



Sand Dollar

Where Business and Lifestyle Work Together

Message from the Chair: Be Attitudes

By Karen Hill
Mary Kay Cosmetics

When I ask people what they want to get out of their Chamber membership the response is always a two-part answer: to get more business and to get involved in the community. Believe it or not, it is easier to get involved in the community than to receive more business unless you are in the small percentage of those who know how to make their "net" work. I once told my business coach I felt like a fox being set loose in a chicken coop when entering a room intent on promoting my business; my business cards clutched tightly in my hands, left pocket ready for business cards of possible contacts and the right pocket ready for those that were not. Can you relate to either the fox or the chicken, or maybe you have experienced both?



Karen Hill

Getting your "net" to work is really quite simple – build business relationships. Build strong relationships with people who know you and make those relationships more important than results. Learn to contribute to others rather than hook them. The fastest and most effective ways to grow your business are referrals from your "net" work.

Try these **Be** attitudes for a month or two and you will find networking is profitable and

enjoyable. **Be** present when speaking with others, be in the moment and make that person feel important. **Be** sure to find out how you can support them before asking them to support you. **Be** first to provide referrals and possible business liaisons. **Be** visible, let people know you're still around, alive and well, and involved. **Be** in contact through phone calls, emails, notes and luncheons. Remember to send thank you notes, birthday cards, letters of congratulations and appreciation. **Be** supportive; attend their open houses, seminars and meetings. Distribute their business cards and/or display their business cards in your office. **Be** clear and concise about who you are and what you provide, the type of clients you are seeking; relate to others as you would have them relate to you, and correct miscommunications immediately.

Here's something to think about, the average person knows approximately 250 people; can you see how devoting time and resources to cultivating business relationships can produce a good return on your investment?

My best advice to you is this: when entering a room of potential business possibilities instead of being the fox or the chicken – **Be** the gatherer of eggs. Enter the room and put your networking to work.

Manhattan Beach Women in Business 'Woman of the Year' Announced

By Debra Anne Davis
Communication Consultant

Mary A. Vassilakis, owner of ReaLife WebDesigns, a full-service web development company, has been chosen by the Manhattan Beach Women in Business (MBWIB) Committee as its "Woman of the Year."



Mary Vassilakis,
ReaLife Web Design, MBWIB Woman of the Year 2008

Says Helen Duncan, President/CEO of the Chamber, "Mary is always there for us. She not only created the MB Women in Business web site but also the web site for the Manhattan Beach Chamber of Commerce." Helen emphasizes that it is Mary's strength of character that makes her an especially valuable member of the team: "She works hard and is not looking for credit. She is quiet but warm. I am pleased to have her among my friends."

Originally from the East Coast, Mary moved to California when she was six and grew up in Redondo Beach. She is a graduate of USC and has taught software application courses for the Information Technology Program there as well. She says that her love for design and desire to express

her creativity are what led her to a career in web design.

Mary will be honored for her service to the MBWIB at the upcoming tenth annual Conference on April 18. The theme for the Conference is "Accelerate your business. Celebrate your soul." The all-day Conference will feature networking and shopping opportunities as well as engaging speakers and a panel discussion about how you and your business can "go green."

A new speaker, Emily C. Williams, has just been added to the already impressive roster for the conference. Emily works as a policy advisor for the City of Los Angeles and is the Los Angeles Fire Department's Human Relations Training Manager; in this capacity, Emily oversees the design, delivery and evaluation of non-tactical training, including such topics as leadership, diversity, ethics, communication, and conflict management.

For more information about the upcoming Conference, please visit www.mbwib.com or call the Chamber at (310) 545-5313.

Chamber Presents Mayor's Golf Tournament May 12th at Candlewood Country Club

Sponsors and players, mark your calendars! An exciting merger has taken place. This year, the Manhattan Beach Chamber of Commerce and the Mayor's Golf Tournament are joining forces and will be working together to put the fun back in fund-raising.

On May 12th, the Manhattan Beach Chamber/Mayor's Charity Golf Tournament will be held at Candlewood Country Club in Whittier. Only a thirty-minute drive down the 105, the Candlewood Country Club is a jewel of a course with 18 challenging holes in natural terrain.

Plans include pro-athlete and celebrity challenges, Porsche and BMW hole-in-one prizes, and a silent auction, with proceeds benefiting the Manhattan Beach Education Foundation, Manhattan Beach Athletic Foundation, Mira Costa High School Golf Teams, and the Jimmy Miller Foundation. A BBQ lunch, dinner, goodie bags and lots of prizes will round out a great day. The scram-



Candlewood Country Club

ble format affords players of all abilities to join in; so get your foursomes together and save the date.

For more information, call the Chamber office at 310-545-5313 or visit our website at www.manhattanbeachchamber.net. For sponsorship opportunities, contact Bill Glavin at glavin@hermes-glavin.com or Darin Miller at Darin.s.miller@wachoviasec.com.

Education Committee Hopes to Raise the Grade

The Manhattan Beach Chamber of Commerce has revitalized the long-standing Education Committee. The newly organized committee met last November and plans to meet once a month in 2008.

"We are very excited to get this committee up and running again," said Sherry Kramer, who is the committee co-chair. "People in Manhattan Beach and the surrounding area are very committed to quality education," she continued, "and we hope that this team can help bring more awareness to some of the issues that our schools face." Local school personnel, from the Manhattan Beach Unified School District, American Martyrs, and SCROC were invited to participate and provide input. The goals set forth for the coming year are to grant scholarships, obtain in-kind equipment/supply donations, provide financial assistance, be involved in the AVID program, supply career assistance through internships, aid in staff development, develop a speakers bureau, volunteer, and a career expo.

School cleanup – "Pride Days" – will be held at Mira Costa High School, 1401 Artesia Blvd. and Pennekamp Elementary School, 110 S. Rowell, on Saturday,

March 29th, beginning at 9:00 a.m. Volunteers are welcome!

The Education Committee is organizing a Career Expo at Mira Costa High School on Wednesday, April 2, in the gym from 10:00 a.m. to 12:30 p.m. A wide variety of careers will be represented and participants will have the opportunity to speak with interested high school students regarding college courses and employment opportunities available in their fields. This is a rewarding event. If you would like to share your knowledge and experience, please contact the Chamber at (310) 545-5313 or stop by the office at 425 15th Street, 9:00 a.m. – 5 p.m. M-F, for a participation form.

The next scheduled Education Committee meeting is today from 4 - 5 p.m. at the Manhattan Beach Unified School District office, 325 So. Peck Ave., Manhattan Beach, in the first-floor board room. Superintendent Beverly Rohrer will update us on the "State of the District." The March meeting will be held on the 20th, same time and location. Please join us if you would like to be a part of this committee, and call the Chamber at (310) 545-5313 for more information on how you can support our local schools!

Manhattan Heights Seniors Thank Lunch Sponsors

The Manhattan Heights Seniors' Club has a wonderful lunch every month. December's Holiday lunch featured Santa, delicious festive food, goody bags, and gift certificates from Ralphs. Kinecta Federal Credit Union was the sponsor and everyone was very appreciative.

February's lunch was hosted by At Home With Care/Slavka Jasik, and featured Hawaiian chicken with salad and rice. Twelve door prizes were awarded and en-

tertainment was provided by the Senior Dancers. Everyone had a wonderful time. Thank you, Slavka.

All seniors are invited to the March 10 luncheon at the Manhattan Heights Seniors' Center, 1600 Manhattan Beach Blvd., M. B. which will be hosted by David Simon, Attorney at Law. Call Susan Jones (310) 546-6262 for reservations. Lunch is \$5.00 at the door.

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Mission Statement: The Manhattan Beach Chamber is an association of businesses, other entities and individuals organized to encourage a strong local economy and quality of life by promoting commerce, sound government and an informed membership and community.



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