



NAWIC

National Association of Women In Construction
Region 12 - Southern California
Chapter 110 - San Gabriel Valley
www.nawic110.org

The Rose Gazette

Volume 9, Issue 6

March 2007

CALENDAR OF EVENTS

- * **March 6 Board Meeting**
- * **March 4-10 WIC Week**
- * **March 14 General Meeting**
- * **March 24 Garage Sale**
- * **April 3 Board Meeting**
- * **April 11 General Meeting**
- * **April 20-21 Forum hosted by Ventura-Oxnard Chapter**
- * **May 8 Board Meeting**
- * **May 9 General Meeting**
- * **June 5 Board Meeting**
- * **June 20 Industry Appreciation Night**

President's Message from Daphne Masin

The Winter Conference was such a great success I wanted to mention it again and thank everyone who helped, participated, attended and enjoyed!! The diversity in our speakers maintained people's diversity of interests!

We are pleased to announce we had an Initiation Ceremony for Olivia Ramirez of McGraw Hill Construction Dodge and Heather Samuelson with The Law Offices of Crawford and Bangs. This brings our Chapter membership total to 14. Welcome to our newest members.

Onward and upward. In the next short weeks plans are coming together for our CAPS Center WIC Week Project. Ideas are coming together for a bright, clean and serene yard for CAPS Seniors can enjoy spending their time reading, planting or just enjoying the sounds from their newly added water fountain. Getting members and volunteers together to participate because they want to and want to give to the Center is what giving unconditionally is all about. We will be posting before and after of this project on our web site. www.nawic110.org, please visit.

Don't forget to sign up for the St Patrick's Day at the Races with the LA Chapter. There may be a lucky Leprechaun close at hand! We are still collecting donations for our March 24th Garage Sale. Contact Matilda Najera at 626-303-3835 for location drop off. And finally, get your registrations in for the "By the Sea" Forum in Ventura Friday April 20th and Saturday April 21st.

Marketing Corner - People are the Brand

Cassandra Lopez, Marketing Director, NAWIC Connection March 2007

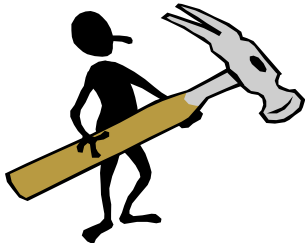
If you remember, the definition of brand is a name, term, sign, symbol, design or any other feature that identifies one seller's good or service as distinct from those of other sellers. Let's define it even further. Branding also means to mark in order to show ownership; to impress firmly; fix ineradicably. I once heard someone say, "People are the brand." As I reflected on this thought, it hit me like a ton of bricks! Wow — this was incredibly correct.

Passion is defined by dictionary.com as capable of, having or dominated by powerful emotions; arising from or marked by passion. Passion for NAWIC is essential in successful marketing.

Continued on page 3

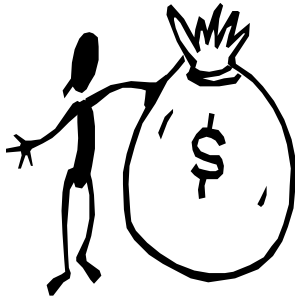
All Welcome!

**You are invited to attend
San Gabriel Valley Chapter #110
Professional Education Meetings**



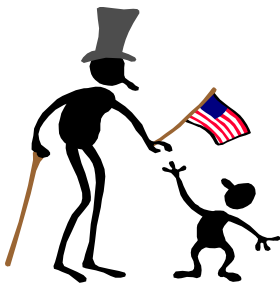
March 14, 2007

**Topic: *San Gabriel Valley Conservation Corps - Youth Build Program* by
*Nancy Escobedo Counselor and Teaching Assistant***



April 11, 2007

**Topic: *IRS and SBA*
*Help with taxes and financing with representatives from the IRS and SBA***



May 9, 2007

**Topic: *Government Procurement*
Is it for you?
By *Debbie Cabreira-Johnson* of the
*Los Angeles County Small Business Division***

**Capistrano's Restaurant-Embassy Suites
211 E. Huntington Dr. Arcadia (626) 294-0034**

Please RSVP to Gwen Garis at (909) 985-7688

6:00 No host cocktails, 6:30 dinner \$28.00 per person

Marketing Corner continued from page 1

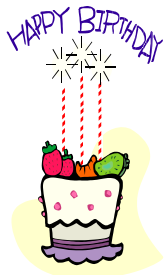
Marketing without passion is like having a hammer without nails.

“People are the brand.” It really does say it all. Who are we as an Association? Perhaps, the correct question is, who or what do we want to be as an Association? Before we can market NAWIC, we have to answer this question and all be on the same page — one agenda, one goal, one mission achieved by all (NAWIC members).

The people of NAWIC are the brand. Let’s create our own marketing mix. Marketing mix for NAWIC: Members, ownership, leadership, passion, professionalism and dedication. Passionately market yourself and your market — NAWIC.

You, as members, have access to tools and products to continue to brand NAWIC with a positive image. The “Value of NAWIC” brochure and accordion-style applications are great ways to pass along information about NAWIC. Other tools include a promotional DVD, business cards, displays and brochures. All of these items can be ordered through the NAWIC Store. Internet sites for each chapter are important in today’s society. Many people go straight to the web to access information. When they find a chapter’s web site, they are more likely to research it right then online than to call and wait for information to be mailed. The National Office provides web site templates for your chapter. What are you waiting for? Get after it. People are looking for a bigger vision to follow than they envision themselves — lead them to it.

Believe in yourself, believe in NAWIC, and help us help thousands of other women be successful in the industry. Your marketing of NAWIC will help us grow. As we continue to grow, we can equip ourselves to better support you. Do your part to help NAWIC grow for the future.



“Birthdays are nature’s way of telling us to eat more cake”
-anonymous

Happy Birthday to

Matilda Najera March 14th

Patti Rascon March 14th

Welcome New Members:

Olivia Ramirez of McGraw Hill
Construction Dodge

Heather Samuelson of The Law
Offices of Crawford and Bangs

V.G.I. Lic. 856164
Seismic Specialists

Norma Shearer
Asst. Project Manager

5508 S. Santa Fe Ave.
Vernon, CA 90058

Tel. 323.605.0000
Fax 323.605.0309
Cell 213.820.7768
norma@vgiseismic.com

Hodgkiss Insurance Brokers

License #0688320

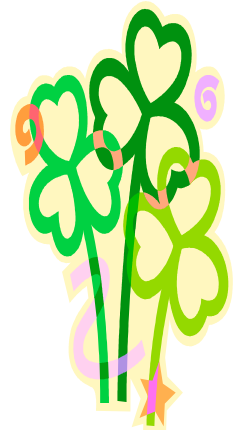
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Industry Bulletin

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Business Park Drive, Sacramento, California 95827
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Get Information To Build On!

800-321-CSLB
www.cslb.ca.gov



February 8, 2007

Contractors State License Board Advises Industry about New Law for Remodeling Homes with Swimming Pools

New regulation requires all home remodel jobs include installation of pool safety device.

Sacramento — The Contractors State License Board (CSLB) wants all contractors to be aware of a new law that went into effect on January 1, 2007. Assembly Bill 2977 (Chapter 478, Statutes of 2006) is also called the Swimming Pool and Spa Safety Act of 2006. A portion of this new law amended Section 115928 of the Health and Safety Code. This change will likely impact many contractors licensed by the CSLB. This section states, in relevant part:

*(d) Whenever a building permit is issued for **the remodel or modification** of a single family home with an existing swimming pool, toddler pool, or spa, **the permit shall require that the suction outlet of the existing swimming pool, toddler pool, or spa be upgraded so as to be equipped with an antientrapment cover** meeting current standards of the American Society for Testing and Materials (ASTM) or the American Society of Mechanical Engineers (ASME)."
(Emphasis Added)*

The language of this new law places a responsibility on Building Departments to assure that permits for remodels or modifications will not be signed off for final inspection until there is some form of assurance that the required anti-entrapment cover is installed.

However, the law does not define what constitutes a modification. "A modification may be considered to be a re-roofing project or similar restoration work in someone's house," said Michael Brown, Chief of CSLB's Legislative Division. "On the other hand, an argument could also be made that a modification to a structure is far more substantial than a simple restoration project." The absence of a working definition for the term "modification" creates a dilemma that places Building Departments at a disadvantage. Given the health and safety issues of the legislation, they may necessarily give a broad interpretation to the term in an effort to make sure the law is obeyed.

So, contractors should be aware that Building Departments are likely to require that any building permit include the anti-entrapment device for a swimming pool on a single family dwelling, even though the project does not otherwise involve the pool.

For a complete copy of the bill use the following link:

http://www.leginfo.ca.gov/pub/05-06/bill/asm/a_b_2951-36607ab_2977_bill_20060926_chaptered.html



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President

115 North El Molino Avenue
Pasadena, California 91101
P.O. Box 7072, Pasadena, CA 91109-7072
(626) 583-2442 • FAX (626) 577-9645
email: mthorsen@ruleco.com

Crawford & Bangs, LLP

A Limited Liability Partnership

Shaaron A. Bangs
Attorney

1290 E. Center Court Dr.
Covina, California 91724
Ph 626-915-1641 Fx 626-332-5604
Direct Line 626-858-4204
E-mail SBang@BuildersLaw.com Website www.BuildersLaw.com

Riverside Office
Ph 951-788-4309
Fx 951-788-4364



NAWIC

National Association of Women in Construction

Golden West Gunitite Inc.
Gwen Stone
President

108 Loma Pl.
Upland, CA 91786
E-Mail gwen.stone@worldnet.att.net

office 909-985-7688
fax 909-985-1848
lic. # 450444



Lic. #484418

KIM SMICK

Human Resources Manager
Corporate Secretary

2649 Stingle Avenue
Rosemead, CA 91770

(626) 288-6170
Fax (626) 571-6817
E-Mail: kimsnick@irishteam.com

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13520 E. Garvey Ave.
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PHYLLIS UNGERER
pmungerer@ku-law.com

KAMINE UNGERER LLP
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Fax: 626-301-0996
Email: daphne@mcAloney.com
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