



# Report to the People

Where Quality Service  
Is Our Tradition

Volume 53 No. 1 January 2013

www.ci.commerce.ca.us

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Miss Commerce Unique Hernandez boards the Citadel Express, Commerce's new fare free bus line that travels to and from Commerce and Downtown Los Angeles.

## COMMERCE CELEBRATES THE CITADEL EXPRESS

To celebrate the free, new Citadel Outlets Express bus line that takes travelers to and from Commerce and Downtown Los Angeles, City officials, representatives of the Commerce business community, and newly elected Assemblymember Cristina Garcia attended a ribbon cutting ceremony hosted by the City, the Commerce Casino and the Citadel Outlets on Dec. 11 at the Citadel.

The official ribbon was cut by City officials with some help from Garcia; Steve Craig, Managing Partner of Craig Realty, which owns and operates the Citadel Outlets; and Haig Pappian, President and CEO of the

Commerce Casino.

"I shop at the Citadel, so I'm definitely excited about this," said Garcia. "It shows the 58th Assembly District's talent of bringing a vision to reality, not taking no for an answer and getting things accomplished."

"This new service was made possible by everyone coming together to do something that is going to bring more prosperity to the community. This service provides convenience to people all over Los Angeles who don't have the opportunity to come in and around this beautiful City," said Craig.

Following the event, attendees took a ride on the new

bus, which is wrapped with a design featuring the Citadel Outlets on one side and the Commerce Casino on the other.

A new addition to the City's free transit bus system, the Citadel Outlets Express travels to and from exciting destinations in Los Angeles, including Union Station, L.A. Live, Nokia Theater and the Staples Center. Stops in Commerce include the Citadel Outlets and Commerce Casino. The new line will also serve as a connector to Metro's Dodger Stadium Express at Union Station, where fans can ride directly to Dodger Stadium.

The new line operates seven  
**Citadel Express Page 3**

## ANNUAL TREE LIGHTING CEREMONY



Commerce families enjoyed the holiday cheer at the City's Tree Lighting Ceremony.

More than a thousand residents gathered in front of City Hall to enjoy warm drinks, entertainment and holiday cheer at the City's Annual Tree Lighting Ceremony on Dec. 3.

The event's theme was a "Pajama Jam," and residents of all ages wearing pajamas were welcomed by Master of Ceremonies and Commerce Interim Senior Recreation Supervisor Adolfo Marquez, who was sporting his own sleepwear for the occasion.

Marquez got the party started Gangnam style, by performing the pop culture dance craze recently made famous by Korean pop star Psy. After getting the crowd pumped up, Marquez introduced City officials, along with Boy Scout Troop #473, Cub Scout Pack #473 and Girl Scout Troop #13591, who performed the Presentation of Colors.

Following the National Anthem, Marquez introduced Miss Commerce 2012 Unique Hernandez, who read a poem to a group of children wearing their pajamas. At the poem's completion, there was a knock on the special door located on stage through which none other than Santa Claus appeared.

Santa wished the crowd a merry Christmas and happy holiday.  
**Tree Lighting Page 8**



**Page 7**  
*Miss Commerce*  
*Young Man of the Year*

## COMMERCE BUSINESS PROFILE: ENTENMANN-ROVIN COMPANY



Entenmann-Rovin VP Shimon Elbaz displays 9/11 commemorative badges.

Commerce serves as home to more than 1,800 businesses, one of which is the Entenmann-Rovin Company, a leading designer and manufacturer of custom made badges in the United States.

Founded in 1888 in the Downtown Los Angeles Jewelry District, Entenmann-Rovin started off making badges and jewelry, but moved to medals and badges over the last century.

The company moved to Commerce 15 years ago and has thrived thanks to Commerce's business friendly attitude.

"We love doing business in Commerce because we have a great relationship with everybody in the City," said Entenmann-Rovin Vice President Shimon Elbaz, who likes to hire locally to provide employment opportunities to area residents.

Entenmann-Rovin produces badges for law enforcement,

fire protection agencies, and private security firms across the United States, including the Los Angeles Police Department (LAPD) and the Los Angeles County Sheriff's Department, two of the premier law enforcement agencies in the world.

According to Elbaz, the company designed the first badge ever produced for the LAPD.

Entenmann-Rovin makes

**Entenmann-Rovin Page 8**

As the City celebrates its 53rd birthday and another year of providing quality programs and services to residents, we have a lot to look forward to.

We are excited about a number of major projects breaking ground this year. We have seen the recent residential street improvements around and near the Commerce Civic Center. We ask that you please excuse the temporary inconvenience; however, the repairs were necessary to avoid pavement failure on these streets, which were deteriorating rapidly due to significant vehicle and bus traffic. Now that the project has been addressed these streets will serve the community for years to come.

This is one example of the City's commitment to continued investment in important infrastructure projects. Another major project that will break ground towards the end of 2013 is the Washington Boulevard Reconstruction Project. This \$32 million project will reduce long term maintenance and repair costs and improve travel along this regional transportation corridor.

On the facility side, we're looking forward to the \$4.84 million Central Library renovation this year as well, which is funded through bond money approved by voters in 2004. This project will dramatically improve our award-winning Library system and enrich the services we provide to our patrons.

While we work on important community infrastructure and facility projects, the City Council also remains committed to protecting services and ensuring accessibility to all residents. Last month, the City Council eliminated the 50 cent pool entrance fee for residents at the Brenda Villa Aquatics Center and rescinded a scheduled \$2 fee increase to the cost for a Commerce resident card. The Council was able to take these actions due to the fiscal prudence they have exercised during recent budget cycles.

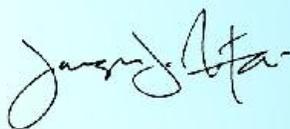
I also want to remind Commerce residents enrolled in college or who will be attending college this fall to apply for a 2013 City of Commerce Scholarship Program. Last year, the City awarded 65 students scholarships in amounts ranging from \$250 to \$5000 to help Commerce residents with their college expenses. Starting Jan. 8 applications will be available online only via the Commerce Library's website at [www.cocpl.org](http://www.cocpl.org) or the Library section of the City's website at [www.ci.commerce.ca.us](http://www.ci.commerce.ca.us).

The City of Commerce will be hosting the Second Annual Community Day of Service on Saturday, Jan. 19. This year, the United Family of Bristow is partnering with the City to bring out neighbors, families and friends to beautify the Bristow neighborhood. The event not only improves our community but also honors the legacy of Dr. Martin Luther King, Jr. who encouraged citizens to volunteer in their communities. If you are interested in volunteering at this event, please call the Bristow Branch Library at (323) 265-1787 for more information.

A reminder before I sign off, Commerce City Hall and Libraries will be closed on Jan. 1 in observance of New Year's Day and on Jan. 21 in honor of Martin Luther King, Jr. Day.

On behalf of the City Council, I wish everyone in Commerce a Happy New Year and great success throughout 2013.

Sincerely,  
Jorge Rifá




## MUNICIPAL NOTES

### COUNCIL ELIMINATES POOL FEE, RESCINDS RESIDENT CARD INCREASE

The City Council eliminated the fifty cent Brenda Villa Aquatic Center admission fee for residents at its November 20, 2012 meeting and rescinded a previously approved \$2 increase to the cost of resident activity cards at their December 4 meeting.

This means "Basic" resident activity cards will remain at \$10, "Plus" cards will remain at \$35, and "Premier" cards will remain at \$60. Industrial resident

cards are \$180 annually, which equates to \$15 monthly. Entry to the Brenda Villa Aquatics Center is now free to all Commerce Residents with a resident activity card.

For more information on resident activity cards, contact the Brenda Villa Aquatics Center at (323) 887-4404.

## COUNCIL ACTIONS

### REGULAR MEETING REPORTS

#### Regular Meeting of October 16, 2012

- Amended the qualifications for the Director of Library Services job specifications.
- Approved an agreement with N/S Corporation to upgrade the existing bus wash system at the Transportation Services Center.
- Approved an agreement with Aquatic Design Group for the design of the supplemental filtration system for the small pool in the Brenda Villa Aquatic Center.
- Approved the purchase of a Medi-Ride van from A-Z Bus Sales, Inc.
- Approved a one year agreement with Dekra-Lite to provide and install Holiday Decorations.
- Directed staff to place advertising in the Industrial Council's 2012 "Focus on Business" Fall/Winter publication, at a cost of \$3,400.
- Received and filed a report on the Low and Moderate Income Housing Fund Due Diligence Review.
- Authorized the City Administrator to extend a challenge to California Consulting, LLC to identify grant opportunities for which the City is eligible.
- Approved a special 2012-2013 Christmas and New Year holiday schedule for City Hall and other City facilities.
- Approved a purchase and sales agreement with Gatwick Group, LLC for property in the City.
- Approved an agreement with JetPatcher USA, Inc. for street maintenance services for the City.
- Extended an agreement with Joe's Sweeping, Inc. for two years.
- Adjourned in memory of James Nunya, husband of AFSCME Executive Director Cheryl Parisi.

#### Regular Meeting of November 5

- Appointed Loretta Gutierrez as Director of Community Services.
- Appointed Beatriz Sarmiento as Director of Library Services.
- Appointed Scott Wasserman as Director of Parks and Recreation.
- Approved the Request for Proposals for the Telegraph Road Street Improvement Project.
- Approved a settlement agreement with Burlington Northern and Santa Fe Railway Company.
- Approved an extension to the lapse date of funds for the Washington Blvd Widening and Reconstruction Project.
- Approved the cancellation of an agreement with LA County to construct wheelchair ramps and upgrade traffic signals at Goodrich Blvd and Union Pacific Ave.
- Approved an allocation of \$25,000 to fund three new Crush Volleyball teams.
- Created a Subcommittee for choosing businesses to showcase at City Council Meetings.
- Received and filed an update on the Commerce Beautification Project
- Approved an amendment to an agreement with Redflex Traffic Systems for the installation of red light photo enforcement program.
- Approved an agreement with Nagasaki & Associates for the appraisal of Successor Agency-owned properties.

- Received and filed an update on the 2012/2013 Capital Improvement Program.



The City recently hired new Community Service Officers. From l. to r. are Robert Taylor, Ernie Fierro, Matt Petropolous, Jorge Magaña, Kacie Garcia, and Jesus Lopez. Also pictured are Interim Public Safety Supervisor Laura Tilley, Animal Control Officers Joel Hurtado and Josh Torres.

#### Regular meeting of November 20

- Amended the City of Commerce Flexible Benefit Plan incorporating federal law changes.
- Authorized City staff to execute documents for the purpose of obtaining State financial assistance.
- Approved an agreement with Converse Consultants for the new Emergency Operation Center project.
- Received and filed a report from Greater Los Angeles County Vector Control District on the history, prevention, control and reporting of West Nile Virus.
- Approved an associate membership agreement for the City in the California Enterprise Development Authority and Authorized the City to join the Figtree Pace Program.
- Received and filed a report on emergency preparedness efforts related to major earthquakes.
- Approved contacting of Supervisor Gloria Molina concerning the maintenance of a street median near the Mixmaster intersection.
- Approved mid-year adjustments to the 2012-2013 fiscal year budget.
- Appointed Julissa Altamirano to the Planning Commission.
- Approved a City employees' holiday dinner.
- Received and filed a report on the fiscal year 2012-2013 Capital Improvement Program.

## Report to the People

Published Monthly and Mailed to Commerce Residents

**Editor:**  
Jason Stinnett

**Graphics Design/  
Layout & Printing:**  
Anthony Aguilar



**PIO Staff:**  
Darryl Leyden  
Marie Hovik  
Edward Torres  
Joe Sandoval  
Adriana Torres

**PIO Intern**  
Daniel Larios

Please call (323) 887-4453 or (323) 887-4447  
Monday through Friday, 8 a.m. – 6 p.m.  
or visit us online at [www.ci.commerce.ca.us](http://www.ci.commerce.ca.us).



The new Citadel Outlets Express travels to destinations like LA Live, Union Station, the Citadel Outlets and Commerce Casino.

The new line operates seven days a week to serve a wide variety of public transportation users and also provides express commuter service between the hours of 7:01 a.m. to 9:41 a.m.; and 3:20 p.m. to 6:47 p.m., Monday through Friday. The Citadel Outlets Express is a great resource for tourists, shoppers, and Commerce residents, as well as the thousands of employees who work at the Citadel Outlets, Commerce Casino or any

of Commerce's more than 1,800 other businesses.

For more information on the Citadel Outlets Express, call the Commerce Transportation Department at (323) 887-4419 or visit the City's website [www.ci.commerce.ca.us](http://www.ci.commerce.ca.us).

## CALMET BULKY ITEM PICKUP

### RECYCLE YOUR CHRISTMAS TREE

The City of Commerce would like to remind you that CalMet Services, Inc. provides a "Bulky Item Pick Up Service Program" throughout the year. The service is free and available to all Commerce residents. All you need to do is contact CalMet Customer Service Department at (562) 259-1239 for scheduling.

**Here are the guidelines:**

- Household Appliances – All doors must be removed or taped shut, and any salt or water must be emptied out.
- Items such as wood, branches, carpet, and mini blinds must be cut to lengths shorter than 4 feet and bundled with twine or string.
- Items not eligible: Construction materials such as concrete, asphalt, bricks, and dirt, as well as automotive, boat, or vehicle parts will not be picked up. Hazardous waste is also ineligible and will not be picked up.
- Each residence may request bulky item pick up

service a maximum of 12 times per year.

- There is a limit of 4 items or 4 bundles per service request.
- Bulky items are picked up the day of your regularly scheduled trash collection.
- Request for service must be made via telephone no less than 24 hours prior to regularly scheduled trash collection, and all items must be placed curbside by 6 A.M. on collection day.

In addition, Calmet will be picking up Christmas Trees on regular waste collection days until Jan. 11 for recycling. Remember to remove all decorations, tinsel and electric lights before setting it out on the curb on trash day. Remove metal, plastic, or wood tree stands. Trees taller than four feet must be cut in half. Do not wrap trees or place trees in plastic. Flocked trees will be accepted.

If you have questions or would like more information, call CalMet Services at (800) 990-6387.

## CITY TO UPGRADE CNG STATION

### ALTERNATIVE FUEL STATION REDUCES POLLUTION, GENERATES REVENUE



The revenue generating Commerce LNG/CNG Fueling Station.

During the December 4 Commerce City Council meeting, Transportation Director Claude McFerguson proposed improvements to the City's Liquefied Natural Gas (LNG) and Compressed Natural Gas (CNG) fueling station and provided a presentation highlighting its positive impact on the City.

The proposed improvements include a new pump, replacing the 3,000 psi nozzles with 3,600 psi nozzles for faster fueling and other much needed enhancements to the station. This would also be coupled with an increased royalty payments to the City. These improvements will be paid for by Clean Energy Fuels at no cost to the City.

In 2010, Commerce completed the construction of the LNG/CNG fuel station located at 5940 Sheila Street, paid for by a combination of federal and state funds.

Since then, the LNG/CNG fuel station has become a revenue generating facility for Commerce. Because the station is owned and operated by the City, the revenue generated by the station pays for its daily operational costs and maintenance, as well as bringing in additional revenue to the City's General Fund. According to the presentation, the average usage of the station from third party sales has increased from 2,600 gallons a month in 2010 to 48,000 gallons a month in 2012.

For more information on the LNG/CNG station, contact the Transportation Department at (323) 887-4419.

## For Safety's Sake Teaching Your Child about

# STRANGER DANGERS

Approximately one million children are reported missing each year in the United States. Of these children, approximately 100,000 never return home. This is a parent's worst nightmare. It is also a situation that may be preventable by teaching children about the dangers that strangers can pose.

Openly communicate with your child and discuss how to remain safe in a variety of situations. Frequently discuss potentially hazardous situations with your child. By discussing a variety of "what if?" situations with your child, you are preparing him or her to act safely if they are approached by someone who represents a danger to their health and safety.

Rehearsing "what to do" will help a child react in a safe manner. Teaching your child about stranger dangers is one of the greatest gifts you can give to your child and yourself! Here are a few suggested things to discuss with your children:

- Let your child know they can talk to you about anything. Keep open and interactive communication with them.
- Let them know that there are private areas of their bodies where adults should NOT TOUCH them.
- Tell them to tell you if anyone touches them in their private areas or makes feel uncomfortable in any way.
- Teach children that they have a right to say "NO" to others. Whether it is about peer pressure, sex, drugs or something that they feel is wrong. Teach them to say "NO" loudly where someone else will hear them.
- Make sure that your child always tells you WHERE they are going. Make sure that if your child goes into someone's home, it's someone that you know WELL. This includes all inhabitants of the household and any frequent visitors.
- Remember, there is safety in numbers! A child who goes out alone is more likely to be a target for a predator.
- Never leave your child unattended at any time. This includes in a car, at home, at the mall or any other place.
- Teach children to never open the door to strangers.
- Warn your child about various approaches and requests made by strangers.
- Let your child know that although a stranger may seem friendly, he or she could cause them harm.
- Teach children routine lures that a stranger might use: "Can you help me find my dog?" or "Can you show me how to get to?"; "Your mom told me to give you a ride home."; "Want to see something really cool?" etc.
- Know where your child is at all times. Get to know their parents, where they live, and their telephone numbers.

The Commerce Public Safety Division offers classes to children and their parents about "Stranger Dangers" and a variety of child safety topics. Commerce also offers free service called "Operation Kid I.D." where they will fingerprint, photograph and videotape children, and supply parents with a take home booklet of their child's vital information. For more information about these child safety programs, contact Interim Public Safety Supervisor Laura Tilley at (323) 887-4460.

# CITY OF COMMERCE CHANNEL 3



January 2013 Featured Highlights

## AWARD WINNING CABLECASTS OF THE CITY COUNCIL MEETINGS

Tuesday 6:30 p.m. (Live every 1st and 3rd Tues.)

Wednesday 10:00 a.m., Thursday 5:00 p.m. & Saturday 9:00 a.m.

## "IN A COUNCIL MINUTE" A RECAP OF THE CITY COUNCIL MEETING IN ONE MINUTE

Mondays at 4 p.m., Tuesdays at 9 a.m., Wednesdays at 1 p.m., Thursdays at 4 p.m., Fridays at 3 p.m., Saturdays at 11:05 a.m. & Sundays at 5:30 p.m.

## COMMERCE CITY NEWS

Mondays at 9 a.m., Tuesdays at 10:00 a.m., Wednesday at 3 p.m., Thursdays at 9:30 a.m., Friday at 5:30 p.m., Saturdays at 5:30 p.m. & Sundays at 3:30 p.m.

## COMMERCE PUBLIC AFFAIRS "SENIOR CENTER HAPPENINGS"

Mondays at 3 p.m., Tuesdays at 9:01 a.m., Wednesdays at 12 p.m., Thursdays at 7 p.m., Fridays at 3:30 p.m., Saturdays at 7 p.m. & Sundays at 9 a.m. & 6 p.m.

## CALIFORNIA'S GOLD (HUELL HOWSER)

Mondays at 2 p.m., Tuesdays at 11 a.m., Wednesdays at 6 p.m., Thursdays at 8 p.m., Fridays at 2 p.m., Saturdays at 7:34 p.m. & Sundays at 7:31 p.m.

## K9 CORNER

Mondays at 10 a.m., Tuesdays at 12 p.m., Wednesdays at 8 a.m., Thursdays at 4 p.m., Fridays at 6 p.m., Saturdays at 11:30 a.m. & Sundays at 5:31 p.m.

## PORT OF LONG BEACH "PULSE OF THE PORT"

Mondays at 5 p.m., Tuesdays at 6 p.m., Wednesdays at 7:05 p.m., Thursdays at 1:30 p.m., Fridays at 8 a.m., Saturdays at 2 p.m. & Sundays at 8 p.m.

## VINTAGE VEHICLE SHOW - SHOWS INCLUDE:

The Vintage Vehicle Show  
"Mustangs" Tuesdays at 3 p.m.,  
The Vintage Vehicle Show  
"Car Show" Wednesdays at 6:33 p.m.,  
The Vintage Vehicle Show  
"Custom Cars" Thursdays at 8 a.m. &  
The Vintage Vehicle Show  
"Hot Rods" Saturdays at 8 a.m.

Commerce City Channel 3 offers DVD copies of local programs broadcast on channel 3 and 32 for \$10. Original shows include City Council Meetings, Public Affairs, Commerce City News, Commerce Teen Plays and more. See the city channel replay schedule or go to [www.ci.commerce.ca.us](http://www.ci.commerce.ca.us) for more information.

# LIBRARY NEWS

## Ask and You Shall Receive



Wise Reference Librarians Sonia Bautista, Carlos Cardona, Greco Venegas, and Sigrid Hudson are always happy to assist library patrons in finding answers to their questions.

What do lyrics to a children's song, the side of a vehicle that will have sunshine on it during a trip to Reno and the expiration date of moisturizer have in common? They are all questions that library patrons have asked.

Answers to these questions are as close as your local library reference desk. But what you may not know is that employees who staff the reference desks at the City's four libraries answer approximately 350 questions per week. Surprisingly, the majority of inquiries librarians receive are not generated by school-age children, but from adults.

"Believe it or not, you cannot find everything with a simple Google search," said Senior Librarian Sonia

Bautista. Even with the proliferation and accessibility of internet search engines like Google, many people believe they can find any and all information without assistance. However, even the most technologically adept teens need help determining the credibility and accuracy of certain sources, which is a service provided by these hard-working librarians.

Librarians show patrons how to use better search terms to focus or narrow their searches. In addition, there are many databases and online resources that people may not know about. Furthermore, even if someone does know about a particular database or online resource, an increasing amount of them are available only to subscribers. Luckily, the Commerce Library currently subscribes to more than a dozen electronic resources to assist patrons with their research. Even with the abundance of electronic resources and websites available, some research is found in other sources of information that people sometimes forget about like books and periodicals.

Not all questions are asked by customers who are inside a library. Some patrons call for information and a small percentage use email. Regardless of the mode used to request information, the librarians are available to steer you to accurate, credible information sources. As Bautista said, "We're here to answer every single question."

Whether you're a student, an employee of a local business, or just have a question that needs to be answered, the unsung heroes of the Library's Reference desk are available to help. For answers to your reference questions, please call (323) 722-6660 or visit [www.cocpl.org](http://www.cocpl.org).

# VETERANS DAY CEREMONY

## Commerce Honors our Nation's Veterans and Active Duty Military



City of Commerce Incorporating Committee member Val Bassett with members of the Marine Corps.

To honor our Nation's veterans and active duty members of the United States Armed Forces the City hosted the Annual Veterans Day Celebration on Nov. 11 at Veterans Memorial Park in front of the Veterans Monument.

The program began with the Processional Veterans Day March. Veterans from each of the military's five branches, which included the Air Force, Army, Coast Guard, Marine Corps and Navy, were led by members of the local Boy Scout Troop #473 and Cub Scout Pack #473 holding flags representing each branch. During the march patriotic music was provided by the Happiness

Jazz Assembly.

Master of Ceremonies Staff Sergeant Albert Baltierra introduced City officials, City Founder Val Bassett of the Original Commerce Incorporating Committee, and local dignitaries. Michele "Birdie" Moreno performed the National Anthem and a stirring rendition of "My Country Tis of Thee."

Commerce veteran and event Keynote Speaker Julia Thompson discussed the challenges facing female veterans including Post-Traumatic Stress Disorder (PTSD). She also talked about the hardships that many veterans, male and female alike, face when they return from service. "People don't ever look at me and say 'Oh you're a combat veteran.' It's the complete opposite. I really encourage everybody to be vocal and to encourage veterans to go get help from the V.A. (Veterans Administration)," said Thompson.

The City Council presented veterans and active duty members of the five branches of military service (Air Force, Army, Marines, Navy, and Coast Guard) with ribbons to honor their sacrifice and service to their country. Also honored was Commerce's oldest resident military veteran, 99-year-old Herbert Aldrete of the US Army. The oldest non-resident military veteran honored was 57-year-old Joseph Hinojosa of the US Army.

The ceremony was followed by a fried chicken lunch provided by Acme Made in America with dessert provided by the Los Angeles-Commerce DoubleTree Hotel, both Commerce businesses.

The City would like to thank Acme Made in America; the Los Angeles-Commerce DoubleTree; Veteran and Keynote Speaker Julia Thompson; Master of Ceremonies Staff Sergeant Albert Baltierra; the Commerce American GI Forum; Boy Scout Troop #473 and Cub Scout Pack #473; the Girl Scouts from the Rio Hondo Service Unit; and the Third Air Naval Gunfire Liaison Company from the US Marine Corps for providing the military static display. Most of all, thank you to our veterans.

# ANNUAL TURKEY TROT

RUN ATTRACTS PARTICIPANTS OF ALL AGES



More than 450 runners charged into action at the Annual Turkey Trot 5k Run on November 17.

More than 450 runners and walkers from Commerce, local schools and neighboring communities participated in the City's Annual Turkey Trot 5k Run on November 17.

Participants of all ages ran or walked the 3.5 mile course, which winds through the Rosewood Park neighborhood, and burned off pre-Thanksgiving dinner calories.

It was a family affair for some runners, with parents,

children and even the family dog taking part. Congratulations to the men's overall winner Ramon Tuzh with a time of 17:12 and the women's overall winner Gwendolyn Hurtado with a time of 21:20.

Congratulations to all of the participants, but especially to the oldest male runner 74-year-old Ho Choe (running time 34:50) and the oldest female runner 66-year-old Gloria Jacobs (running time 60:01), who showed everyone that they are still young at heart.

## CRUSH VOLLEYBALL CELEBRATES 20TH ANNIVERSARY

COMPETITIVE TEAM CELEBRATES 20 YEARS OF 'CRUSHING' THE COMPETITION



Commerce Crush Volleyball has produced athletes and leaders for nearly 20 years, many of who are recruited by Colleges and Universities.

This year, the City of Commerce Crush Volleyball Program celebrates their 20th anniversary as one of the premier volleyball programs in California.

The Commerce Crush Volleyball program was established in 1993 by Commerce Sports Coordinator Frank Garcia and other Parks and Recreation staff, when they began to notice the girls' talent and competitiveness, so they decided to set up a traveling volleyball team. Initially, the program started with a 14-and-under team with 6 girls, known as the "Iron Six." The next year, they added a 12 and under team, which expanded the program to 23 girls.

Recreation Leader Jorge Ortiz, who is also a teacher at Rosewood School, has been with the program since its inception in 1993. Ortiz started out as an assistant coach for the 14-and-under team, and then took over the 12-and-under team. Since then, he has coached teams of various age groups ranging from 7-18 years old for nearly two decades and currently serves as head coach for the program.

"In a sport where height is favorable if not dominating, our girls have not been intimidated or afraid to compete. On the contrary, the girls always get complimented on their performance on the court by opponents, parents, coaches, directors, and officials," said Ortiz, who added that Crush teams and players are often underestimated because of their size. "We've earned the reputation of being great competitors and are now being taken seriously."

According to Ortiz, "Si Se Puede" is the team's motto.

"We feel it's appropriate because our girls are predominantly Latina and it has built confidence and made them believers in themselves."

By 1995, Crush had made such an impact that the City began to financially sponsor the team, which expanded to give Commerce girls an opportunity to hone their skills and talent in volleyball.

In the past, the Crush program has made the City of Commerce proud by bringing home 1st place in annual competitions, as well as recently being in the top 16 at "The Volleyball Festival," one of the largest annual National tournaments, which is held in Phoenix, AZ. Being a traveling team, Crush has competed in various locations, including San Diego, Bakersfield, Sacramento, and Reno.

Colleges and universities are so impressed by Crush players that they actively recruit them via invitations and scholarships to join their teams. Crush alumni have competed in colleges as far as New York, Iowa, Texas, Pennsylvania, North Dakota, Indiana, as well as all over Southern California.

Sports Coordinator Frank Garcia continues to serve as an advisor to the Crush Volleyball Program. "The goal of the program has always been higher education through athletics. By playing volleyball at college facilities, the girls were exposed to colleges and universities. Now, they're looking at going to college and being recruited to play at the university level."

For more information on joining Crush Volleyball, contact the Sports Office at (323) 887-4432.

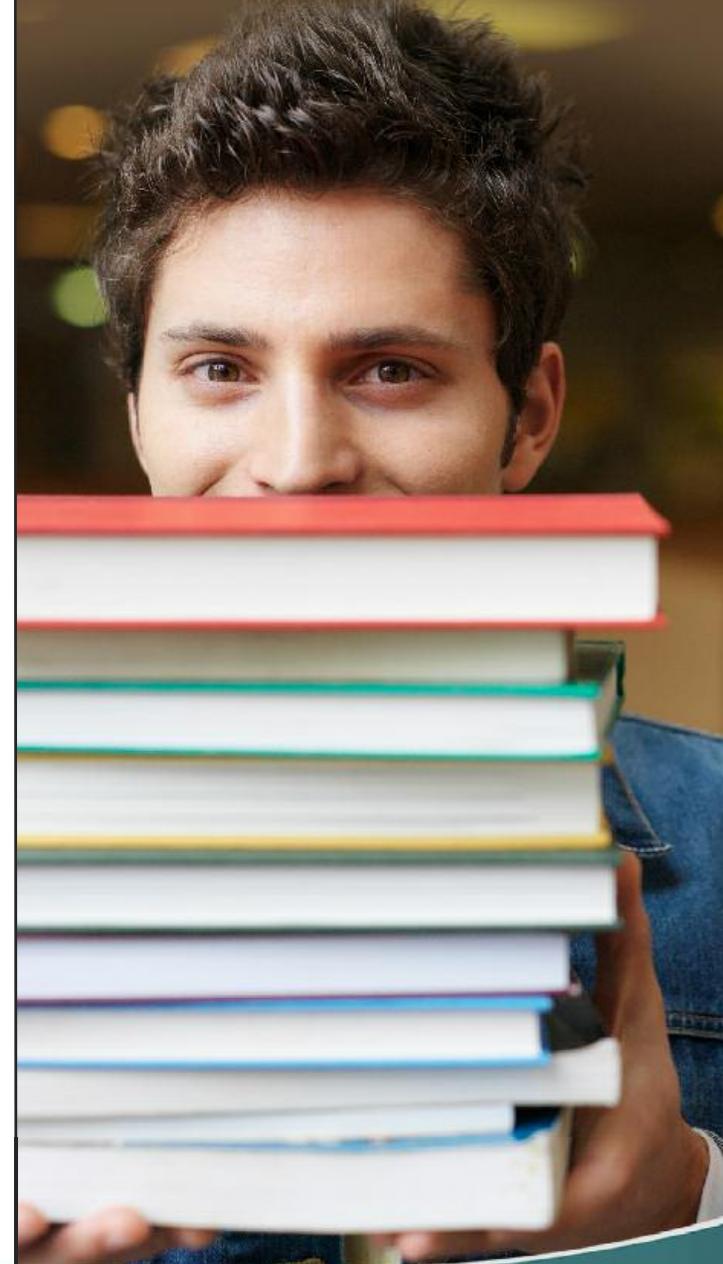
City of Commerce

# College Scholarship Program

Applications are available online only starting **January 8.**

Applications are due in the Literacy Center or at any Commerce library by April 25, 2013 at 5 p.m.

To download the application visit the Commerce Library's website at [www.cocpl.org](http://www.cocpl.org) or the Library section of the City's website at [www.ci.commerce.ca.us](http://www.ci.commerce.ca.us).



# Report to the People **COMMERCE GALLERY**

## Citadel Outlets Express Ribbon Cutting



From l. to r. are Industrial Council Executive Director Eddie Tafoya, Congresswoman Roybal-Allard's Field Rep. Ricardo Mendoza, Industrial Council President Helene Simmons, Transportation Director Claude McFerguson, Citadel Managing Partner Steve Craig, Commerce Casino President/CEO Haig Papaian, Miss Commerce Unique Hernandez, Miss Galaxy Karely Ramirez, Assemblywoman Cristina Garcia, and Senator Calderon's Field Rep. Jaime Rodriguez.

## CIF Legend



Commerce's Olympic Gold Medalist Brenda Villa was interviewed by Fox Sports West in the Brenda Villa Aquatics Center in November.

## Library Children's Holiday Party



Children's Library Assistant Josue Martinez poses with young library patrons during the Library's Annual Children's Holiday Party. Lunch was provided by the Commerce Casino.

## Children's Holiday Faire at Veteran Park



The Annual Children's Holiday Faire drew a huge crowd that included Santa Claus and Los Angeles County Firefighters.

## A Christmas Story



Master of Ceremonies Adolfo Marquez and Miss Commerce Unique Hernandez shared a story from the Report to the People with the crowd at the Tree Lighting Ceremony.

## Civic Center Street Repairs



Reconstruction of the roads around City Hall began in December to prevent imminent pavement failure.

## Huntington Park Christmas Lane Parade



Miss Commerce Unique Hernandez and the Royal Court were sponsored by the Commerce Hotel and Casino to represent the City in the Christmas Lane Parade held in Huntington Park on Nov. 17.

## Oldest Resident Veteran



The oldest resident military veteran in attendance was 99 year old Herbert Aldrete of the US Army, pictured here with Master of Ceremonies Albert Baltierra and Miss Commerce Unique Hernandez.

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## 53RD ANNUAL MISS COMMERCE Pageant

**NOW AVAILABLE**  
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2013 OFFICIAL MISS COMMERCE PAGEANT APPLICATION

CITY OF COMMERCE  
INCORPORATED JANUARY 28, 1960

City of Commerce Department of Parks & Recreation

# 2013 Young Man OF THE YEAR

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2013 OFFICIAL SCHOLARSHIP AWARD APPLICATION

CITY OF COMMERCE  
INCORPORATED JANUARY 28, 1960

City of Commerce 2nd Annual

# COMMUNITY

*Martin Luther King Jr*  
*Volunteer Day of Service*

**SERVING BRISTOW PARK AREA**

Volunteer service will include cleaning tree wells, red curb painting, graffiti removal and assistance with bulky items

To volunteer for the event please register at Bristow Park Library  
1466 S. McDonnell Ave (323) 265-1787.  
For Information contact the United Family of Bristow at (323) 266-0502.

**SATURDAY**  
JANUARY 19, 2013  
8 A.M. TO 12 P.M.

Dumpsters will be located throughout the Bristow neighborhood area so residents can discard bulky items until 12 noon.

**We can accept**  
Bulky Items: Green Waste, Furniture, Washers and Dryers, Mattresses, Sofas and Couches, Toys, Lawn Equipment, Patio Furniture, Tires and other miscellaneous items. Electronic Waste: TV's, VCR's, DVD players, computer monitors, cell phones, appliances, refrigerators, electric stoves, fluorescent lights, car batteries and radios, etc.  
(E-Waste drop off location will be at Bristow Park Circle)

**We can't accept**  
Household Hazardous Waste (paint, pesticides, household cleaners, batteries, etc.); Constructions Debris (concrete, drywall, steel, etc.)

EVENT MAY BE CANCELED DUE TO WEATHER CONDITIONS

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## COMMERCE CITY COUNCIL



Lilia R. Leon, Mayor  
Tina Baca Del Rio, Mayor Pro Tem  
Joe Aguilar, Councilmember  
Ivan Altamirano, Councilmember  
Denise M. Robles, Councilmember



The Public Information Office welcomes your story ideas, suggestions, and opinions.  
Deadline for submission is the first of each month for publication the following month.  
For more information, call 323-887-4447

2535 Commerce Way · Commerce, CA 90040

## Residential Customer

## BUSINESS PROFILE

CONT. FROM PG. 1

Commerce serves as home to more than 1,800 businesses, one of which is the Entenmann-Rovin Company, a leading designer and manufacturer of custom made badges in the United States.

Founded in 1888 in the Downtown Los Angeles Jewelry District, Entenmann-Rovin started off making badges and jewelry, but moved to medals and badges over the last century.

The company moved to Commerce 15 years ago and has thrived thanks to Commerce's business friendly attitude.

"We love doing business in Commerce because we have a great relationship with everybody in the City," said Entenmann-Rovin Vice President Shimon Elbaz, who likes to hire locally to provide employment opportunities to area residents.

Entenmann-Rovin produces badges for law enforcement, fire protection agencies, and private security firms across the United States, including the

## ANNUAL TREE LIGHTING CEREMONY

CONT. FROM PG. 1



Santa Claus at the Tree Lighting Ceremony with Miss Commerce Unique Hernandez and the Royal Court. From l. to r. are Miss 4th of July Jannine Mancia, Miss Dodgers Alyssa Rubio, Santa, Hernandez, Miss Galaxy Karely Ramirez, and Miss Friendship Jennifer Mendoza.

More than a thousand residents gathered in front of City Hall to enjoy warm drinks, entertainment and holiday cheer at the City's Annual Tree Lighting Ceremony on Dec. 3.

The event's theme was a "Pajama Jam," and residents of all ages wear-

ing pajamas were welcomed by Master of Ceremonies and Commerce Interim Senior Recreation Supervisor Adolfo Marquez, who was sporting his own sleepwear for the occasion.

Marquez got the party started Gangnam style, by performing the pop cul-

ture dance craze recently made famous by Korean pop star Psy. After getting the crowd pumped up, Marquez introduced City officials, along with Boy Scout Troop #473, Cub Scout Pack #473 and Girl Scout Troop #13591, who performed the Presentation of Colors.

Following the National Anthem, Marquez introduced Miss Commerce 2012 Unique Hernandez, who read a poem to a group of children wearing their pajamas. At the poem's completion, there was a knock on the special door located on stage through which none other than Santa Claus appeared.

Santa wished the crowd a merry Christmas and happy holidays. Santa then brought the City Council on stage and presented them with a giant smart phone that was used to track the countdown to the lighting of the 40 foot Christmas tree. As the countdown ticked away a hushed silence fell over the crowd, followed by applause when the tree was lit, sparkling with bright lights and dazzling decorations.



## JANUARY DATES TO NOTE

**1**  
New Year's Day  
City Hall and Libraries  
Closed

**2**  
Senior Citizens Commission Meeting,  
12:30 p.m.

Traffic Commission Meeting, 6:30 p.m.

**3**  
Parks and Recreation Commission Meeting,  
6 p.m.

**7**  
Youth Advisory Commission Meeting,  
7 p.m.

**8**  
I-710 Local Advisory Committee (Ad Hoc)  
Meeting, 6:30 p.m.

Commerce Scholarship Applications Available

**10**  
Community Services Commission Meeting,  
6 p.m.

**14**  
Education Commission Meeting,  
6 p.m.

**15**  
City Council/Successor Agency Meeting,  
6:30 p.m.

Library Embajadores Meeting, 6 p.m.,  
EOC Room

**19**  
Community Day of Service  
Bristow Park Neighborhood, 10 a.m.

**21**  
Martin Luther King Jr. Day  
City Hall and Libraries Closed

**22**  
City Council/Successor Agency Meeting,  
6:30 p.m.

Library Commission Meeting,  
6 p.m.

I-710 Local Advisory Committee  
(Ad Hoc) Meeting, 6:30 p.m.

**23**  
Planning Commission Meeting,  
6:30 p.m.

**28**  
Commerce's 53rd Birthday  
Celebrating Commerce's Incorporation

Spanish Book Club, 6 p.m.,  
EOC Room

### RTTP Artículos en Español

Si le interesa recibir la versión en Español de algún artículo, por favor llame a la Oficina de Información Pública al (323) 887-4447.

Cuando llame, indique el título del