



Bobby Spiegel, PRESIDENT | CEO
CORONA CHAMBER OF COMMERCE
904 E. 6th St. | Corona, CA 92879
Bobby@MyChamber.org

2021 OFFICERS

Board Chair
Kim Mabon
CREATIVE BY DESIGN

Chair-Elect
Palbinder Badesha
EXPRESS EMPLOYMENT PROFESSIONALS

First Vice Chair
Angie Byars
3M CORONA

Treasurer/Finance Chair
Dr. Anthony Pirritano
INTEGRATED MEDICAL CENTER OF
CORONA-COMPACCESS

Finance Vice Chair
Patrick Akes
GRIMES-AKES FAMILY FUNERAL HOME

Immediate Past Chair
Don Williamson
CORONA HISTORY ASSOCIATION

President/CEO/Corporate Secretary
Bobby Spiegel
CORONA CHAMBER OF COMMERCE

BOARD OF DIRECTORS

Sam Buenrostro, Ed.D.
CORONA-NORCO UNIFIED SCHOOL
DISTRICT

Marta Cortez
EDUARDO'S MEXICAN RESTAURANT

Casey Currie
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ACM COMMERCIAL SERVICES

Jim Gore
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Dr. Monica Green
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Ruth Jaffe
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BEK IMPACT CORP.

Crystal Lopez
CARTER BRADLEY INSURANCE
SOLUTIONS

Chad Miller
INDUSTRUS, INC.

Eugene Montanez
ALLEGRA MARKETING-PRINT-MAIL
IMAGE 360

Linda Pearson
CORONA REGIONAL MEDICAL CENTER

Lea Petersen
SOUTHERN CALIFORNIA GAS COMPANY

Mark Peabody
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Lily Quiroa
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Mike Ryan
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SERVICES

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CARSTAR ALLSTAR COLLISION

Janet Steiner
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LEVEL ADVISORS

John Weyhgandt
WESTERN STATES FINANCIAL

Board Liaison for NAVSEA
Jennifer Stewart
NAVAL SURFACE WARFARE CENTER,
CORONA DIVISION

May 17, 2021

Mayor Jacque Casillas, Vice Mayor Wes Speake, Council Member Tony Dadarrio, Council Member Tom Richins, and Council Member Jim Steiner,
CITY OF CORONA
400 S. Vicentia Avenue
Corona, CA 92882

Honorable elected officials,

As requested by the City of Corona, the CORONA Chamber is pleased to provide you this documentation for the activity and impact our organization has experienced during the last 12 months.

Summarizing the numerous impacts will be highlights only and the next few pages have just snippets of successes, which individually could become complete stories and long-winded explanations. During my tenure of 20 years running this Chamber, I continue to fall in love with my job and the work our team accomplishes daily. 2020 was a year that will be remembered, with many tragedies and yet many successes. **We find solutions for business owners and managers with “what's keeping them up at night”.** We are an award-winning regional business organization dedicated to the success of our local business community, offering resources and tools to strengthen businesses and advocate for economic vitality of the region. During COVID we acted as the business community's first responder and won on Capitol Hill in finding financial relief from the economic hardships of the pandemic.

We have worked with the City, and over the years, allowing them to reduce our contract, as they shared because of a limited budget. The CORONA Chamber proudly works with the City to offer programming, seminars, and workshops as **“Fees for Service”** that are handled with a much lower investment in staff wages. Increases in wages, benefits and general operational expenses have hit all spectrums. The financial impact observed throughout the last several years has caused us to request an increase in this years' proposal.

Realizing the positive impact with the Economic Development Department, where more staffing was hired, we anticipate a more robust and engaging 2021! As we move forward for 2021-2022 City Contract, our Fees for Services agreement proposed will enable flexibility for increasing services and partnerships between our two agencies.

Catalyst for business growth. Convener of leaders and influencers. Champion for a thriving community.

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Page Two Honorable City Council CORONA Chamber 2020 Review May 17, 2021

The proposed contract will continue to be a not-to-exceed amount. Our Chamber leadership has come up with a great proposed plan that will bring great results and assist our business community!

As the state of CA begins lifting restrictions, we are noticing attendance of virtual presentations are shrinking, and we are prepared to offer hybrid options, in-person and virtual. The ability to offering a recorded version for playback, viewing for reference, and refreshing knowledge on the materials shared, will enhance the various seminars where applicable.

I am pleased that our partnership, with Jessica and the City, is cognizant of the various cost of living expenses, from minimum wage increases to overhead costs. Over the last decade, the general overhead increase is nearing 20% and wages have been increased to 1-1/2 times that of just 4 years ago.

With our anticipated contract, the City of Corona and the CORONA Chamber will be able to offer our businesses the opportunity to expand their knowledge, and networks of professional connections. During 2021-2022, anticipations of in-person gatherings will once again be preferred. As we learned through 2020, virtual is an option, and again, we are committed to offer hybrid options when available.

We fondly reflect on the year that was – 2020 truly allowed the CORONA Chamber to “Make History”!! As we celebrate 2021, we are prepared to “Create Vision” and look forward to working the City of CORONA in accomplishing so much more!

CORONA Chamber of Commerce



Bobby Spiegel
President | CEO, CORONA Chamber

CORONA CHAMBER AND CITY OF CORONA FEES FOR SERVICES

1. July 1, 2020 – June 30, 2021 – Contract amount Not to Exceed \$50,000

- a. Seminars – billable at \$2,000
 - i. Conducted 19 at \$2,000 = \$38,000
- b. Workshops – Industry Specific – billable at \$4,000 each
 - i. Conducted 3 at \$4,000 = \$12,000
- c. 2020-2021 REVIEW
 - i. Utilizing the technology available, we were able to send recorded video of each session, in an email immediately following the program.
 - 1. This allowed those who registered to have for their own use, at any time for follow-up, to relisten to, or if their scheduled prevented attending during the recording, could still benefit

Date	Topic	Reg	TITLES
Jul 2	Paul Webb Seminar	30	How to ask for the Sale, Handle “I want to think about it”
Jul 13	Coffee W Entrepreneur	46	Nick Niakan, aFe Power
Aug 10	Coffee W Entrepreneur	38	Jon & Kathy Armstrong, Do It American Manufacturing
Sep 3	Paul Webb Seminar	56	How to Handle Customer Attitudes, Skepticism, Indifference, Objections and Acceptance
Sep 14	Coffee W Entrepreneur	119	Greg & Bonnie Yoder, Crumbles Cookies
Sep 15	Industry Specific Workshop	73	Best Practices for Re-Opening your restaurant
Oct 12	Coffee W Entrepreneur	88	Barry E. Knight, BEK Impact
Oct 26	Industry Specific Workshop	79	Manufacturing Opportunities
Nov 5	Paul Webb Seminar	45	Personality Types, identify your own personality strengths and how to blend, mold, and adapt so you can get along with everyone (at least temporarily)
Nov 9	Coffee W Entrepreneur	89	Dean Seif, CARSTAR Allstar Collision
Nov 24	Seminar	52	2021 Labor Laws Update
Dec 14	Coffee W Entrepreneur	40	Chantal Blash, Meridian Pacific Insurance Services
Dec 21	Top 5 Marketing Strategies	60	Top 5 Marketing Strategies to apply in 2021

CORONA CHAMBER AND CITY OF CORONA FEES FOR SERVICES

Date	Topic	Reg	TITLES
Jan 7	Paul Webb Seminar	94	Learning Styles – Embedded Commands, Bridge Statements, Stacking Anchors, Applying Triggers
Jan 11	Coffee W Entrepreneur	120	Kim Mabon, Creative By Design
Jan 27	Industry Specific Workshop	100	COVID 19 Guidance for Manufacturers
Feb 8	Coffee W Entrepreneur	58	Elijah Stacy, Destroy Duchenne
Mar 4	Paul Webb Seminar	37	You don't sell products or services; you teach people how to buy
Mar 8	Coffee W Entrepreneur	52	Elaine Norland, RoadSafe Traffic Control
Apr 12	Coffee W Entrepreneur	50	Neha Arya, Future Link
Apr 26	Seminar	41	ADA Website Compliance Webinar
May 10	Coffee W Entrepreneur	61	Crystal Lopez, Carter Bradley Insurance Solutions
Jun 14	Coffee W Entrepreneur		

CORONA CHAMBER AND CITY OF CORONA FEES FOR SERVICES

2. July 1, 2021 – June 30, 2022 – Contract amount Not to Exceed \$78,000

a. Seminars – billable at \$2,000

- i. Host up to two (2) seminars per month total of 24 = \$48,000

Coffee w/Entrepreneur	1 x per month, total of 12	\$2,000 x 12 = \$24,000
Paul Webb Training	6 during contract time Sales training Entrepreneurial start up	\$2,000 x 6 = \$12,000 Jul, Sep, Nov Jan, Mar, May
Social Media	Offer each quarter	\$2,000 x 4 = \$8,000
Unknown currently	Two throughout contract	\$2,000 x 2 = \$4,000

b. Workshops – Industry Specific – billable at \$4,000 each, total \$16,000

- i. Propose to host up to one Industry Specific Workshop per quarter

Industry Specific; to be determined through ED	1 per quarter	\$4,000 x 4 = \$16,000
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c. NEW – Innovation Month \$10,000 each

- i. During the last contract year, the CORONA Chamber worked diligently to promote the INNOVATION throughout our community with various programs and events. This month-long promotion, which included the FAST PITCH local regional contest, really set the tone.
 1. The FAST PITCH event, we acknowledge the City of Corona and the heavy lifting they did.
 2. We understand the program scope will be increased this coming year with various promotions through print media, and marketing efforts.

Innovation Month – promotions, production etc.	1 per contract (April 2022)	\$10,000
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CORONA CHAMBER AND CITY OF CORONA FEES FOR SERVICES

- d. **NEW – NEW BUSINESS RECEPTIONS** \$4,000 Each
 - i. Coordinate through the City of Corona, the CORONA Chamber will assist in partnering this event as requested by the City Economic Development Department.

New Business Reception	1 per contract	\$4,000
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