

April 19, 2020



*To support, strengthen and enrich
our community with a business
culture that provides for a strong
economy.*

"Your success is our success."

SPRING IS HERE!



California Businesses Retool and Donate to Help Fight Coronavirus (COVID-19)

Saturday, April 04, 2020



COVID-19 has brought unprecedented difficulties to **California** and the nation—but chief among them is highlighting a shortage of health care-critical supplies.

The nation's hospitals and supply chains were simply not prepared with the volume of **personal protective equipment (PPE)** that COVID-19 has made necessary.

As **Governor Gavin Newsom** laid out at a March 23 press conference, California's doctors and nurses need more materials in order to be safe while they save lives—specifically, 1 billion gloves, 500 million respirators, and 200 million face shields.

Businesses Step Up

Many businesses are already stepping up to help fill this void. U.S. manufacturers have shifted to produce more respirators, in coordination with state and federal authorities. **3M** has doubled the global production of N95 respirators, producing almost 100 million respirators per month, as of this week. **Honeywell** has ramped up production and is hiring additional workers. **GM** is also moving to help supply respirators, and even fashion designers and apparel companies are shifting to produce surgical masks and gowns.

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Chamber of Commerce meetings are held on the 1st Tuesday of each month at **9am at the Altadena Community Center.**

Please email us if you would like to be added to the agenda.

The next meeting will be on **Tuesday, May 5, 2020**

Chamber email address:
office@altadenachamber.org

Events



Do you have any events, promotions or sales coming up? Let the Chamber of Commerce know! We'd be happy to include it in the monthly Newsletter or send out a special announcement to the 600+ members we have on our mailing list. Feel free to contact the Chamber for any information, requests or concerns.

And these efforts aren't just limited to manufacturers—everyone across the state is looking to help. Even as California's business community struggles with the economic consequences of social distancing, we are also doing what we can to help.

As health care professionals risk their lives facing this pandemic, we must help them—and by helping them, we will also improve our own health care outcomes.

How to Help

- If you are able to help by donating any potentially useful medical supplies, such as N95 respirators, face shields, surgical gowns, or surgical gloves, please contact the California Office of Emergency Services, which is coordinating supplies, donations, and manufacturing issues for health care supplies, and can be contacted at contributions@caloes.ca.gov. Employers should, however, consider maintaining records of their donations and their attempts to repurchase subsequently, in order to demonstrate such actions in future months.
- California's blood banks are struggling at this time as well. With nationwide distancing, blood drives have been canceled, leading to a blood shortage that could bring an entirely different set of hazards to anyone undergoing surgery and in need of a transfusion. If you have no supplies to give, but still want to help, consider giving blood. To find out where you can donate blood and make an appointment, visit redcrossblood.org.

Source: [CalChamber](#)

Sincerely,

The Altadena Chamber of Commerce

Join Our Mailing List

Give us your email address to add on our listing.

[Office email address:](#)
office@altadenachamber.org

Contact Us

Altadena Chamber of Commerce
[Office email:](#)
office@altadenachamber.org
626-794-3988

Town Council



Altadena
Town Council

The Altadena Town Council meets every **3rd Tuesday of the month** at 7pm at the Altadena Community Center. The next meeting is **Tuesday April 21, 2020. The meeting will** be held virtually. Check web-site for details.



This current situation is about our entire community.

It is about keeping each other safe as we all move through this. We are all in this together and will get through it together.

**Support our
Altadena
Businesses**

**Shop local -
online and use**

**drive-up
whenever
possible**





Neighbors Helping Neighbors
Charles Thomas (OBA) & Mark Marisol (Rotary)
 collecting food donated by **Grocery Outlet** to be distributed to the Community

How to Support Small Businesses in the Time of Social Distancing

Federal and state governments have been working to [reduce the economic disruption the coronavirus outbreak](#) has caused, and the Small Business Administration (SBA) is offering [low interest disaster loans to businesses of all sizes](#). In the meantime, there are things you can do to help keep your favorite small businesses from closing permanently after the COVID-19 crisis is under control.

Five easy things you can do to support small businesses include:

Shop local - online. Online shopping is convenient and can be done right from the comfort of your couch! While going through mega-retailers like Amazon might be your go-to, for now, change it up and buy items online from shops in your local community. Most, if not all, small business retailers have websites offering their products with a click of your mouse that can be delivered right to your door, so you'll never have to worry about running low on your favorite items.

Purchase gift cards. Establishments like bars and restaurants who were forced to close will be suffering right now, with no patrons filling the barstools or booths. Consider buying gift cards for the businesses you visit most often to use later when they are officially up and running again.

Order takeout. Can't wait until you can eat your favorite meals from your favorite local restaurants? Many are keeping things going by offering meals to go, and some are even providing free delivery. This is a great way to keep money going into the local community, and as a bonus, you still get to enjoy all your favorite dishes.

Increase the tip amount. Don't forget, servers and delivery people will also be feeling the decrease in business, and many of them survive on the tips they're now missing. If you're ordering takeout or delivery, consider giving a little more than usual when tipping. The tip may not go right back to the restaurant, but it goes to the workers who can put it towards the essentials they may need during this slower time.

Practice patience. We're all in this together. Don't forget that many small businesses are most likely working with a skeleton staff, so you might have to wait a little longer for your delivery to arrive or for items to become available to purchase.



ALTADENA FARMERS' MARKET

The Farmers' Market is open for business

Thank you for supporting our producers!

You may continue to place your orders

at: <https://www.afm-subscription.com/>

Thursday – Saturday evening, 11:59 pm, for the following Wednesday. All orders are for pick up only. We are committed to following the state and county mandates for social distancing. You will not need to leave your car as we retrieve your orders.

PLEASE CONTINUE TO PRACTICE SAFE DISTANCING OF 6FT. OR MORE WHEN YOU RETRIEVE YOUR PRODUCE.

Thank you for supporting the Altadena Farmer's Market!

We are a No Contact Market!



Coronavirus Funding Options

[Click here to learn more about available SBA loan and debt relief options.](#)

Our nation's small businesses are facing an unprecedented economic disruption due to the Coronavirus (COVID-19) outbreak. On Friday, March 27, 2020, the President signed into law the CARES Act, which contains \$376 billion in relief for American workers and small businesses.

Lapse in Appropriations Notice: *SBA is unable to accept new applications at this time for the Paycheck Protection Program or the Economic Injury Disaster Loan (EIDL)-COVID-19 related assistance program (including EIDL Advances) based on available appropriations funding.*

EIDL applicants who have already submitted their applications will continue to be processed on a first-come, first-served basis.

To learn more about the relief options available for your business, [click here](#).

GET THE FACTS ABOUT CENSUS 2020



WHAT IS THE CENSUS?

The census is a process that happens once every 10 years in which we count **EVERYONE** living in the United States, regardless of age, race, immigration status or zip code.

WHY IS THE CENSUS IMPORTANT TO ME AND MY FAMILY?

Data from the census helps determine how much federal funding your community will receive for important services that we depend on. Our schools and hospitals rely on these resources. And it means more funding for child care centers, parks, Head Start programs, senior services and even better roads.

**More people counted means more money
for your community over the next 10 years.**



WHO NEEDS TO BE COUNTED IN THE CENSUS?

Everyone who lives in the United States must be counted in the census, regardless of their age, race or ethnicity, zip code or immigration status. Everyone who lives with you must be counted – including all children.

IS THE CENSUS PRIVATE?

Under current census laws, your responses are kept confidential and can only be used by the government to produce statistics.

CHAMBER EVENTS

- All Events Cancelled Until Further Notice

- **Do we have your promotional materials/flyers?**

Your Chamber Board Members are attending at least 2 to 3 networking events each month. To each event, we take all the Chamber Member promotional materials that we have. If you have not already given us your flyers/brochures, feel free to drop off a stack any time during business hours.

2020 Board of Directors

Chamber Board



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Vice President: Dr. Sandra Thomas
Treasurer: Craig Sloane
Secretary: Judy Matthews

BOARD OF DIRECTORS

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