

Host



SAN GABRIEL VALLEY
REGIONAL CHAMBER OF COMMERCE
聖蓋博谷商會

ASIAN BUSINESS SEMINAR

免費 商業法規 講座

APRIL 6, 2016
8:30AM to 12:30PM

PROGRAM BOOK

HACIENDA HEIGHTS COMMUNITY CENTER
1234 Valencia Ave, Hacienda Heights, CA 91745

COLLABORATING PARTNERS



洛杉磯郡政府



STC 資產管理
MANAGEMENT
An Accredited Management Organization Company

8:00 AM

Registration Starts

Pledge of Allegiance

Welcoming Remarks

8:30 AM

James Toma, Mayor of West Covina

Opening Panel 專家論談

Moderator **John Hsu**, CCIM, MBA, STC Management CEO

Panelists **Victor Parker**, District Director
U.S. Small Business Administration

Annie Wei, Manager
San Gabriel Valley Economic Partnership Business Assistance

Brian J. Stiger, Director
Los Angeles County Department of Consumer and Business Affairs

Daniel Sieu, Operator
Minority Business Development Agency

Workshop 商業專案研討會

9:40 AM

Workshop B-1

“AB 1826; Commercial Organics Recycling 商業有機回收”

Speaker: Chris Sheppard and Willa Zheng

LA County Department of Public Works 洛杉磯縣公共工程部

<http://dpw.lacounty.gov/>



洛杉磯郡政府

LA County Public Works is responsible for the design, construction, operation, and maintenance of roads, traffic signals, bridges, airports, sewers, flood control, water supply, water quality, and water conservation facilities. Its diverse operations fall within six core service areas: Transportation, Water Resources, Waste Management, Public Buildings, Development Services, and Emergency Management.

Workshop C-1

“Effective Ways to Increase Sales with Online Marketing”

如何利用數位網絡有效的增加銷售”

Speaker: Andy Huang, Vice President, AimVenture Corporation

<http://aimventure.com/>



A forward thinking, result driven Digital Marketing firm providing a variety of marketing and advertising services. The agency provides support and resources for Internet Marketing needs of local business and public listed companies to increase brand awareness, new client acquisition, increase profitability and overall revenue. The company is a leading partner for Google, Bing, Yahoo, Facebook, Youtube and all major digital publisher.

10:30 AM

Workshop B-2

“Financing Small Businesses 小企業融資”

Speaker: PACE (Pacific Asian Consortium in Employment)

<http://pacela.org/>



PACE is a non-profit community development organization founded in 1976 to address the employment and job training needs of the Pacific Asian Islander communities.

PACE has since expanded into a variety of service areas, all tailored to meet the growing and changing needs of the multi-ethnic communities in Los Angeles County. Now, in addition to job training and employment services, significant PACE programs encompass: business development; early childhood education; financial education and asset building; housing and rehabilitation services; weatherization and energy-conservation programs; and affordable housing development.

Workshop C-2

“Starting a New Business 創業須知”

Speaker: Department of Consumer and Business Affairs' Small Business Concierge Services 洛杉磯消費者和企業事務部

<http://dcba.lacounty.gov/wps/portal/dca/>

The Small Business Concierge is a free consulting service offered by the County of Los Angeles that helps prospective business owners who are interested in opening small businesses in the unincorporated areas of the County.

The Concierge acts as a single point of contact during the complex process of opening a business and provides counseling services to you. They also provide business development opportunities.



洛杉磯消費者和企業事務部

11:20 AM

Workshop B-3

“Employee Benefits Security Administration Presentation and Overview 僱員福利保障局介紹和概述”

Speaker: Michael Wen, Investigator, U.S Department of Labor 美國勞工部

<http://www.dol.gov/>

The purpose of the Department of Labor is to foster, promote, and develop the welfare of the wage earners, job seekers, and retirees of the United States; improve working conditions; advance opportunities for profitable employment; and assure work-related benefits and rights. In carrying out this mission, the Department of Labor administers and enforces more than 180 federal laws and thousands of federal regulations. These mandates and the regulations that implement them cover many workplace activities for about 10 million employers and 125 million workers.



美國勞工部

Workshop C-3

“Understanding Commercial Leases 了解商業租賃”

Speaker: John Hsu, STC Management CEO

<http://www.stcmanagement.com/>

STC, also known as “Sung Tien Collaboration”, aims to bring people together in synergistic ways so that the whole is much more than the sum of its parts. Since 1985, STC Management prides itself in putting principle in front of profit. They treasure and protect the trust and faith their customers have given them. They strive to achieve and surpass their customers’ goals, while putting their best interest first.

As both real estate experts and members of the community, STC Management strives to educate its clients and give them with the best advantage possible in today’s economy.



12:20 PM

Event Concludes



University of La Verne Small Business Development Center

<http://lavernesbdc.org> (909) 448-1567

U.S. Small Business Administration – Los Angeles District Office

<https://www.sba.gov/offices/district/ca/glendale> (818) 552-3201

Business Network International (BNI) Platinum Referrals

<http://bnica.com> (909) 608-7575

PACE

<http://pacela.org> (213) 353-9400

Minority Business Development Agency Business Center

<http://www.mbda.gov/businesscenters/riverside> (951) 698-7529

Rose Hills Memorial Park & Mortuaries

<http://www.rosehills.com> (562) 699-0921

Upper San Gabriel Valley Municipal Water District

<http://upperdistrict.org> (626) 443-2297

Forest Lawn Memorial Parks & Mortuaries

<http://forestlawn.com/covina-hills> 1 (888) 204-3131

Time Warner Cable Business Class

<https://business.timewarnercable.com> 1(866) 772-4948

San Gabriel Valley Economic Partnership

<https://valleyconnect.com/> (626) 856-3400

STC Management

<https://stcmanagement.com/> (562) 562-1513

Regional Chamber of Commerce San Gabriel Valley

<https://regionalchambersgv.com/> (626) 840-8476

ABOUT the CHAMBER



SAN GABRIEL VALLEY
REGIONAL CHAMBER OF COMMERCE

聖蓋博谷商會

RegionalChamberSGV.com

The Chamber's Mission Statement: The Regional Chamber of Commerce-San Gabriel Valley is a premier organization providing advocacy, education, and networking resources for a better business and community environment.

聖蓋博谷商會的目標：聖蓋博谷商會將以提供商家與企業所需的支持與幫助、教育與資訊、最豐富的社交網路資源為己任，成為您最專業與優質的企業夥伴，幫助您的事業更上層樓，攜手共創更美好社區與未來。

The Regional Chamber of Commerce San Gabriel Valley is Focused on Creating a Strong Local Economy: Through seminars, networking, promotions, local farmers market, speakers and lobbying on issues that create a strong local economy

Representing the Interests of Business with Government: The Regional Chamber keeps informed of pending legislation and election information to continually provide communication to the business community. Through our Government Affairs Council we watch pending "Job Killer" bills that can directly impact your bottom line. We are strong advocates for business!

Providing Networking Opportunities: Businesses want and need to partner with each other, build clientele, give and take advice, and develop business through networking. With the highest number of members and involvement we are your organization for networking!

Political Action: We study and analyze issues of interest to the Southeast San Gabriel Valley business community, take advocacy positions on those issues, and communicate the Chamber's viewpoint clearly and strongly to our Membership, elected officials and the community at large.

Promoting the Community: The Regional Chamber was created by the communities we serve, for the communities we serve. We are considered the steward of the future, through promotion, community visioning, and events. We are the trusted business resource center and leader for the Valley!

聖蓋博谷地區商會全力支持提昇地方經濟與商業的蓬勃發展：透過舉辦商業講習會、社群網路建立、推廣活動、地方農夫市場、專業演講、展覽等各種方式，積極地提供地方商業發展所需的幫助、提昇整體的經濟。

代表商家與企業向政府發聲：商會持續地針對商家與企業息息相關的立法與選舉來提供資訊與良好的溝通管道，例如：透過舉辦政府事務座談會，關注並持續監督法案對於商業的影響，作為每個商家與企業的強力後盾。

提供專業的社交平台與橋樑：生意上的機會往往來自於企業主彼此間的互動與交流，透過專業的社交平台與網路來強化資訊與經驗的分享交流。商會裡有最多的商業成員來積極投入與參與，能夠幫助您建立強大的事業網路。

政治參與：雖然不參與選舉相關事物，但我們針對商家和企業關切的議題持續研究分析，並以保障商會成員與企業的權益角度切入，強烈並清楚地傳達商會對於這些議題的觀點與建議，與民選官員和社區達成良好的溝通與共識。

提昇與回饋社區：商會是由社區的成員們所組成，並以服務與貢獻社區為己任。透過商會這個被社區成員們所共同信任的組織來帶領與推廣地區的商业發展，朝向提昇社區生活品質與未來發展的美好遠景前進。



INFORMATION TABLES

County of Los Angeles

Los Angeles County Fire Department | 洛杉磯縣消防局

www.fire.lacounty.gov

Fire Prevention Division (626) 336-6950

Los Angeles County Department of Public Works | 洛杉磯縣公共工程部建築與安全處

www.dwp.lacounty.gov

Building and Safety Division www.dpw.lacounty.gov/bsd/content (626) 961-9611

Environmental Programs Division www.businessrecycling.com (888) CLEANLA

**Los Angeles County Registrar-Recorder/County Clerk | 洛杉磯縣登記處/縣書記處
Fictitious Business Names**

www.lavote.net/home/county-clerk/fictitious-business-names (800) 201-8999 Press #4

Los Angeles County Department of Consumer and Business Affairs

洛杉磯縣消費者和企業事務部

www.dcba.lacounty.gov

Office of Small Business (323) 881-3964

Concierge (844) 432-4900

Los Angeles County Department of Regional Planning | 洛杉磯縣區域規劃部門(DRP)

www.planning.lacounty.gov/

Front Counter (213) 974-6411

Zoning Enforcement (213) 974-6453

Treasurer and Tax Collector 洛杉磯縣財務稅收局

Business License Division https://tfc.lacounty.gov/Proptax/Business_license.htm

(213) 974-2011

Los Angeles County Community Development Commission

洛杉磯縣社區發展委員會

Business Loans www.lacdc.org/for-businesses (626) 586-1820

Los Angeles County Sheriff's Department | 洛杉磯縣警察局

Hacienda Heights: Industry Station (626) 330-3322

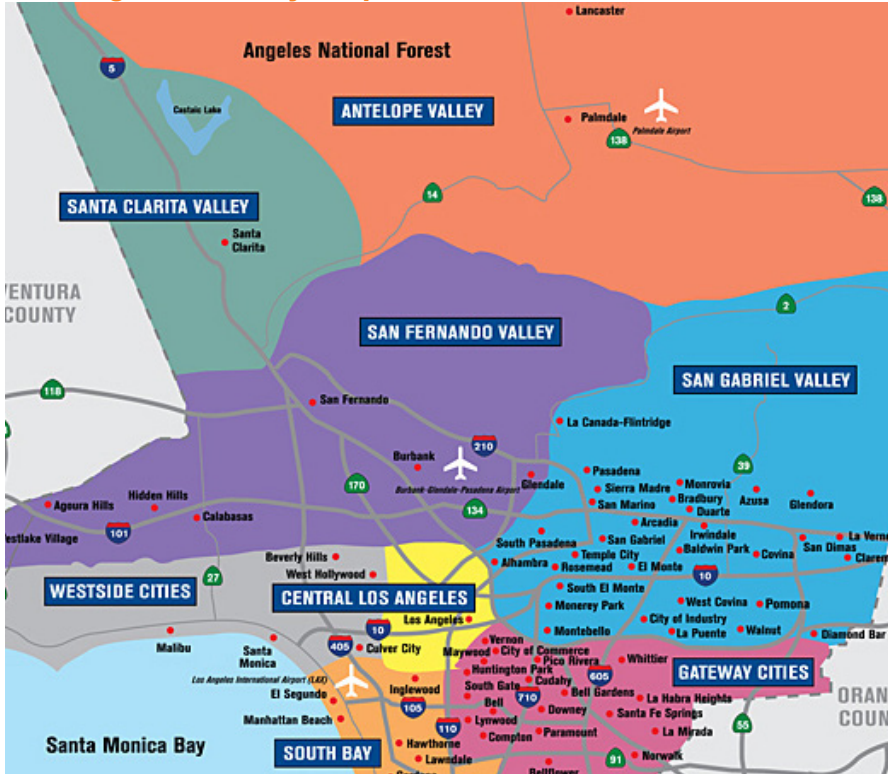
Rowland Heights: Walnut/Diamond Bar Station (909) 595-2264

Los Angeles County Department of Public Health-Environmental Health Division

洛杉磯縣公共衛生署

Bureau of Business Operations www.publichealth.lacounty.gov/eh (626) 430-5320

Los Angeles County Map

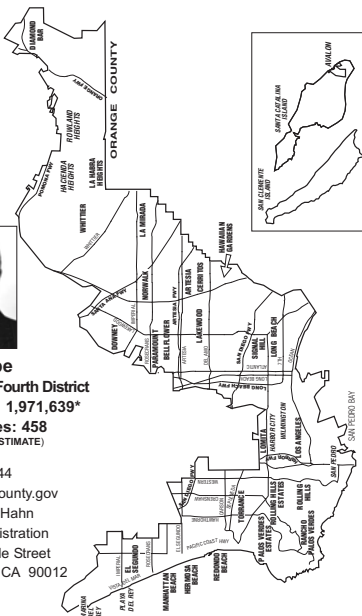


Fourth Supervisorial District Map



Don Knabe
 Supervisor, Fourth District
 Population: 1,971,639*
 Square Miles: 458
 (*2011 COUNTY ESTIMATE)

(213) 974-4444
 don@bos.lacounty.gov
 822 Kenneth Hahn
 Hall of Administration
 500 W. Temple Street
 Los Angeles, CA 90012



Cities and Communities Within The Fourth District

Cities	Unincorporated Areas	Los Angeles City
Artesia	Cerritos Islands	Harbor City
Avalon	East La Mirada	Playa del Rey
Bellflower	East Whittier	San Pedro
Cerritos	Hacienda Heights	Wilmington
Diamond Bar	La Habra Heights	
Downey	La Rambla	
El Segundo	Long Beach	
Hawaiian Gardens	Los Nietos	
Hermosa Beach	Marina del Rey	
La Habra Heights	Northwest Whittier	
La Mirada	Rowland Heights	
Lakewood	San Clemente Island	
Lomita	Santa Catalina Island	
Long Beach	South Whittier	
Los Angeles (portion)	West Whittier	
Manhattan Beach	Westfield	
Norwalk		
Palms Verdes Estates		
Paramount		
Rancho Palms Verdes		
Redondo Beach		
Rolling Hills		
Rolling Hills Estates		
Santa Fe Springs		
Signal Hill		
Torrance		
Whittier		

Entrepreneurial Knowledge Assessment

創業知識評估



Are you ready to start your own business, or expand and develop your current business. Do you know if you are ready? Entrepreneurs tend to start ventures that build on specific skills they've already developed and knowledge they've already acquired in a certain occupation or industry. But what other knowledges are essential to sustain a startup business?

The exercise below will give you an idea of where your strengths are and which skills you need to work on. Unlike characteristics, which you need yourself, skills can be acquired by hiring people who have the ones you lack.

您做好創業，或擴大及發展當前的業務的準備了嗎？如何知道您是否準備好了？創業者往往構建未來于已經在某個職業或行業的收購，他們已經制定了具體的技能和知識。但是您對其他重要的資訊的了解足夠保證並維持一個公司的發展嗎？

下面的測試將讓您了解您的長處及還有哪些需要補充的相關技能。與擁有創業精神不同的是，技能可以通過僱傭來補缺你所需到的部分。

Marketing行銷

1. Yelp rating can significantly affect the success of a restaurant.
Yelp 的評級可以顯著影響餐廳的生意。 **True**___ **False**___
2. Social media and E-Commerce have become more widely used by consumers.
社交媒體和電子商務已被消費者廣泛的使用。 **True**___ **False**___
3. Name one direct marketing used in promoting sales. 舉一直效行銷的例子

4. Name one indirect marketing used in promoting sales. 舉一間接行銷的例子

3. For a new start up business, what is an ideal marketing budget in terms of percentage of sale during the first year? 對於新成立的生意，第一年的營銷預算應是銷售收入的多少百分比？
a) none b) 1-5% c) 10-20% d) 20-30% e) 30% and up.

Sales銷售

1. Gross Sales from a business include sales taxes collected from customers.
生意總銷售額包括銷售稅。 **True**___ **False**___
2. Name one variable cost in running a business. 舉一個商業變動成本的例子

3. Name one fixed cost in running a business. 舉一個商業固定成本的例子

5. Tenant does not need to obtain landlord's approval in regard to the design and installation of the store signage as long as tenant obtains all permits from the governing agencies.
 只要房客取得應有的政府許可證，房客的招牌即可不需經過房東的同意進行安裝。
 True ___ False ___

Business Strategy 經營策略

1. Define SWOT analysis, and why it is important in running a business.
 解釋 SWOT 分析與該分析在公司經營中的重要性。
2. Rent vs. Buy decision for tenant's business. What are the key factors to consider.
 租與買的經營決策。什麼是需要考慮的關鍵因素。
3. What are the key supporting documentation needed by a prospective tenant in order to secure a good lease? 有哪些重要文件可以在簽訂租賃合約時確保對己方有利？
4. As a business owner entering into a new lease, what are some of the key items to look out for in a lease contract? 在簽訂新的商業租賃合約時應注意那些重要事項？
5. How to select an ideal location for running a successful business.
 如何選擇一個理想的地點來做生意。
6. How to prematurely terminate an undesirable lease effectively.
 如何有效地提前終止不理想的商業租賃合約。

聖安東尼學院

農夫市場

Farmers Market
Mt. San Antonio College
1100 N. Grand Ave.
Walnut, CA 91789

風雨無阻 每週六(Every Sat)
 8AM 到 2PM
 在學院 B停車場

當地新鮮蔬果有機產品
 讓您吃的安心活的健康





SAN GABRIEL VALLEY
REGIONAL CHAMBER OF COMMERCE

贊助



MT. SAC
Mt. San Antonio College



U.S. Representative Ed Royce (CA-39)

聯邦協助 資訊講座



時間

2016 年 4 月 26 日星期二下午

1:15 - 1:30 入場

1:30 - 2:45 講座

地點

Diamond Bar Library
21800 Copley Drive
Diamond Bar, CA 91765

歡迎出席此座談會，了解羅伊斯眾議員辦公室可以如何協助您使用聯邦機構的服務：

◇ 保護、防範身份盜竊及電話詐騙

◇ 公民入籍及移民事務

◇ 國會山莊（美國國旗和華府導覽）

歡迎提問！

國稅局及移民局的代表將會出席座談會，英語講員及中文翻譯員在現場為您服務。

免費講座，歡迎參加。

惟座位有限，請預約訂座。

敬請聯絡 Stephanie Hu Stephanie.Hu@mail.house.gov or 626-964-5123.

WHAT DOES A 20% REDUCTION *in water use look like?*

怎樣 節約用水 20%?



WASH ONLY FULL
LOADS OF CLOTHES

saves

15-45 GALLONS

per load

僅在滿缸時洗衣
節約

15 -45 加侖

每次



TURN OFF WATER WHEN
BRUSHING TEETH OR
SHAVING

saves

10 GALLONS

per person/day

在刷牙或剃鬚時關閉水
龍頭

節約

10 加侖

每人/每天

For more tips on reducing water use, visit saveourwater.com

要獲得更多節水妙招，請訪問 saveourwater.com



Director Anthony R. Fellow
Ph.D., Vice President
Division 1

Director Charles M. Treviño
Division 2

Director Ed Chavez
Division 3

Director Michael Touhey
Secretary/Treasurer
Division 4

Director Bryan Urias
President
Division 5



www.upperdistrict.org





We Proudly Support

**The San Gabriel
Valley Regional
Chamber of Commerce**

**Thank you for your
support of the small
businesses that make our
communities a better
place for everyone to live,
work, and play.**



Don Knabe

**Supervisor, Fourth District
County of Los Angeles**

www.Knabe.com

2016 STC 青少年領袖品德訓練營 YOUTH LEADERSHIP CAMP

針對13歲到16歲青少年設計的兩週專注領導力和品德培養訓練營
For students aged from 13 to 16, a 2-week camp focusing on moral character development

JULY 18 - 31, 2016

www.STC-YLC.com

YLC@stc-foundation.org • (562) 695-1513 ext. 117



\$500 (All Inclusive Package. Please see our website for details)

請掃描左方二維碼或請至網頁報名

To REGISTER or for more information please scan the QR code on the left or visit our website

Signature Classes 重點課程列舉

- Community Services such as Adopt-A-Highway 社區服務，如清掃公路
 - International Etiquette 禮儀課程，包括社交舞和用餐禮儀
 - Field Trips with Hands-On Experiences 戶外教學與實際經驗
 - Physical Exercises and Team Building Projects 運動課程和團隊向心力培養活動
 - Special Topic Seminars 專題導師講課
 - Public Service Facility Visits 公共服務設施參訪
 - Museum Visits 博物館參觀
 - 3 Day 2 Night Post Graduation Camping 畢業露營
- (Programs will be conducted in English only 全課程將用英語進行)



About STC Youth Leadership Camp

Since its inception by STC Foundation in 2012, STC Youth Leadership Camp has been a program dedicated to making a positive impact in the lives of our future generations. We place great emphasis on elements beyond the academics and encourage our students to work towards bettering themselves and the world around them.

關於 STC 青少年領袖品德訓練營

STC 順天聯合基金會於2012年成立STC 青少年領袖品德訓練營 (STC YLC)。自成立以來，STC YLC 一直致力於讓下一代明白，單靠學業無法獲得永恆的成功與快樂。正確的心態、理念和思想品德更能引領我們走向更好的人生道路及為世界帶來正面的影響。

30年的專業經驗 STC用管理創造財富

歡慶30週年
Celebrating
1985-2015

STC 30th

STC has been proudly serving the community for over 30 years



國際認證資產管理機構
ACCREDITED MANAGEMENT ORGANIZATION



國際註冊商業地產投資師
CERTIFIED COMMERCIAL INVESTMENT MEMBER



國際註冊認證資產管理師
CERTIFIED PROPERTY MANAGER



國際購物中心理事會
INTERNATIONAL COUNCIL
OF SHOPPING CENTERS



美國綠色建築委員會
U.S. GREEN BUILDING COUNCIL



房地產管理研究所
INSTITUTE OF REAL ESTATE MANAGEMENT



商業地產協會成員
COMMERCIAL REALTOR

已出租商業店面超過3百萬平方英尺
TOTAL SPACE LEASED EXCEEDS

3,000,000⁺ square feet

2015 總投資交易超過1億美元

2014 INVESTMENT TRANSACTION EXCEEDS

\$100,000,000⁺ dollars

商業地產管理總資產超過15億美元

TOTAL MANAGEMENT PORTFOLIO EXCEEDS

\$1,500,000,000⁺ dollars



1985

STC 資產管理
MANAGEMENT

An Accredited Management Organization Company

10722 Beverly Blvd., Suite P, Whittier, California 90601

1(866) STC-4006

商業地產管理, 出租, 買賣, 貸款 ■ 代理房客租賃商業店面, 倉庫, 辦公大樓
市場, 物業分析, 資訊, 評估 ■ 地產管理與投資法律諮詢 ■ 美國國稅局核准物業延稅交換

www.STCmanagement.com