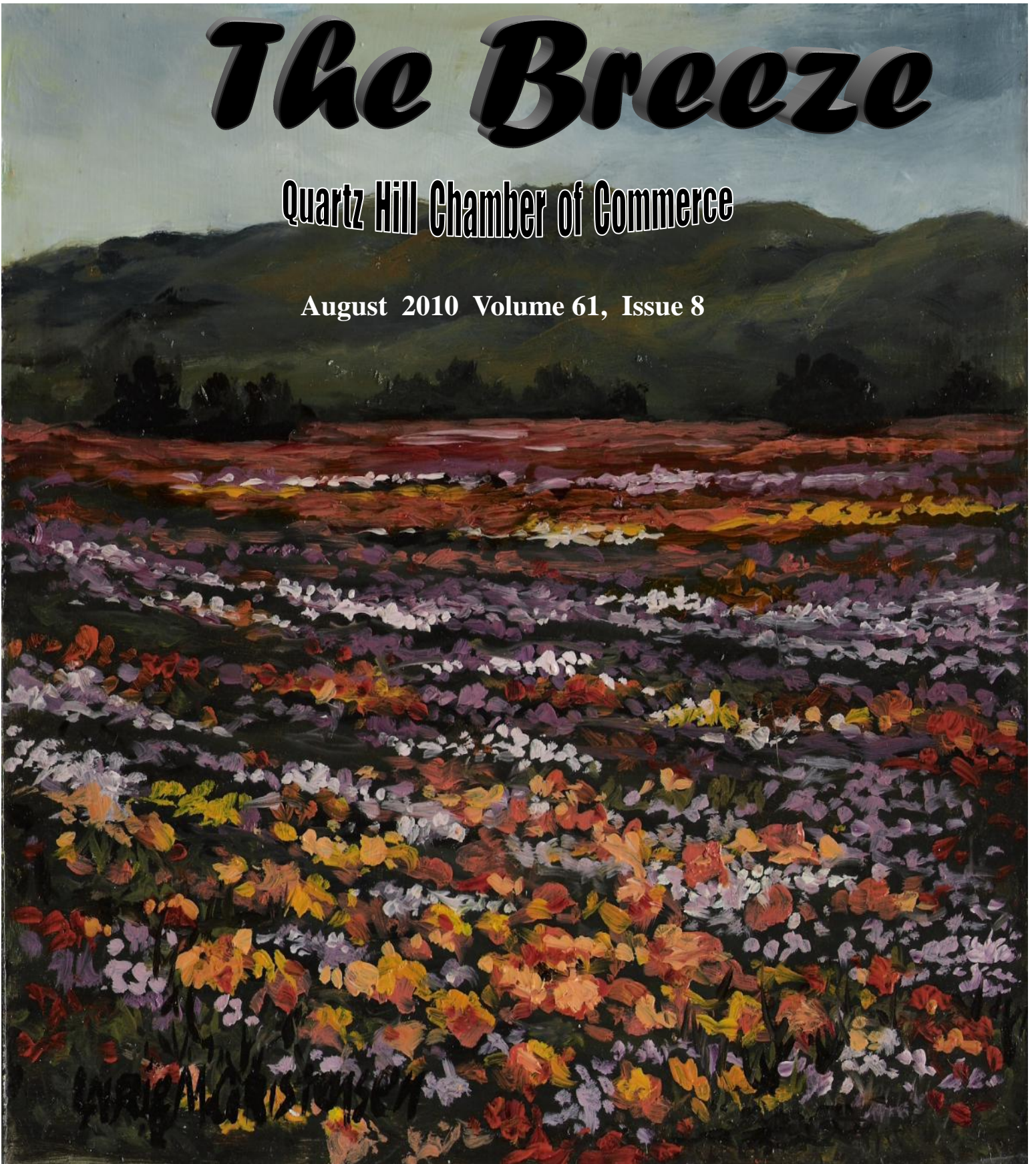


The Breeze

Quartz Hill Chamber of Commerce

August 2010 Volume 61, Issue 8



design



print



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ASK SCORE

Satisfied Customers Are Repeat Customers

“The customer is always right.” If you’re a small business owner, you’ve probably reminded yourself of that fact many times. These days, however, it seems that customers are more “right” than they used to be. Their expectations are higher, and their tolerance for poor service is virtually non-existent. You can no longer work simply to meet a customer’s expectations; you must exceed them.

To do this, you must first know what those expectations are. Basic customer service includes returning phone calls in a timely manner, making deliveries when scheduled and treating their problems as if they were your own—even if it costs you more money.

To go beyond these basic, try conducting periodic surveys to generate a steady stream of customer feedback. You’ll learn the little things that mean a lot to your customer. You may spot an easily correctable problem such as providing too little ketchup with the deliveries. Or, you may find a much more serious issue, such as a rude employee. Your employees may be the front lines of customer service.

However, it’s the owner’s responsibility to make sure they are properly trained to treat customer right in person, on the phone, or over the Internet. Remember, customer service is more than just a policy. It’s a feeling that the customer responds to.

Go beyond your customer’s expectations and you will create loyalty. Paul R. Trimm at Brigham Young University’s Marriott School of Management uses a formula for customer service called VIS-PAC, which stands for:

Value. Give customers a little more value than they expected.

Information. Provide information about what your customer has purchased.

Speed. Return all phone calls and emails in a timely manner. Always deliver on time.

Personality. Promote a friendly image in your office. Ensure every customer is greeted when they walk in the door. Keep your office clean and inviting. Make sure employees are well groomed.

Add on. Give customers a bonus like a lollipop or a bumper sticker.

Convenience. Make it easy for customers to come to you. Analyze the inconveniences of your business: are there enough parking spaces, could you offer delivery service, stay open on weekends?

To learn more about achieving a professional home-based business, contact the SCORE Association. The SCORE Association “Counselors to America’s Small Business” is dedicated to aiding in the formation, growth, and success of small business nationwide. SCORE offers free and confidential business counseling. Visit SCORE on the Web (www.score.org) or (www.score.av.org) and Get Email Counseling. Or call SCORE at 1-800/634-0245 or (661) 947-7679 for a referral to the SCORE chapter near you.

2010 Board of Directors

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Rancho Raviri Almond Gifts

Secretary, Harry Brodock
Antelope Valley SCORE

Treasurer, Reyna Rhone
Rhone Comp

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ADT

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Ambassador
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Chamber Office

Editors
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George Dickerson

Cover

Valley Poppies

Featured Artist
661-947-3694 **Laurie Christensen**

Antelope Valley Resident
Gallery Located at:
850 E. Avenue P-8
Palmdale, Ca 93550

Attention

The 2009 / 2010
Quartz Hill Chamber
Business Directory and
Community Guide has been
completed and available
at the Chamber Office.

The Calendar portion of the
Chamber website is now an
Annual and will contain items
for the Quartz Hill Chamber and
other Antelope Valley
organizations.

Monthly Luncheon

Wednesday, August 4, 2010
Starting at 11:30AM
Cascades Restaurant

Please contact the Chamber Office
by the Monday prior the Luncheon
to make your reservation.

Quartz Hill Chamber of Commerce
42043 50th St. West
Quartz Hill, CA 93536
661-722-4811
Fax ~ 661-722-3235

The Quartz Hill Chamber Board of Directors Installation was held at Hacienda Lane Ranch on July 24. It was a casual occasion combined with a season-opening Wine Tasting event.

Sworn in were President Lee Barron, Bruce Hailstone, Jeff Luther, Larry Lewis, Thom Lapworth, George Dickerson, Debbie Schmidt and Harry Brodock. Also in the crowd is Carly Luther, Junior Miss Quartz Hill.



Los Angeles County Department of Parks and Recreation
North County Community Services Agency
George Lane Park
5520 West Avenue L-8, Quartz Hill, CA 93536

Summer Day Camp

June 7, 2010 - August 6, 2010

9:00 a.m. - 2:00 p.m.
\$50.00 per week/per child*

9:00 a.m. - 5:00 p.m.
\$70.00 per week/per child*

*There will be a \$5 late fee for late pickups or early drop-offs (before 9am)

Ages 5 - 12 years old
Registration begins May 17, 2010
First Come, First Served

Field Trips!
LA Zoo
California Museum of Science and Industry Lane
Johns Invention Plaza Lane/Acton
Day at the Marina Lane/Acton
LaBrea Tar Pits Lane/Acton
Hurricane Harbor Lane/Acton
Magic Mountain Lane/Acton
Summer Explosion

Note: There will be NO Day Camp on the days we have field trips. Absolutely no reductions on the cost of Day Camp.

proof of age required

SPANISH
MUSIC
SWIMMING
GAMES
ARTS & CRAFTS

AAIA
Pursuant to the Americans with Disabilities Act (ADA), the County of Los Angeles, Department of Parks & Recreation, has designated an AAIA Coordinator to carry out this Department's compliance with the non-discrimination provisions of the ADA. For more information, please contact the AAIA Coordinator at 714-774-3829 / 714-774-4814 / 714-774-4815. Open 9-5, Monday-Friday. Sign language interpreters and related materials in alternative formats (large print, audio, video, etc.) are available to the public for County-sponsored activities and events. The accommodations or any other reasonable accommodations are available to the public for County-sponsored activities and events.

For more information call Lane Park @ 661-722-7780



Taking Steps to Prevent Identity Theft

By Pete Amaya
Union Bank, N.A.
Vice President and Branch Manager



Identity theft is among the fastest growing crimes in the nation. It is estimated that nine million Americans have their identities stolen each year, according to the Federal Trade Commission.

Antelope Valley residents can help protect their identity by being aware of the various ways personal information can be stolen and taking steps to protect themselves from this mounting epidemic. Some tips to help you protect your identity include:

- **Shred it!** Shredding important personal documents, including old credit card statements, checks, pre-approved credit applications, bank and other personal records is one of the easiest ways to help protect your identity. Rummaging through mailboxes, trash cans and even recycling bins is common among those looking to commit an identity theft crime, so it is wise to use a cross-cut shredder on all documents containing your personal information. Consider buying a locked mailbox for incoming mail, and when mailing a letter, bill payments or other important mail, consider dropping it off inside your local post office.
- **Keep personal information private.** Be aware of phishing scams that try to bait you into providing your personal and financial information with pop-up messages or e-mails that appear to be from a legitimate business asking you to verify your account information. If you need to make contact with a company, call the number on your financial statements.
- **Protect yourself online.** Computer hacking is on the rise and hackers may be able to obtain your personal information with a few key strokes if you don't protect yourself with anti-virus, firewall and anti-spyware protection on your computers. Keep all software current and update it regularly. Make sure to also secure your wireless computer network to prevent hackers from gaining access.
- **Monitor your credit report and bank statements regularly.** Reviewing your credit report annually and examining your bank and credit card statements often can help alert you to any potential red flags.
- **Change your passwords often.** Consider using mixed letter cases for passwords and using a variety of passwords for different accounts. If you have trouble remembering the different passwords, write down hints or questions that only you will know and store the information in a secure location.
- **Initiate banking alerts.** Work with your bank representatives or trusted financial advisor to monitor your accounts on an ongoing basis. Consider asking your financial institution if an e-mail or text message alert can be sent to you when your account withdrawals reach certain levels.

Consider ID theft protection. There are many resources to help protect your identity and just about every credit card company now offers ID theft protection of some sort. ID theft protection may help you prevent ID theft and/or provide help with credit repair should the unfortunate occur. You may also want to consider "unlisting" your personal information and mailing address to help reduce junk mail and credit card offers.

For further information about how to prevent identity theft, please feel free to visit one of Union Bank's branch offices in the Antelope Valley.

The foregoing article is intended to provide general information about identity theft prevention and is not considered financial advice from Union Bank.

Pete Amaya is vice president and branch manager of the Lancaster branch of Union Bank, located at 843 West Lancaster Boulevard. Union Bank, N.A., is a full-service commercial bank providing an array of financial services to individuals, small businesses, middle-market companies, and major corporations. Union Bank is California's fifth largest bank by deposits at March 31, 2009. The bank has 335 banking offices in California, Oregon and Washington, and two international offices. UnionBanCal Corporation is a wholly-owned subsidiary of The Bank of Tokyo-Mitsubishi UFJ, Ltd., which is a subsidiary of Mitsubishi UFJ Financial Group, Inc. (NYSE: MTU). Visit www.unionbank.com for more information.



The Queens, with help from their families, took another first place in a Parade Float.



It was not really that dry at Drytown Water Park!



The Queens make friends with KaBoom, the Chief JetHawk!



and they huddled together at the Hangar, JetHawks Stadium.

Hello Quartz Hill, it's Bailey Sulek Little Miss Quartz Hill. I hope everyone's summer is going good and everyone is keeping cool. Well, my summer has been full of crazy queen activities and I am loving every minute of it. We had Queen's night at Jethawks, we were introduced before the game and got to run on the field. We also had Queen's Day at Drytown Water Park. Carly (Jr Miss Quartz Hill) and I had so much fun that day. We went on the Lazy River a million times! Shelby (Miss Quartz Hill) is getting ready for the Miss AV Pageant. We wish her good luck and we know she will make Quartz Hill proud. We should know the outcome by the time you read this. I am getting ready for the Little Miss AV pageant on August 14th. I'm a little nervous but will do my best to represent Quartz Hill positively. We have received a trophy/ribbon in every parade we enter. Our awesome floats come to life with the help of all our families. We all spend hours and late nights putting the floats together and making sure our creations are a hit. I wish everyone a safe rest of the summer and will give you an update next time around!

Love, Little Miss Quartz Hill

NEW Chamber Members

Finders Keepers - 42005 40th St West, Quartz Hill
Wanda Baeza 232-8888

Psychological Services of Lisa S. Larsen PsyD
Lisa Larsen, PsyD 43706 Sentry Lane, Lancaster
233-6771 www.yourtraumatherapist.com



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"Serving the Antelope Valley"

 **661-948-1902** 

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E-MAIL: hailrock@qnet.com
www.hailrock.com
5008 West Avenue L
Quartz Hill, California 93536



661-942-4124
44759 Beech Avenue
Lancaster, CA

661-943-3011
5023 W. Avenue M
Quartz Hill, CA

661-273-3011
38729 Tierra Subida
Palmdale, CA

LANE RANCH AND COMPANY
Motion Picture Livestock & Equipment

George M. & Charlene Lane



(661) 942-0435 42220 Tenth St. West
fax (661) 942-7485 Lancaster, CA 93534-2392

Member-to-Member Discounts

The following businesses have offered discounts to other Chamber Members. Discounts only apply to current Quartz Hill Chamber members and their employees and are non-transferable.

Snow Orthodontics -
161 East Avenue J,
Lancaster, CA 93535
(661) 733-3420
\$200 off treatment when you schedule a free orientation

Georges Cleaners
5028 West Avenue M
Quartz Hill, CA 93536
(661) 943-3011
10% discount for all Quartz Hill Chamber members on dry cleaning.

Carpeteria -
Barry White
32767 10th Street West Unit 2a,
Lancaster, CA 93454
(661) 951-2200
*Free pad on all Pergo products and all carpet
(See Barry White for Discount)*

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5008 W. Avenue L
Quartz Hill, CA 93536
(661) 948-1902
*A.V. Map w/ township
Range and Section*

SCAN * SEND * DEPOSIT
Your Business Deposits are Done!



Deposit Your Business Checks Without Ever Leaving Your Office.
Now you can make daily check deposits to your business deposit account right from the convenience of your own office, with Remote Deposit from California Bank & Trust (CB&T)

Remote Deposit is Convenient.

- * No more trips to the Bank.
 - * A simple-to-use check scanner easily plugs into your PC.
 - * Make deposits anytime - day, night or weekends.
 - * Get faster access to funds as checks clear more rapidly.
 - * Consolidate all your regional and nationwide deposits into a single account.
- You can see a free online demonstration at www.calbanktrust.com/remoted1



Quartz Hill Office
42024 50th Street West
Quartz Hill California 93536

**(661) 722-1430 -
Fax (661) 722-2068**

Michelle Wilcox

**Ask a branch associate
for details. Or apply by
calling 1-800-355-0503**



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 sales@allpromoetc.com
 allpromoetc.com

facebook: all promotions, etc

ORDERS PLACED ON OR BEFORE AUGUST 31ST WILL RECIEVE AN ADDITIONAL 10% OFF!

Ambassador Information

Now that the Installation Dinner is past, it's once again time to get down to business for the year 2010 and 2011. Our Ambassadors are an important key to the Quartz Hill Chamber of Commerce success. We are looking forward to an exciting year of new and innovative events. Our Ambassadors will be a major part of that success. Our Chief Ambassador, Len Hobbs, and I would like to THANK all our current Ambassadors for a job well done and we look forward to adding more Ambassadors to promote our future success. What a better way to become known in the Antelope Valley; to promote the Quartz Hill Chamber and to have fun at the same time.

From Ambassador Miriam Rushall

Calendar of Events



August 2010

- August 3 11:30AM** AV Hispanic Chamber Membership Luncheon ~ Hilton Garden Inn
August 4 11:30AM Quartz Hill Chamber Luncheon ~ Cascades Restaurant
 The speaker is Dudley Jennings, talking about recent credit card rules changes.
August 11 11:30AM Lancaster Chamber Membership Luncheon ~ Hellenic Center
August 18 11:30AM Palmdale Chamber Membership Luncheon ~ Palmdale Hotel
August 31 11:30AM Antelope Valley Board of Trade Member Luncheon ~ Hellenic Center

September 2010

- September 1 11:30AM** Quartz Hill Chamber Luncheon ~ Cascades Restaurant
September 7 11:30AM AV Hispanic Membership Luncheon ~ Hilton Garden Inn
September 8 11:30AM Lancaster Chamber Membership Luncheon ~ Hellenic Center
September 15 11:30AM Palmdale Chamber Membership Luncheon ~ Palmdale Hotel
September 28 11:30AM Antelope Valley Board of Trade Member Luncheon ~ Hellenic Center

Quartz Hill Chamber of Commerce
42043 50th St. West
Quartz Hill, CA 93536



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Breeze Ad Sizes

Front Cover Banner

One Month ~ \$150.00
Full Color

Flyer Insertion

One Month ~ \$75.00,
you provide 400 flyers

Full Page

One Month ~ \$100.00
One Year ~ \$1000.00

Half Page

One Month ~ \$70.00
One Year ~ \$500.00

Business Card

One Month ~ \$25.00
Three Months ~ \$70.00
Six Months ~ \$120.00
One Year ~ \$200.00

BUSINESS OF THE MONTH

All Things Engravable

44242 10th St West

Lancaster

945-5443

Gary Avant