



Rosemead Report

An Organization Working to Develop the Community Through the Promotion of its Businesses

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Maintaining Success in Entrepreneurship Amidst the Current Atmosphere of Uncertainty and New Challenges

By Chris Ventura

Andrew Lee grew up in Monterey Park, studied business in college, and remains closely tied to his home community- San Gabriel Valley. He has been teaching golf for over 14 years and had played professionally for about 8. A wrist injury forced his early retirement from playing professionally.

Local aspiring entrepreneur and golf professional Andrew Lee explained how COVID has had an impact on his main business and how his side business is beginning to flourish despite the pandemic. He shared with us his journey navigating current obstacles, balancing his workload, and adapting to new challenges and the current economic climate.

“The way I see it: playing professional golf is tough. It’s a grind. It’s really gambling at that point,” Lee said. “When I was working at the Alhambra Golf Course, I was trying to play professionally at the same time so that way I could have a steady income coming in and then I can pursue my dream of playing professional golf. When I did hurt my wrist—then I really wanted to focus more on teaching golf and instructing, so that’s when I decided that: Hey if I want to play professional golf, I would have to do one thing or the other. I would have to invest all my time into playing tournaments, or not gamble per se, and pursue teaching full-time. At that point I decided I think making money and saving money is more important. So, I started teaching full time.”

Lee had worked at the Alhambra Golf Course for 10 years.

“Golf has always been my thing since I was very young,” Lee said. “As I was playing golf and eventually teaching golf, business has always been my interest.”

Lee teaches all skill levels and all ages. Most of his clientele are beginners or intermediate golfers, but some are also advanced such as a number of junior and collegiate golfers.

“I had a couple of students that I started with when they were about 13 years old—right before high school and then taught them throughout high school,” Lee said. “I walked them through how to play tournaments and they got scholarships to colleges. Those are my proudest moments.”

Teaching beginners the game of golf also brings him great pride.

“I think that the most important part about teaching golf is making the game enjoyable for beginners because learning golf is probably the hardest thing people have ever done—people have ever tried,” Lee explained. “The game of golf is hard, but to make them enjoy learning golf and enjoying the process...I think it’s a

whole different art by itself. I enjoy watching people enjoy learning golf and eventually play golf forever.”

Throughout his time working at the golf course and teaching, Lee has experimented with a number of side-businesses.

“I had a photobooth business, I had a business called Cali Calamari where we sold fried calamari at the food festivals,” Lee said. “I even started a donut ice cream sandwich business called Square. That was a joy to start that business. It being a dessert business was pretty awesome.”

Lee has been reluctant to settle into a brick and mortar type business of his own. As he explained, he just wanted to test the waters on those business ventures—businesses that were more portable and flexible enough so that he could continue with his work at the course playing and teaching.

According to Lee, this latest chili oil business wasn’t initially conceived as a potential future business at all. He began experimenting with recipes and making chili oil for his wife, Zin, at home.

“We tried different chili oils and never found one that she really loved, and one day I said let me make our own chili oil and see if I can find one that she really likes,” Lee said. “We tried different things—different recipes—and after a while we finally found one she really loves and we were excited about it!”

After Lee and his wife discovered this wonderful recipe, he began handing out samples to friends who also enjoyed it and shared it with others. Soon, everyone in his circle began asking him about his chili oil.

“At that point, we just had mason jars here and there—different sizes, to-go containers, and we just started passing them out to some friends,” Lee said with a laugh. “We thought, since so many people are loving our chili, and wanting to eat our chili, we might as well make it into a business.”

The name of the chili oil is ZinDrew—a combination of their first names. Sales began in July of 2019.

As word got out and chili sales grew, Lee’s production system changed to keep pace with his order volume. At the very beginning, they were making their chili oil at home in their own kitchen. Later, as interest grew and demand rose, Lee scaled-up operations and began using a rental kitchen to produce his product. Most recently, Lee had to scale things up yet again.

“It wasn’t until pretty recently that we were getting overwhelmed with orders and selling our chili that we actually brought on a co-packer,” Lee said.

Lee explained that co-packers can help

with production efficiency and with meeting consumer demands. Large co-packers require very large initial orders and are capable of large-scale production including packaging and automation. The co-packer he works with is on the smaller side, but it is the right size for his business needs at the moment.

“The co-packer that we brought on has a commercial kitchen that he uses for his own businesses and he has all the equipment to cook our chili just the way we cook it at home—the recipe and everything is exactly the same; it’s just that he has the kitchen help to help speed up the process,” Lee said. “So, luckily he was there to help us and now we can pump out 1,000 jars per week if we needed to.”

ZinDrew chili is sold at local pop-up locations once per week. A few local shops now stock his chili and a couple of local restaurants began featuring and selling their chili oil as well.

“Our website is not 100 percent complete,” Lee said. “We’re still working on it, but eventually we want to have e-commerce that allows people from all over the U.S. to buy our chili directly from us and we would send it out to them.”

He is eyeing an expansion into Orange County, but for now he is focusing on the immediate local ‘626’ area.

“It’s a little more difficult because right now...we’re working on our front label which has all the nutritional facts information including the barcode,” Lee explained. “We’re still working on it. It’s almost done, and I feel like as soon as we’re done with that process we’ll be able to sell directly to supermarkets.”

In the midst of COVID, Lee says it hasn’t had an adverse effect on his chili oil business. He attributes this to the fact that a lot of people are cooking at home much more often now and are looking for new condiments to try and new ingredients to spice up their meals at home.

COVID did temporarily cut him off from his main work of teaching golf.

“When COVID first started, everything was shut down and golf courses were shut down for about 3 months,” Lee said. “During that time, I remember this very clearly, because my dad has a restaurant in West Covina and he’s 66 years old. He’s worked hard all of his life. Basically when the golf course shut down, I was sitting at home and I’m thinking, what am I going to do now? Am I just going to sit at home and not do anything or stay active?”

At that point, Lee decided to help his dad out at the restaurant. COVID affected the sales at his dad’s restaurant and some employees had to be let go in order to save on expenses and

SUCCESS, continue on page 8

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Rosemead School District 6

Directory

Social Security Informing You About Recent Scams 3

Bank of America, Chinatown Service Center & Garvey Education Foundation Working in Partnership To Serve the Most Vulnerable in San Gabriel Valley 4

University of the West Hires Minh-Hoa Ta, Ed.D as New President..... 6

Beverly Hospital Congratulates Joseph Chan, MD, FACEP - Medical Director of the Emergency Care Center (ECC) on His Nomination as a LA Business Journal "Top Health Leader" of 2020 7

Thanks to the SBDC, This Entrepreneur is Already Creating Jobs for Residents of her Community. 7

Virtual Beautification Awards 8

Rosemead Report

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Ray Jan Editor-in-Chief
Patrick Mao Graphic Design

Mission Statement

The mission of the Rosemead Chamber of Commerce is to serve as the catalyst for a prosperous business environment and contribute to the quality of life in the City of Rosemead and the San Gabriel Valley.

Community Press Releases & Photos Accepted

The Rosemead Report is not funded by taxpayers' money.

City of Rosemead



City Hall
8838 E. Valley Boulevard
Rosemead, CA 91770
Phone: (626) 569-2100
Hours - Mon-Thu: 7a.m. - 6 p.m.
Fri - Sun: Closed
Website: www.cityofrosemead.org

City Council
Mayor: Sandra Armenta
Mayor Pro Tem: Polly Low
Council Members: Margaret Clark, Sean Dang, Steven Ly

City Council Meetings
2nd and 4th Tuesdays, 7:00 p.m.
City Hall

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Director of Public Works: Chris Dasté
Parks & Recreation Director: Tom Boecking

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8800 E. Valley Boulevard
(626) 573-5220

Rosemead Community Center
3936 Muscatel Avenue
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ROSEMEAD Today's Small Town America

Have you been affected by COVID-19?

You may qualify for financial assistance thru the federal CARES Act HUD CDBG-CV funds.

Rental assistance up to \$6,000 & \$1,000 towards utilities for qualifying residents.

Limited funds available.

COVID-19 Emergency Rental & Utility Assistance Program

Applications due August 24 at 5 p.m.



More Information:
www.cityofrosemead.org/cdbgcv
RosemeadERAP@housingprograms.com

Rosemead Report Deadline 15th of Each Month E-mail is preferred: news@rosemeadchamber.org

Please submit your press releases, news articles, photos, and ad before the 15th of each month to be published the following month. Our staff has been working diligently to arrange earlier delivery of your monthly newspaper so it arrives at the beginning of the month. Therefore, we must have your information by the 15th of the preceding month to make it possible. Stories submitted must be in Microsoft Word or plain text format and photos in a JPEG format. Stories cannot exceed 400 words. If you have any questions, please call (626) 288-0811.

PUBLIC POLICY



Economic Relief Assistance & Guidance for Businesses

During the COVID-19 Crisis

Southern California Edison (SCE) is committed to helping our customers during the Coronavirus (COVID-19) outbreak. If you're facing financial hardships and looking for ways to sustain your business during the COVID-19 emergency, these programs and tools may help.

PAYMENT ASSISTANCE

SCE offers a number of payment assistance options, including payment extensions and arrangements for customers who may need more time to pay their bill. Visit our [Help Paying Your Bill](#) webpage on www.sce.com to find out what options are available for you.

SCHEDULED POWER OUTAGES

Safely providing reliable service means critical scheduled outages must continue, even during this unprecedented COVID-19 situation. We do not take the decision to proceed with an outage lightly, and our teams are working to shorten the duration as much as possible. **We must go forward with work necessary to protect public safety including reducing wildfire risk.** We are postponing noncritical work that would cause a customer outage and evaluating each outage on a case-by-case basis.

Visit our [Outage Center](#) to report an outage, view current outages or check the status of a planned outage in your area. We are working hard to reschedule or minimize the impact of critical, necessary outages, especially for vulnerable customers, businesses and other critical services that are part of the response to the outbreak.

HELP FOR SMALL BUSINESSES

Businesses may qualify for suspended service disconnection for nonpayment and waiver of late fees by request. You may also qualify for the CARES Act Paycheck Protection Program, which will provide 100% federally guaranteed loans to small businesses. For more information, visit our [Small Business Resources](#) page.

COVID-19 RESPONSE FUND

To help Californians who are facing economic hardships because of quarantines, taking care of family members or school and business closures, Edison International is making **\$1 million in donations** to local nonprofits whose focus is on providing critical services, food and necessities to vulnerable communities in response to COVID-19.

Contact us today at 1-800-655-4555 or reach out to your SCE Account Manager for additional information and support.



COMMUNITY RESOURCE GUIDE

Never Underestimate the Power of Community

Your Best Advantage Is Knowing Your Options
If you're facing difficulties balancing your energy needs and household costs, Southern California Edison (SCE) provides assistance and resources that can help. Take a look at the programs we offer to help reduce your monthly energy costs, as well as the programs the government offers to help you manage your budget more effectively. For more information about the various programs offered and eligibility requirements, refer to the contact information provided with each listing.



Assistance & Resources

Discounted Rate Programs 1-800-798-5723

We have two programs designed to help eligible individuals and families who may need support meeting their energy costs. The California Alternate Rates for Energy (CARE) program may provide a discount of approximately 30% on your energy bill, while our Family Electric Rate Assistance (FERA) plan offers a discount on electric bills if you have three or more people in your household and you exceed your baseline electricity usage by more than 30%.

Energy Assistance Fund 1-800-205-8596

If you're struggling to pay your bills and you meet the eligibility requirements, the Energy Assistance Fund can help. Based on the actual amount of money you owe, this program could provide you with a one-time supplement of up to \$100 every 12 months toward the payment of your energy bill.

Medical Baseline 1-800-447-6620

If you depend on electrically-powered medical equipment or have specific medical conditions, you may qualify for an additional baseline energy allowance to help with your equipment's monthly energy costs.

Level Pay Plan 1-800-434-2365

Your monthly budget is easy to stick to when you let us divide your annual energy charges into 11 equal monthly payments. There is a month 12 settlement bill so you still pay the same annual amount, but you'll know how much money to budget monthly.

Payment Arrangements & Extensions 1-800-655-4555

We understand there are times when you're not able to pay your current bill in full. If you find yourself in this situation, contact us so we can discuss a payment extension or a more flexible payment plan that works for you.

Energy Savings Assistance Program 1-800-736-4777

This program can help you lower your energy costs by replacing your current working household refrigerator, cooling system, lighting, and more with energy-efficient models.*

Budget Assistant 1-800-655-4555

Set an energy-spending goal and stay on track with free alerts that can help you avoid high-bill surprises and stay within budget.

Choose Your Due Date 1-800-655-4555

You can select the time frame for your bill's due date that is the most convenient for you. You can select a date range of the beginning, middle, or end of the month.

General Questions and Information

Visit sce.com/billhelp or call:
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Cambodian / ខ្មែរ 1-800-843-1309
Chinese / 中文 1-800-843-8343
Korean / 한국어 1-800-628-3061
Vietnamese / Tiếng Việt 1-800-327-3031

Social Security Informing You About Recent Scams

The most effective way to defeat scammers is to know how to identify scams. You should just hang up on any call you're uncertain of and ignore suspicious emails. Scammers are always finding new ways to steal your money and personal information by exploiting your fears.

One common tactic scammers use is posing as federal agents and other law enforcement. They may claim your Social Security number is linked to a crime. They may even threaten to arrest you if you do not comply with their instructions. Just hang up.

As a reminder, you should continue to remain vigilant of phone calls when someone says there's a problem with your Social Security number or your benefits. If you owe money to Social Security, we will mail you a letter explaining your rights, payment options, and information about appealing.

There are a few ways you can identify a scam call. If you do business with us, remember that we will never:

- o Threaten you with benefit suspension, arrest, or other legal action unless you pay a fine or fee.
- o Promise a benefit increase or other assistance in exchange for payment.
- o Require payment by retail gift card, cash, wire transfer, internet currency, or prepaid debit card.
- o Demand secrecy from you in handling a Social Security-related problem.
- o Send official letters or reports containing personally identifiable information via email.

If you do not have ongoing business with our agency, it is unlikely we will contact you. If you get a suspicious call claiming to be from Social Security, you should hang up and report it to our law enforcement office at oig.ssa.gov.



MEDIA CONTACT

Patrice Clayton
Office of Media and Public Information
(213) 244-2442
pclayton@socialgas.com

NEWS RELEASE

SoCalGas Launches Restaurant Recovery Program Donating \$75,000 to Black-Owned Restaurants in Los Angeles County & Inland Empire

Program launches during L.A.'s Black Restaurant Week, sponsored in part by SoCalGas

LOS ANGELES – August 12, 2020 – [Southern California Gas Co.](#) (SoCalGas) today announced the launch of the company's Restaurant Recovery Program, which aims to assist Black-owned restaurants in both Los Angeles County and the Inland Empire that have been affected by the COVID-19 pandemic. The program will be administered by the [Vermont Slauson Economic Development Corporation](#) (VSEDC), a community-based organization that provides economic opportunities for prosperity by infusing resources into neighborhoods that need support the most. The Restaurant Recovery Program was announced in conjunction with Los Angeles [Black Restaurant Week](#), which SoCalGas is a proud sponsor. Black Restaurant Week is part of a larger, ongoing effort to support Black-owned businesses in the Los Angeles area.

"Black restaurant owners suffer disproportionately from the ills of this pandemic," said VSEDC's President & CEO Joseph T. Rouzan III. "This critical infusion of capital allows restaurateurs to make vital upgrades to help stay afloat during these challenging times."

"As our nation faces the negative economic impacts of the COVID-19 pandemic, it is critical to support business owners in the communities we serve. The Restaurant Recovery Program will provide some relief to Black-owned restaurant owners struggling during this time," said Trisha Muse, director of community relations at SoCalGas. "We are also pleased to support Black Restaurant Week Los Angeles. This is a wonderful way to celebrate and support Black-owned businesses in our community and we look forward to participating."



TASTE OF ROSEMEAD FOOD PHOTO CONTEST

For the month of August to September we will be hosting a weekly Food Photo Contest.

HOW TO PARTICIPATE:

- 1 Order food from any restaurants in Rosemead
- 2 Take a photo of your food or restaurant
- 3 Post on Facebook and tag [Rosemead Chamber](#), [#tasteofrosemead](#), & [Restaurant Name](#)



SUPPORT LOCAL BUSINESSES

THE TOP 3 PHOTOS WITH THE MOST LIKES BY FRIDAY AT 5PM WILL WIN A \$25 GIFT CARD TO A SELECTED CHAMBER RESTAURANT IN ROSEMEAD.

For more information e-mail Office@rosemeadchamber.org

COMMUNITY



Bank of America, Chinatown Service Center & Garvey Education Foundation Working in Partnership To Serve the Most Vulnerable in San Gabriel Valley

Bank of America donated 200,000 masks and 60,000 bottles of hand sanitizers, totaling approximately \$400,000, to Chinatown Service Center, a nonprofit organization serving low-income immigrants and community members. In turn, Chinatown Service Center provided Garvey School District, and other neighboring school districts (Alhambra, Rosemead, San Gabriel, and San Marino School Districts) with 100,000 masks and 30,000 bottles of hand sanitizers.

“The Garvey Family is extremely thankful for our community and corporate partners, the Chinatown Service Center and Bank of America for their continued support to our Garvey community.” - Vinh Ngo, President, Garvey Education Foundation / Senior Vice President & Credit Risk Executive, Commercial Real Estate Banking, Bank of America

The generous donation enables the Garvey Education Foundation (GEF) to continue its support for the most vulnerable in the community. In response to the pandemic crisis, GEF has launched a community support campaign to secure basic PPE and food items for students and families. Through the generous monetary and in-kind donations from community and corporate partners, such as Bank of America and Chinatown Service Center, GEF has been able to provide more than 3,225 food and health baskets to low-income students and families most impacted by the pandemic in the last few months.



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Yung Kao

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CACP Webinar 8/26, 7pm

Speaker:

Yung Kao is president of Accessolution LLC, an ADA consulting firm providing peer plan review and construction inspection for architects and contractors. He is a California Certified Access Specialist (CASP), and served on the Board of Directors for the Certified Access Specialists Institute from 2011-2014.

Yung is a practicing architect with his own firm The Architech Group. He is also an Adjunct Professor at East LA College, and an expert witness in ADA litigation.




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ETHAN LE, EA, CFE

President/Founder

Ethan formed Syntegric Advisors in 2017 and is President/Founder of the company. He has over 16 years of experience working with small to middle cap size entrepreneur-owned and investor-backed private companies. His experience is unique, in that he came from private industry and understands very well the growing challenges faced by small businesses and entrepreneurs.

He spent 4 years at WaBa Grill Franchise Corp., as Head of Finance & Accounting, responsible for all accounting and finance activities at the company. During his tenure, Ethan was instrumental in building out the accounting and finance business support capabilities and function at WaBa Grill Franchise Corp. Today, he is recognized as one of the key contributors to the company's success and while aggressively, driving the business from 50 to 210 restaurants within a four-year span. WaBa Grill Franchise Corp is one of the most forward thinking and respected brands in the Quick-Service-Restaurant space. Ethan also spent 12 years in various management roles at Port Logistics Group, Universal Molding Company, and American Dawn Inc.

Currently, Ethan leads the company's financial accounting, business consulting, and corporate tax practice. He also has extensive experience with corporate accounting & finance, mergers & acquisitions, reorganizations, system implementations, corporate tax and acquisition planning, business strategy development and implementation, and raising capital & investor relations.

Ethan's overall professional experience encompasses a wide range of industries which includes Franchises, Food & Beverage, Import & Export, Manufacturing & Distribution, Retail Service, Third-Party Logistics and E-Commerce.

Reasons for joining the Rosemead Chamber

1. I love to learn about why business owners started their business, learn about their passions, and tell others in the Rosemead community about it!
2. I get the opportunity to serve my community while expanding my knowledge and business network.
3. It is privilege to be surrounded by so many incredibly kind and driven individuals. Aside from the great business connections that the Chamber provides, it has brought me great friendships.

Members Spotlight



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HONORING

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hosted on: <https://give.classy.org/ayc gala>

EDUCATION



Message from the Superintendent

Dear Rosemead Community,

On August 19, 2020, The Rosemead School District Board of Trustees, teachers, support staff, and administrators welcomed our students to the 2020-2021 school year. Due to the COVID-19 pandemic, all students began the school year in Distance Learning and receive daily instruction and support online, virtually.

Distance Learning Instructional Program – Students’ daily schedules include a combination of synchronous live instruction and asynchronous independent work. For our younger students, live on-screen instruction began slowly and will gradually increase over the course of the first few weeks. Our goal is to balance live instruction with independent work so that students are not overwhelmed with too much time behind a computer screen. For elementary students, daily live instruction is occurring in the morning with afternoon’s reserved for independent work and additional support time for students, individually or in small groups, depending on need. Our middle school students attend classes virtually, periods 1 through 7, just as if they were in a traditional school setting. Teachers are conducting live instruction and independent work within the periods to ensure a good balance for students. Opportunities for small group instruction and individualized support are also included.

For students on an Individualized Education Plan (IEP) and our English Learners, additional support and related services are being provided by our talented team of specialists.

Parent Updates – Our instructional model will depend on the current COVID-19 case data in our county and city. Although our school began via Distance Learning, it is possible that in class instruction will be possible as determined by our County Department of Public Health. We will continue to keep our community updated to changes in our instructional program. Please be assured that the safety of our students and staff will be the top priority and guide the decisions we make regarding our instructional program.

Technology – Any student in our District is eligible to check out a Chromebook computer for educational purposes at home. We are also making available “hotspot” devices to allow students without internet connectivity to access the internet for the purposes of accessing classes and completing assignments. Any family in need of a device can request one by clicking on the following link: <https://bit.ly/2EpTTmW>.

Student Meal Applications – We highly encourage all families to apply for free or reduced price meals by visiting the following website: <https://bit.ly/2BywBd2>. The application process is safe, secure, and private. Information regarding meal distribution is available at the following link: <https://rosemeadcafe.com/>.

Schools Offices – All school offices are open and staff is available to assist our families. Please feel free to call or stop by if you need assistance. *All visitors will be required to wear facial masks and practice social distancing requirements when visiting our campuses.

Respectfully,
Alejandro Ruvalcaba
Superintendent of Schools

Educational Services Division

ENROLLMENT - TRANSITIONAL KINDERGARTEN, KINDERGARTEN, AND 1ST-8TH GRADE

Enrollment for our 2020-2021 school year has begun. We have implemented our online enrollment process for Transitional Kindergarten, Kindergarten, and 1st through 8th Grade enrollment. Please visit the District website at <https://www.rosemead.k12.ca.us/Page/488> to find more information on enrollment and registration.

Preschool Program:

Call 626-312-2900, x235, to reach the Child Development/Preschool department.

Transitional Kindergarten through 8th Grade Program:

1) enroll online and 2) call the campuses. For more information visit our websites or call our campuses.

Encinita Elementary School (626) 286-3111 www.rosemead.k12.ca.us/encinita	Mildred B. Janson Elementary School (626) 288-3150 www.rosemead.k12.ca.us/janson	Savannah Elementary School (626) 443-4015 www.rosemead.k12.ca.us/savannah
Emma. W. Shuey Elementary School (626) 287-5221 www.rosemead.k12.ca.us/shuey	Muscotel Middle School (626) 287-1139 www.rosemead.k12.ca.us/muscotel	Rosemead School District District Office (626) 312-2900 www.rosemead.k12.ca.us

Questions:

Preschool enrollment & qualification: contact Mrs. Bella Galvan, (626) 312-2900 x235, bgalvan@rosemead.k12.ca.us
TK-8th gr. & Transfer permits: contact Ms. Myrene Mangali, (626) 312-2900 x230, mmangali@rosemead.k12.ca.us

Important Upcoming Dates:

Day	Date	Event	Time / Location	Questions - Contact
Thurs.	Sept. 3	Regular Board of Trustees Meeting	6:30 p.m. Zoom meeting	Superintendent's Office
Thurs.	Sept. 17	Study Session Board of Trustees Meeting	6:30 p.m. Zoom meeting	Superintendent's Office
Thurs.	Oct. 1	Regular Board of Trustees Meeting	6:30 p.m. Zoom meeting	Superintendent's Office
Thurs.	Oct. 15	Study Session Board of Trustees	6:30 p.m. Zoom meeting	Superintendent's Office

University of the West Hires Minh-Hoa Ta, Ed.D as New President

Dr. Ta to focus on increasing university enrollment, facilitating and developing strategic goals

University of the West, a non-profit liberal arts university committed to providing a whole-person education, nourishing mind, body, and spirit, and facilitating cultural understanding and appreciation between East and West, has announced the hiring of Minh-Hoa Ta, Ed.D as its new university president.

“We are thrilled that Dr. Ta will lead the University of the West community into the future,” said Chair of the University of the West President Search Committee Darlene Lanham. “We invite the campus community to join us as we enthusiastically welcome her to our community. We are confident that Dr. Ta’s approach of centering our work on the students of U. West, and her proven experience in building community, will take us far in responding to the needs of today’s higher education landscape.”

Ta brings nearly 30 years of experience as an instructor and educator to her new role. Most recently she served as Dean of Business and Workforce Development at San Jose City College and the Vice President of Student Services at Ohlone College (Fremont, Calif.) where she served as a member of the president’s leadership cabinet team, engaged in administrative and operational oversight of an operating budget of \$56 million, provided strategic vision and leadership for student support services and assisted in the development of core goals for San Jose and Ohlone’s Student Equity and Achievement Program, Guided Pathways, Vision for Success, Strong Workforce Program, Student-Centered Funding Formula and categorical programs. Previously, Ta held the roles of Dean of the Chinatown/North Beach Center, Dean of Scheduling and Faculty Support, Principal Investigator of the Title III Federal Grant for the Asian Pacific American STEM Achievement Center, Director of the Asian Pacific American Success Center, instructor/professor within the Asian American Studies and Counseling departments, Asian American Studies Department Chair and Extended Opportunity Program and Services (EOPS) counselor at City College of San Francisco and Asian American Studies Department Assistant Professor at San Francisco State University. Since 2010, she has been featured as a panelist, keynote speaker, speaker and presenter at a number of educational conferences.

“University of the West’s human-centered approach to educating students to challenge themselves to meet global needs through collaboration intrigued me,” said Ta. “In the uncertainty of today’s world, University of the West’s holistic view of education is refreshing and I’m appreciative of the opportunity to serve the university as its president.”

Ta began her tenure in July. She holds Bachelor of Arts degrees in Social Welfare and Asian American Studies from the University of California, Berkeley, a Master of Social Work focused on Social Work Education from San Francisco State University and a Doctorate in Education with an emphasis in International Multicultural Education from the University of San Francisco.

Join the Upper San Gabriel Valley MWD for an interactive webinar!

EDIBLE GARDENING FOR BEGINNERS



Beautify Your Home



Practice Water Efficiency



Practice Sustainability

DATE: Wednesday, September 9, 2020

TIME: 6 - 7 pm

Registration is required to participate.

Login information will be sent once registration has been confirmed.

CLASS TOPICS:

- Planning
- Soil preparation
- Plant selection
- Planting
- Watering
- Weeds & pests

Spaces are limited!

Contact: Valeria at Valeria@usgvmwd.org or (626) 443-2298

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COMMERCE

Beverly Hospital Congratulates Joseph Chan, MD, FACEP - Medical Director of the Emergency Care Center (ECC) on His Nomination as a LA Business Journal “Top Health Leader” of 2020

Montebello, CA – August 26, 2020 – Joseph Chan, MD, FACEP - Medical Director of the Emergency Care Center (ECC) at Beverly Hospital in Montebello has been nominated for the Los Angeles Business Journal’s 2020 “Top Health Leader” award. Nominees will be presented at the annual Health Leadership Awards virtual event held on Wednesday, August 26, 2020.

In part, Dr. Chan was nominated for this prestigious award for being a constant force of change at Beverly Hospital. Not willing to stand by as the hospital looked for additional PPE’s, Dr. Chan took it upon himself to reach out to the Montebello community seeking donations of much needed PPE’s. As a result of his prowess, over 10,000 N95 masks and other PPE have been donated, alleviating much of the shortage that is being seen at other health care facilities. Additionally, as a forward thinker, Dr. Chan began to outline a plan to institute drive-through COVID-19 testing in March, well before the California Department of Health Services formulated their plan.

Alice Cheng, FACHE President & CEO of Beverly Hospital states, “As the pandemic began to make an impact on the community, Dr. Chan leapt into action and initiated the hospital’s COVID-19 task force. He has taken the lead in instituting triage policies for the hospital’s Emergency Care Center (ECC) and implemented hospital wide Personal Protective Equipment (PPE) policies. He also used this opportunity to train his fellow clinicians in the proper use and conservation of PPE’s while treating COVID-19 patients.”

Dr. Chan is certified by the American Board of Emergency Medicine. Graduating with honors from the David Geffen School of Medicine at UCLA he has more than 9 years of diverse experience, especially in emergency medicine. Dr. Chan became the ECC Medical Director in 2018. He works seamlessly with the hospital administrative team in his efforts to provide for the care of his patients and of the well-being of the hospital.

Beverly Hospital salutes Dr. Chan for his well-deserved nomination. His outstanding efforts at Beverly Hospital has helped to advance the hospital’s goal of providing exceptional care to our patients.

Thanks to the SBDC, This Entrepreneur is Already Creating Jobs for Residents of her Community.

Thanks to the SBDC, this entrepreneur is already creating jobs for residents of her community.

After six years as manager of Silverlake Cheese Shop, Leah Park Fierro knew she wanted to start her own business that would express her passion for educating the community on the fine tastes of artisan cheese. Her startup, MilkfarmLA, is a neighborhood cheese shop that sells hundreds of international cheeses along with artisanal wine, beer and charcuterie from small, independent local producers.

Challenges

By September 2013, Fierro had written a business plan and found a location in the Eagle Rock area of Los Angeles. Knowing she needed help designing a business website, she attended a Pasadena City College small business event, where she learned about the newly opened Small Business Development Center hosted by PCC.

Best Advice

SBDC Directors Salvatrice Cummo and Mike Daniel as well as advisors Laura Lara and Se Reed helped Fierro develop an integrated marketing strategy, create a business website, and use QuickBooks for her bookkeeping. The SBDC team also introduced her to a key partner, the Foothill Workforce Investment Board (FWIB), which assisted Fierro through a partial subsidy for her employee salaries.

“I had worked in management and run a cheese store, but never actually had to do bookkeeping. To go from selling cheese to having to do accounting has been a massive learning curve, but the SBDC has been tremendously helpful — I don’t know what I would have done without them.

Leah Park Fierro, Owner, MilkfarmLA

From Zero to Sixty

Fierro understood the importance of proper accounting systems, and knew she needed help in this area. “I had zero experience with QuickBooks,” she explains. “I had worked in management and run a cheese store, but never actually had to do bookkeeping. To go from selling cheese to having to do accounting has been a massive learning curve, but [SBDC Business Advisor] Laura Lara has been tremendously helpful—I don’t know what I would have done without her.” Thanks to Lara’s training, Fierro was up and running with QuickBooks from day one.

Hiring Help

Creating new jobs for local residents is important to Fierro, so when Cummo connected her with the Foothill Workforce Investment Board (FWIB), a program that matches employers with employees who are seeking to learn new job skills and overcome disadvantages, she was thrilled. The fact that FWIB pays a portion of a new hire’s wages during their initial four months was a bonus. “That has been a tremendous help,” says Fierro, “because when [a new employee has] to learn 300 cheeses and the meats and wines that pair with them, a lot of labor is lost to training.” Cummo has hired two full-time employees so far, one through FWIB, and plans to go back to the organization again when it’s time to expand.

Mastering the Web

Social media marketing came easily to Fierro. “I was already savvy, so that was easy to set up and execute.” However, building a website and integrating it with her social mediapresence was more of a challenge. Initially, she thought the SBDC would match her with someone who would do the job for her, but Reed showed her how important it was to learn website development basics herself.

“I’m using WordPress, which is totally user-friendly,” Fierro says. “Now in the future, I can make changes myself and not have to rely on an expensive Web developer.” Reed also showed Fierro what elements her website needed to improve its SEO and how to use email marketing program MailChimp to develop an email marketing newsletter.

Client Impact

MilkfarmLA opened in April 2014 with two full-time employees. Already the store has exceeded Fierro’s expectations. “It’s above and beyond,” she says delightedly. “The reaction from the community has been very positive—people come in and say ‘I’ve been waiting seven months for you to open!’”

Fierro is preparing to launch her website and working to get her alcoholic beverage license. “I already know that once we get our beer and wine license I’ll have to hire another employee and get another POS [station],” she says. During Small Business Week 2014, she received the Outstanding Small Business Award from Los Angeles Mayor Eric Garcetti. “I want the business to continue to grow financially, create more jobs for people in the neighborhood, and educate the community about good food and fresh products” she says.



Republic Services Partners with Waste Not OC Coalition

Waste Not OC Coalition works with hospitals, food banks, municipalities, the food industry and the waste hauling industry to reduce hunger and food waste by giving food to local pantries serving the community. Donate excess food by calling Waste Not OC Coalition Food recovery line, 1-855-700-WNOC (9662). Recovered food is distributed to local pantries where it will feed the most vulnerable in the community.

Benefits to Donating Perishable & Non-Perishable Food

- Reduce costs associated with reduced food waste (AB1826 and AB341)
- Tax deductions on donated food
- Marketing your business via cross-promotion with the Coalition



Waste Not OC Coalition | WasteNotOC.org



Mandatory Recycling Reciclaje obligatorio AB 341

The law states: La Ley Estipula:

To conserve diminishing landfill space and natural resources, California adopted Assembly Bill 341 which sets a Statewide recycling goal of 75% and mandates recycling in the commercial sector. Effective July 1, 2012, businesses that produce at least 4 cubic yards of trash a week must participate in recycling through one of the following:

- Subscribe to a service that collects recyclables separately
- Subscribe to a service that sends materials to a mixed waste processing facility that diverts recyclables
- Self-haul your own recyclables



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CHAMBER

Virtual Beautification Awards

Finding that you have extra time on your hands? Many people turn to gardening, as it not only adds beauty to your property but is also a healthy and relaxing way to pass the time. The City of Rosemead's Beautification Commission is proud to announce the 7th Annual Beautification Awards, which recognizes residents and businesses for improvements and maintenance of their properties that contribute to enhancing the beauty and livability of Rosemead. You are welcome to nominate your own or a neighbor's property, or business, that stands out as a place of beauty. Criteria for nominations can be based on a combination of elements, including general maintenance and landscaping. To continue safe practices and social distancing, we will conduct a Virtual Beautification Awards.

Please note the following important information:

- **HOW TO SUBMIT:** Nominations can be submitted by directly sending an email to BeautifyingRosemead@cityofrosemead.org, with a name, address, phone #, and no more than two (2) photos of the property (clear images and good angles are important). All submittals must be emailed. Submittals will NOT be accepted via the City's social media outlets (e.g., Facebook, Instagram). The deadline to apply is Thursday, August 27th, by 5:00 p.m.

- **JUDGING PROCESS:** The Beautification Commission will judge each nominated property based on the photos submitted. The winners will be announced at a future City Council meeting. The winning recipients will be presented with a Beautification Award lawn sign to display on their property.

For more information, please contact the City Clerk's Office at (626) 569-2177 or BeautifyingRosemead@cityofrosemead.org.

Submission Deadline: Thursday, August 27, 2020, by 5:00 p.m.

SUCCESS, cont from page 1

keep things operating on budget, but those cuts also meant that the restaurant would be short on help. Lee began helping his dad at the restaurant 6 days per week for three months during the golf course closure. He also continued to build his chili oil business in his free time. When the golf courses opened back up, he resumed teaching and for a time was working all three jobs.

"It was very tiring because the chili business at that point was picking up and then my dad's business—we adapted to COVID and did all take-outs and deliveries... That business was picking up as well," Lee said. "I was actually really, really busy during that time trying to help out the family and try to grow the chili business at the same time."

With the golf course reopening and the chili business picking up, he advised his dad to hire and bring some people back to the restaurant as business continued to increase. Lee has since moved his main focus back to teaching full-time and growing his chili oil business.

When asked about how it feels to serve the

community in which he grew up in, Lee had this to say:

"It feels pretty awesome, actually!" Lee exclaimed. "Even when I went to school out of town...out of state, I was always talking about the '626 area'—how good the food is... the food is wonderful. I've always had pride growing up in this area—the San Gabriel Valley. It's pretty awesome that I'm giving back to the community...in chili form, I guess!"

"I've also got a very good and supportive customer base. I belong to a group called SGV Eats on Facebook. Everyone in the community has shown us a lot of good support, and we're grateful for that," Lee concluded.

Lee said updates on pop up sales are posted on his brand's Instagram @zindrewchili. You can also pick up a jar of Zindrew Chili at Banh Mi My-Tho Vietnamese Sandwich on Garvey Ave. in Rosemead.

For more information on Lee's chili oil, visit zindrewchili.com

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Our Commitment to Cleanliness

We take standards for hygiene and cleanliness very seriously and are taking additional steps to ensure the safety of our guests and associates. On a daily basis, our hotel is working to ensure that we meet the latest guidance on hygiene and cleaning. Our health and safety measures are designed to address a broad spectrum of viruses, including COVID-19, and include everything from handwashing hygiene and cleaning product specifications to guest rooms and common area cleaning procedures. On this and the following page you will find the specific steps we are taking to ensure this standard.

Cleaning Products and Protocols

Our hotel uses cleaning products and protocols that are effective against viruses, including:

- **Guest Rooms:** We use cleaning and disinfecting protocols to clean rooms after guests depart and before the next guest arrives, with particular attention paid to high-touch items.
- **Public Spaces:** We have increased the frequency of cleaning and disinfecting in public spaces, with a focus on the counter at the front desk, elevators and elevator buttons, door handles, public bathrooms and even room keys.
- **Back of House:** In the spaces where associates work "behind the scenes," we are increasing the frequency of cleaning and focusing on high-touch areas like associate entrances, locker rooms, laundry rooms and staff offices.

the YMCA

The YMCA of West San Gabriel Valley

DISTANCE LEARNING SUPPORT & JUNIOR FIT CLUB

**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Grades K-8th Grade: 7:30a.m – 5:30p.m / 7:30a.m-12:30p.m / 12:30p.m – 5:30p.m
Full Time: \$700/month , Half Day: \$400/month

Distance Learning Support

When?
August 17th, 2020
Monday-Friday K-8th Grade 7:30am – 12:30pm

What We Offer?
Breakfast and Lunch
Online Access All Day
Homework Assistance with Projects
Educational Enrichments (STEM)
Ratio 1-10

Your Peace of Mind Is Our Priority During COVID-19

- Licensed Registered Nurse on Staff
- Daily Entrance and Exit Temperature and Well Check of Children
- Mandatory Mask Worn
- Same Daily Staff Assignment
- Fingerprinted Live Scan
- All Staff trained and certified in CPR/First Aid, Child Prevention, and Mental Health.

Junior Fit Club

When?
August 17th, 2020
Monday-Friday K-8th Grade 12:30pm – 5:30pm

What We Offer?
Snack
Swimming Lessons
Cooking Classes
Art Projects
Playground Activities
Exercise Programs
Reading Club
Ratio 1-10

Site: YMCA 401 E. Corto St. Alhambra, CA 91801 Contact: Valarie R. Gomez Cell: 626-660-6681 or E-Mail: Val.ymca@gmail.com Visit Us At www.wsgymca.org