city government more functional, accessible and accountable to the public, said Garcetti.

"Government has to figure out how to get out of its own way," noted Garcetti, adding that the entrepreneurial style is at the heart of Los Angeles.

Efforts by the city are being made to bring back jobs in the aerospace, healthcare and film industries. Other areas being tackled include shortening the length of time it takes to go through city processes to open a business, which could take as long as a year-and-a-half compared to six to nine months in other cities.

Eliminating the gross receipts sales tax, which works against the city in attracting new businesses, is another area of focus for Garcetti. "We need leaders that hustle for business in Los Angeles," he said. Eventually, he would like to see the tax revoked for all businesses within the city limits.

Garcetti further stated that when it comes to opening a new business in Los Angeles, business owners should not have to deal with multi-



Councilman Eric Garcetti flanked by Chamber president Wayne Adelstein and Marni Nemcoff (Matador Community Credit Union) and Chamber Chairperson, Paul Eisenstadt (Protection Alarms)

ple inspectors who often have different and contradictory interpretations of code requirements, resulting in delays and additional costs to the business; this needs to be addressed and corrected.

Finally, and possibly most important in Garcetti's mind, is Los Angeles needs to tell its story from the moment a visitor walks off the airplane in LAX to the moment they leave. Garcetti commented that other cities' airports incorporate the "flavor" of the area into the airport's sights and sounds. In LAX all you see is the mayor's picture. "Los Angeles is where creativity lives," said Garcetti. "I see the first job of the mayor as the 'Story Teller-in-Chief.'"

Garcetti welcomes suggestions and comments. He can be emailed at ericgarcetti@gmail.com or visit his website ericgarcetti.com.

At the Chamber ...

January 11th

Mayoral Candidate Jan Perry to Address Business Success Roundtable

City Councilmember Jan Perry will be the guest speaker at the January 11th meeting of the Chamber's Business Success Roundtable, 7 a.m., at Marie Callender's restaurant in Northridge.

Perry, who is one of the leading candidates for mayor will discuss her business growth initiatives that have led to a reinvigoration of the downtown business district, her vision for Los Angeles, how she intends to weed out obstacles to business growth, attract new businesses and jobs to Los Angeles and improve city services.

To attend, call the chamber at (818) 349-5676. The cost for breakfast is \$10 with reservation; \$15 at the door.



Mayoral Candidate Jan Perry

Seeking to Oust City Attorney Carmen Trutanich

Assemblyman Mike Feuer Guest Speaker at February 24th Networking Breakfast

State Assemblyman and former L.A. City Council member Mike Feuer is challenging current City Attorney Carmen Trutanich in the March election. Feuer has criticized Trutanich for, among other things, not taking the same pay cuts as other attorneys in his office and for not regulating marijuana dispensaries.

Feuer has been widely-recognized for his innovative leadership on a wide range of issues confronting Los Angeles. These include public safety, educational quality, environmental protection, neighborhood empowerment, housing and the foreclosure crisis, consumer rights, job creation, defending children and families, seniors' rights, ethics in government, and access to justice and civil rights.

Upon taking office Feuer says he will initiate a top-to-bottom evaluation of the office, focusing on making it the most effective



Assemblyman Michael Feuer Candidate for City Attorney

municipal law firm in the nation. Feuer will discuss how, as City Attorney, he will move the City forward on the issues of gun violence, curbing gangs, cracking down on drunk drivers, confronting domestic violence, protecting the environment, and empowering neighborhoods, as well as other issues within the purview of the City Attorney's office.

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- Harold Geneen



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Entrepreneur Profile ...

Susan Fries, the “Termite Lady,” Doesn’t Want the Little Things in Life to “Bug” You

It’s not every day you see a woman in the pest control industry, let alone one running a successful termite and pest control company approaching its 30th Anniversary. Unless you meet Susan Fries, owner of ECOLA Services, a pest and termite control company dedicated to alternative treatments.

Fries (pronounced “freeze”) purchased Ecola in 2000, making it her passion and purpose to offer effective, but gentle alternative termite and pest treatments. “People need to know they have a choice on what methods to use on/in their home. There are powerful, effective, and healthier alternative methods available. Ecola will individualize the best solution to fit their needs and lifestyle. That gives the customer the opportunity to view their options and decide whether or not to tent their property,” Fries states. The “Termite Lady,” as she is known in the industry is not afraid to even get down and dirty and show up at a job fully prepared to do the termite work herself.

Prior to entering the industry, Susan worked at Max Factor Cosmetics and in jewelry sales in Canada. She even appeared on the day time show Days of Our Lives; more than a dozen commercials, and won a car for dancing on American Bandstand.

Before her venture into pest control, Susan had wanted to impact her world in a big way. Susan saw that opportunity in alternative termite and pest control early on. She became an advocate for “green” treatments when confronted with the importance of sustaining an alternative



In loving memory: Sue with the late KKLA radio show host, Frank Pastore.

approach to pest control due to family health issues. Her son, Tyson battled chronic asthma that sent him to the hospital numerous times as a direct result of chemicals used and allergies not known until he was tested.

Fries is proud of the fact that Ecola cares and is motivated in her vision for the future to continue setting the standard for other companies in her quest to protect people’s health, their investments and the environment. By personally using less and less chemicals through modern technology, Susan hopes to minimize the use of chemicals worldwide and truly help with informing people of their indoor air quality and how it affects their health.

She is also aware of the importance of the pest control industry. “There would be a lot more sickness and death in the world without the work of the pest control industry and the chemicals used. However, at the same time, less is more as we need to know our options and be smart about our living environment.”

Running a company with more than 50 employees that serve from San Luis Obispo to San Diego isn’t always easy. Especially as a woman owner in a male dominated industry. “Many companies have given alternative treatments a bad name. There are many imposters and chemicals that are not truly alternative.”

Susan takes pride in her accomplishments: recipient of the 2012 Angie’s List Super Service Award, Best Green Exterminator from 2007-2012 by LA Magazine; 2010 Woman In Business award by Business Journal, and Business owner of the Year by the United Chamber of Commerce; and being featured on the History Channel’s Modern Marvels, KTLA News Channel and KCAL9, to name a few.

Yet, despite her successes, Susan knows that women and mothers face a lot of challenges in the working and corporate world and stresses the importance of being knowledgeable. “From my personal and business trials I’ve learned that you don’t know what you don’t know...and what you don’t know can hurt you. I’ve come to realize that the more I learn, the more I realize I don’t know.”

(Continued on page 5)



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Five Must-Haves for Your Marketing Plan



Robin Kellogg

By Robin Kellogg

Marketing budgets are one of the first things to be dropped when the economy becomes skittish. I suppose no money going out seems like the safest way to go, however, there is credibility to the old saying, "To make money, you have to spend money."

As I marketing writer, I know how important it is to tell your customers about your business and your products and services. And why it is necessary to do this on a continuous basis to keep the momentum going. So I decided, to start off the New Year, I would offer up some on what you should consider when putting together a marketing plan.

To begin with, a marketing budget greatly depends on the size and type of the business, whether it's new or established, and the

amount of money that can be comfortably devoted to it. Smaller businesses or those just starting up are probably safest staying around 3-5% of their budget. That should cover the basics. Remember, marketing doesn't always have to be in the form of advertising or expensive. Some valuable marketing tools that don't cost a lot include social media, joint promotions, speaking engagements, articles, etc.

When you determine how much you'll need to put into your marketing budget, consider the following:

1. Which marketing materials worked over the last year or so, and which did not. No need to put your money into a losing proposition. This doesn't necessarily mean you made a bundle of money from it, but rather whether it yielded customers, referrals, or has set the groundwork for more opportunities.

2. Do you need to update or modify your ongoing marketing materials (website, brochures, direct mail, business cards, etc.)?

3. Do you need to add or expand any marketing components (Social Marketing, radio, television, or outdoor advertising; networking activities; events; professional association memberships, etc.)?

4. Are you going after a niche industry? Depending on the type of marketing niche it is, you may have to add to your marketing budget.

5. Are there any local media you can get coverage from (e.g., community newspapers or magazines, cable, college or broadcast radio or television stations, etc.)?

Putting aside money for marketing is not a choice, it is a necessity that, like any of your overhead costs, must be carefully planned,

(Continued on page 6)

Susan Fries, the "Termite Lady"

(Continued from page 4)

When not working hard to lead the way in alternative treatments, Susan has been hosting a syndicated radio show since 2010 on KKLA 99.5 FM dedicated to inspiring and encouraging people. (The show airs on Saturdays and additional information can be found at www.suefries.com).

Ms. Fries is an avid competitive dancer and took 5th place in the U.S. Open Swing Dance Competition. She recently had a horse riding accident that shattered her leg, yet miraculously she is not only walking but able to dance competitively again.

Sue is also writing a book on the importance of indoor air quality and hopes to have it published in February. The book is titled "Learning How to Breathe". If you'd like to learn more about alternative treatments and the importance of indoor air quality, please be sure to visit www.ecolatermite.com or www.suefries.com.

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Business Success Roundtable

Valuable Lessons in “The Eighth Habit” of Highly Effective People

By Robin Kellogg

At a recent Business Success Round Table meeting, Kathy Cryer owner of the Great Frame Up, gave a presentation on “The 8th Habit®: From Effectiveness to Greatness” by Dr. Stephen Covey. The book is an extension of Covey’s original tome, “7 Habits of Highly Effective People” and like its predecessor is meant to act as a roadmap to personal and professional fulfillment. Simply put the 8th Habit states that everyone has an “inner longing to seize the day and live a life of contribution”.

As a business owner, Cryer found the book contained several valuable lessons, which she shared with the group.

• Everyone has a voice. You have to trust employees that employees know their job. By listening to your employees and recognizing their talents they will care more about their job and your business. Companies who have successfully used this strategy include: Ritz Carlton, Marriott, Disney and General Electric.

• Children must be educated to succeed in our rapidly changing technological age, so that unlike their parents they aren’t displaced, but are empowered by it.

• Know yourself. What can you do to make your job or your business better? What roadblocks are you running into? How can you increase employee loyalty? If your employees feel heard they will be more productive.

• Your mission statement is essential to your business. It should be a permanent part of everything you do from your marketing to your branding to your services.

To find out more about the Business Success Round Table and how to become part of it contact the North Valley Regional Chamber of Commerce office at 818-349-5676.



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Covey’s 8 Habits

- Be proactive. Take initiative, be responsible.
- Begin with the end in mind. Develop a mental image of how projects, including your life, will turn out.
- Put first things first. Use discipline to put off today’s pleasures for greater future pleasures.
- Think win/win. There’s plenty for all.
- Seek first to understand, then to be understood. Listen more, speak less.
- Synergize. The whole is greater than the parts.
- Sharpen the saw. Improve physically, mentally, emotionally and spiritually.
- Find your voice, and inspire others to find theirs. Don’t ignore that longing to make a difference.

Five Must-Haves for Your Marketing Plan

(Continued from page 5)

meticulously implemented and continuously assessed.

Robin Kellogg, owner of Robin Kellogg Associates, has been helping individuals and small businesses solve their communications and marketing challenges since 2000. To reach Robin call: 818-993-5468 or email her at robin@yourwritingresource.com. She can also be found at www.facebook.com/robinkelloggassociates, <http://twitter.com/robinlk18>, linkedin.com/in/robinkelloggassociates.

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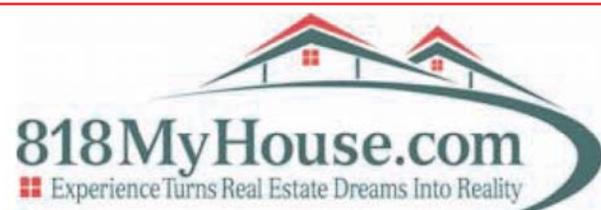
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Thursday, January 3

Public Speaking for Small Business Owners
7:00pm - 9:00pm

Tuesday, January 8

Start Up Do's & Don'ts 6:00pm - 8:00pm

Wednesday, January 9

Business Plan Essentials 6:00pm - 8:00pm

Thursday, January 10

All About Business Loans 5:30pm - 6:30pm

Tuesday, January 15

Networking and Mentoring for Businesses
6:30pm - 8:30pm

Tuesday, January 15

Women's Owned Small Business Certification
9:00am - 11:00pm

Wednesday, January 16

Sales & Negotiating for Non-Salespeople
6:00pm - 8:00pm

Thursday, January 17

Customer Service 6:00pm - 8:00pm

Thursday, January 17

Public Speaking for Small Business Owners
7:00pm - 9:00pm

Saturday, January 19

Business Survival in a Bad Economy 9:00am - 4:00pm

Tuesday, January 22

Effective Tools to Build & Market Your Website
6:00pm - 8:00pm

Wednesday, January 23

Legal Issues for Small Businesses 6:30pm - 8:30pm

Thursday, January 24

QuickBooks Tutorial 6:00pm - 8:00pm

Monday, January 28

Income Tax Tips for Small Businesses
5:30pm - 7:00pm

Tuesday, January 29

E-commerce for Small Businesses
6:00pm - 8:00pm

Wednesday, January 30

Marketing Your Business Right/Series 1 of 5
6:00pm - 8:00pm

Thursday, January 31

Accounting & Bookkeeping 6:00pm - 8:00pm

Thursday, January 31

Public Speaking for Small Business Owners
7:00pm - 9:00pm
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NORTH VALLEY REGIONAL CHAMBER OF COMMERCE JANUARY BUSINESS CALENDAR

Mark Your Calendar...

- January 4** Business Success Roundtable
Open Discussion
- January 14** Senior Services Business Council
- January 11** Business Success Roundtable
Guest Speaker: Mayoral Candidate Jan Perry
- January 24** Networking Breakfast
- January 28** Senior Services Business Council
- January 18** Business Success Roundtable
Discussion led by David Friedman about Walter Issacson's book about Apple icon Steve Jobs
- January 25** Business Success Roundtable
Open Discussion

MEETING LOCATIONS

The Business Success Roundtable meets at 7am. The Senior Services Business Council meets at noon. Both meet at Marie Calendar's Restaurant on Tampa and Business Center Dr. in Northridge

Guests are welcome. \$15 For more info call the Chamber at (818) 349-5676

The unexpected always happens, so call the Chamber office at 818-349-5676 to confirm meeting dates and times.

To sponsor a Networking Breakfast or a Business Mixer, call the Chamber at 818-349-5676

Business Success Roundtable January 11th

Guest Speaker



Councilmember Jan Perry
Candidate for Mayor

Time: 7 A.M.
Marie Callenders Restaurant in Northridge; \$20, includes breakfast.
RSVP (818) 349-5676

JANUARY BUSINESS MIXER

Date and location
to be announced



Networking Breakfast January 24th

Guest Speaker



Assemblyman Michael Feuer
Candidate for City Attorney

Time: 7:00 A.M.
Where: Porter Valley Country Club
\$20 with RSVP prior to January 21st
\$30 thereafter and at the door
RSVP: (818) 349-5676

SAVE THE DATE

February 15th

2013 Board of Directors
Installation Luncheon
11:30 am -Odyssey Restaurant,
Granada Hills
Keynote Speaker



Dianne Harrison,
President, CSUN