

P A R A M O U N T

Pulse Beat

Paramount Chamber of Commerce (paramountchamber.com) • Founded 1924 • August 2025

Sheriff's deputy visits with a Paramount family during 'National Night Out' (page 6).





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From the
Mayor's Desk
MAYOR PEGGY LEMONS

Now that August has arrived, the City is preparing for the return of the school year, a time that always brings a renewed sense of energy and movement throughout Paramount. With students heading back to our various campuses, we'll see more foot traffic near schools, more families out and about, and heavier street traffic during morning and afternoon hours.

Please take a moment to plan ahead and adjust for these changes where possible. Most importantly, let's all do our part to keep our streets safe for our youngest residents, and please see the important Sheriff's Department back-to-school safety message on page 4.

We know that the start of school can bring both excitement and stress for families. Our community continues to show what it means to look out for one another, and I'm grateful to our businesses for being part of that support system. Whether it's providing job opportunities, sponsoring local programs, or simply offering a friendly face to customers, your role matters deeply.

The City remains focused on building a strong, connected Paramount where everyone feels seen and supported. We're proud to partner with you in that mission. Wishing you a smooth and successful month ahead.

Public input needed on Clearwater Specific Plan

Paramount is inviting residents to weigh in on the Clearwater Specific Plan, a comprehensive proposal aimed at transforming several central blocks of the city.



The Clearwater Specific envisions new housing, employment opportunities, and public spaces for the community to gather. The draft of the Clearwater Specific Plan is now available for public review and will be considered by both the Planning Commission and the City Council in the coming months.

Resident input is really valuable to this planning process.

We encourage you to read the Public Hearing draft and share your input. The document can be accessed online at <https://bit.ly/ClearwaterSpecificPlan>. Submit your comments and questions by email to Planning@ParamountCity.gov or phone (562) 220 2036.



Labor Day holiday schedule

For the Labor Day holiday on Monday, September 1, Paramount City Hall will be closed and the Paramount Sheriff's Station will be open from 8 a.m. to 5 p.m.

There will be no street sweeping and no makeup. There will be no trash pick-up; it will resume on Tuesday and be delayed one day through the week with Monday collections occurring on Tuesday, Tuesday collections on Wednesday and so on. *Happy Labor Day!*

Sign up for weekly Paramount E-newsletter

The City of Paramount encourages all business owners to stay informed by subscribing to its weekly E-newsletter. Subscribers receive important updates directly to their inbox, including emergency notifications, event details, and public safety information.



Please visit paramountcity.gov/how-do-i/register-for to sign up for the weekly newsletter and other City alerts.

Assemblymember Solache to host grand opening of new District 62 office at 7300 Alondra Boulevard



California State Assemblymember José Luis Solache, Jr., will host the grand opening of the new District 62 Office at 7300 Alondra Blvd. in Paramount on **Saturday, August 16**, from 9 a.m. to 1 p.m.

The event will include a tour of the facility and an Open House featuring refreshments and live music.

Assemblymember Solache will be glad to hear your legislative ideas and answer questions.

Please RSVP using the QR code or by calling the District Office at **562-529-3250**.



ASSEMBLY MEMBER
José Luis Solache, Jr.
ASSEMBLY DISTRICT 62



Public Safety



Parks and Recreation celebrated

The City Council proclaimed July as Park and Recreation Month at its July 8 meeting. The celebration promotes building strong and vibrant communities through the power of parks and recreation and recognizes parks and recreation professionals. This year's theme was "Build Together, Play Together: 40 Years of Park and Recreation Month." Accepting the City's proclamation was Shirley Grayson, Chairperson of the Parks and Recreation Commission. From left: Councilmember Vilma Cuellar Stallings, Councilmember Isabel Aguayo, Grayson, Mayor Peggy Lemons, Councilmember Brenda Olmos and Councilmember Annette C. Delgadillo.



August is 'Back-to-School Safety Month'

School is back in session the week of August 11 for the Paramount Unified School District. The City encourages everyone to take extra precautions for our students when driving around town.

To ensure the safety of our students, the Sheriff's Department will be implementing Back-to-School traffic enforcement measures. Citations will be issued for the following violations, with associated fines:

- Stopping at a red curb to unload or load passengers: **\$232.**
- Slowing down or stopping in the roadway, affecting another car: **\$238.**
- Not stopping for a crossing guard with their stop sign raised: **\$238.**
- Ignoring pedestrians in a crosswalk, getting too close to them, or rushing by too fast: **\$238.**
- Operating a vehicle while holding a cellphone (even if it's not to your ear): **\$162.**
- Double parking or blocking driveways: **\$53.**

Please remain vigilant and watch for children near schools, at bus stops, on sidewalks, and in streets and school parking lots.

By adhering to these safety guidelines, we can work together to create a safer environment for everyone in our school zones.



'Storytime with the Mayor'

Mayor Peggy Lemons leads a lively discussion about *The Watermelon Seed* on July 16 at the beautiful Paramount Library (below), which underwent a year-long refurbishment last year. Now that school is starting again, the library is a great place for students to study and have fun while learning in a pleasant atmosphere.





**FREE TO ATTEND
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Thursday August 14th, 2025

AT 5:30 – 7:30 PM

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CA Assembly
Jose Luis Solache



LA Co. Assessor
Jeffery Prang

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**RSVP'S required, limited seating.
RSVP at link or QR code below.
Deadline to RSVP by August 11th
www.paramountchamber.com/gca-spotlight/**



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<https://www.paramountchamber.com/gca-spotlight/>

**Gateway Chambers Alliance is a
recognized 501(c)6 organization under the IRS Tax Code. Tax ID# 47-2306281**



Face paint, ice cream and balloons—a classic summer combination!

A large and enthusiastic Paramount crowd celebrated the **2025 National Night Out** on July 24 at Progress Park in conjunction with a lively summer concert series performance by the Pickleback Shine band.

National Night Out is an annual opportunity for citizens to engage with Public Safety and the Los Angeles County Sheriff's Department in a celebration of all the people who help with community-policing to keep Paramount safe.

A carnival atmosphere prevailed as residents, including lots of youngsters, enjoyed live music, a kid zone, food trucks, raffles and dancing from 6 to 8 p.m. on a lovely summer evening.

Thanks to those who participated and took time to show appreciation for our all-important law-enforcement officers.





A Paramount Chamber networking event

Watch the 'Pulse Beat' for our next gathering!



Karaoke

at Cate's Corner



We probably should have billed it as "Paramount Chamber Has Talent!" It was a fun networking event on July 31 at Cate's Corner (8400 Alondra Blvd) that combined delicious snacks and drinks with some surprisingly soulful singing—and plenty of good company!






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PARAMOUNT CHAMBER OF COMMERCE AWARDS & INSTALLATION 2025

THE PARAMOUNT CHAMBER OF COMMERCE again recognized outstanding local businesses and individuals and swore in its slate of officers at its annual Awards & Installation Luncheon on July 16 at Progress Park Plaza in Paramount. We thank Weber Metals (an Otto Fuchs Company) for being our main event sponsor once again.

NEW CHAMBER PRESIDENT



Our new Chamber President is **Alison Millette** of Athens Services. She has served as a Chamber Ambassador and board member and vice president. Please see page 10 for a detailed profile of Alison.



Outgoing President **Ben Berg** of Transcom Telecommunications was honored for his longtime service to the Chamber and the community. Known for his sense of humor, Ben had some fun with the fact that construction is now going on at Progress Park Plaza. Please see the July *Pulse Beat* for a detailed profile of Ben, who continues to serve on the Chamber Board of Directors.

SPECIAL AWARD RECIPIENTS

Throughout the past year, the Paramount Chamber of Commerce continued to serve as an invaluable bridge between businesses and the community. This could not have been



The Chamber of Commerce Board takes the oath of office for the new term.

done without our members, volunteers and sponsors working tirelessly together. As in past years, the Chamber offered special recognition at our annual luncheon to companies, organizations and individuals that sponsored events, provided much-needed services and made other important contributions to the growth of both our organization and our Paramount community. Our special award winners were:

Mayor's Award PARAMOUNT CHAMBER OF COMMERCE

In a delightful and unexpected moment, Paramount Mayor Peggy Lemons announced that her Mayor's Award went to the Paramount Chamber of Commerce in recognition of its unwavering dedication to businesses and the community for over a century. Founded in 1924, the Chamber celebrated its 100th anniversary last year.

During its long history, the Chamber has continued to foster strong relationships among businesses, schools and the City, providing valuable resources, support and leadership.

Chamber Executive Director Barbara Crowson gratefully accepted this prestigious award from the Mayor on behalf of the Chamber membership and board of directors.

President's Award XCLUSIVE WRAPS

Francisco Madrid grew up in this area, and his passion for vehicles started in youth. From his father, he learned his strong work ethic. He started building a business by washing cars, which led to tinting and wrapping cars, vans and eventually food trucks. Nine years ago he opened his first shop called Xclusive Wraps, and two years later he branched out with Xclusive Auto Body.

Francisco joined the Chamber in 2022, which enabled him to work with many new businesses. Connecting with the City gave him the opportunity to create event and street banners.

Besides providing great services, he has made it a priority to give back to the community, sponsoring toy drives, turkey giveaways, summer concerts, youth sports teams and other local events.

Amabassador of the Year MATT WAGNER

Matt Wagner is Vice President of Brokerage at GM Properties, where he works with new and existing businesses and manages key internal brokerage accounts. He came to Paramount in 2004 and four years later joined GM Properties, where he subsequently earned the "Broker of the Year" award.

An active participant in community charities and organizations, Matt has served as president of the Paramount Rotary Club, and he is now a board member for Moustaches for Kids Orange County, a non-profit that helps fund multiple children's charities.

Before launching his business career, Matt played professional baseball for seven years. His athletic drive has certainly been evident during his 10 years of service as a Chamber Ambassador, and his commitment also led to his new membership on the Chamber Board of Directors.

He resides in Orange Park Acres with his wife and two daughters.

Award of Excellence BERTHA JIMENEZ

Bertha Jimenez owns Arte Jimenez Studio, a beauty spa and cultural arts business in Paramount. She has over 15 years of experience in the beauty industry, specializing in skincare, traditional brush makeup and detailed

hand-painted artistry. Her talents have been especially evident in her stunning Día de Los Muertos makeup designs. Her talent recently earned her an invitation to participate in the prestigious New York Fashion Week.

Beyond her studio, Bertha is a Chamber Ambassador and very active member. You will find her regularly supporting community efforts, including volunteering as a painting instructor for the Paramount Historical Society's "Paint and Sip" fundraiser. Bertha is deeply committed to cultural celebration, community engagement and creatively empowering others.

INCOMING EXECUTIVE DIRECTORS

- **President: Alison Millette**, Athens Services.
- **Senior Vice President: Chris Rich**, WaveFront Technology
- **Vice President: Queen Uchekwe**, Weber Metals.
- **Past President: Ben Berg**, Transcom Telecommunications
- **Treasurer: Dr. Max Martinez**, DDS, FAGC, FACD
- **Secretary: Barbara Crowson**, Paramount Chamber of Commerce

DIRECTORS

- **Adres Del Campo**, Carlton Forge Works
- **Gloria Gamino**, Casa Gamino Mexican Restaurant
- **Angel Handlon**, Total-Western, Inc.
- **Adrian Landa**, World Energy Paramount
- **David Lattimer**, SC Fuels
- **Genoveva Perez**, ACE Clearwater
- **Jon Tanklage**, Marukan Vinegar
- **Alicia Valadez**, Northgate Gonzalez Markets
- **Matt Wagner**, GM Properties

SPECIAL THANKS

We offer special thanks to our liaisons for their valuable contributions to our meeting: City Manager **John Moreno**, Paramount Unified School District Superintendent **Dr. Josh Lightle** and our incoming Ambassador Chairperson **Sam Kotob** (Kotob Insurance Agency).

We also thank outgoing board member **Tony Manos** (Dominós), who served so effectively for nine years, and our outgoing Ambassador Chairperson **Kurt Wolff** (Wolff Insurance Agency).



Our amazing Chamber Ambassadors!



Francisco Madrid (left) won the President's Award for his company Xclusive Wraps.



Bertha Jimenez (left), owner of Arte Jimenez Studio, earned the Award of Excellence.



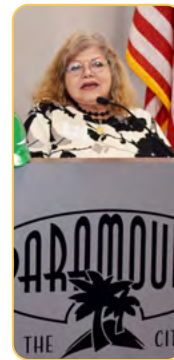
Ambassador of the Year Matt Wagner also joined the Board of Directors.



Mayor Peggy Lemons (fourth from left) presented her titular award to the Paramount Chamber of Commerce.



Tony Manos has retired from the board after nine years of service.



WE THANK OUR GENEROUS SPONSORS!

Platinum Sponsors—ACE Clearwater, Carlton ForgeWorks, Weber Metals (*an Otto Fuchs Company*), World Energy Paramount.

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Alison Millette, new Paramount Chamber of Commerce President

Alison Millette was born and raised in Massachusetts, where she grew up an avid sports fan under the tutelage of her two older brothers. She attended Providence College in Rhode Island and was the number one Bachelor of Science student in her graduating class.

Alison went on to get her CPA and moved to New York City, where she lived for eight years while working her way up in a private equity company—and simultaneously realizing that wasn't what she wanted in life.

She'd always had an itch to live in sunny SoCal, and that's where she got the opportunity to realize every little girl's dream: a career in trash. Alison works for Athens Services, the franchise waste and recycling company serving Paramount and more than 50 other communities. She serves as Government Affairs Manager, which is truly a dream gig for her. Alison's number one interest and joy is human connection, and in this position she gets to collaborate with many people in a variety of roles, from members of city staff to organizations doing good in communities. She notes that some



of her absolute favorite folks to work with are Athens drivers, among the most kind, hard-working people she knows.

Founded more than 60 years ago, Athens Services strives to be more than just a

service provider, but a true community partner, so Alison is fortunate to have the opportunity to support important community causes.

In 2022, Athens Services acquired CalMet Services, a longtime, active member of the Paramount Chamber of Commerce.

Alison was excited to get involved with the Paramount Chamber, eventually becoming an Ambassador, then moving onto the Board and Executive Board. She has developed true admiration and respect for the Paramount Chamber because of its top-notch staff and membership.

Alison loves to spend time outdoors in Yorba Linda, where she lives with her boyfriend and his daughters. Please forgive this admission, but she remains a major fan of all Boston sports teams. She is also a fan of many California offerings, including cabernet sauvignon, and she still marvels at the gorgeous views that are abundant even while stuck on a freeway.

She looks forward to contributing to the continued success of the Paramount Chamber of Commerce.

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PARAMOUNT UNIFIED SCHOOL DISTRICT NUTRITION SERVICES School Year 2025-2026

Public Media Release

Paramount Unified School District has announced an amendment to its policy for serving meals to students under the *National School Lunch/School Breakfast Programs* for the 2025-2026 school year. All students will be served lunch and breakfast at no charge at the following sites:

| | | | |
|-----------------------------|---------------------------------------|-------------------------------------|------------------------------|
| Alondra Middle School | Buena Vista High School | Collins Elementary School | Community Day School |
| Gaines Elementary School | Hollydale K-8 School | Jackson School | Jefferson Elementary School |
| Keppel Elementary School | Lincoln Elementary School | Los Cerritos Elementary School | Mokler Elementary School |
| Odyssey STEM Academy | Paramount High School – Senior Campus | Paramount High School – West Campus | Paramount Park Middle School |
| Roosevelt Elementary School | Tanner Elementary School | Wirtz Elementary School | Zamboni Middle School |

For additional information, please contact: Celeste Calubaquib, Director-Nutrition Services, 8555 Flower St., Paramount, CA 90723; **(562) 602-6031**; ccalubaquib@paramount.k12.ca.us.

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UPCOMING EVENTS

August 2: Paramount Heritage Festival:
Downtown Paramount, 5-9 p.m.

August 8: Paramount Summer Concert:
Banda Los De La R, Progress Park, 6-8 p.m.

August 9: Dills Park & Community Orchard Grand Re-opening: 10- a.m.-Noon.

August 12: Coffee at the Chamber: Paramount Chamber of Commerce office, 8:30–9:30 a.m.

August 14: Meet Your Legislators: Spotlight on Gateway Region: Southern California Gas Company Office, 9240 E. Firestone Blvd in Downey, 5:30–7:30 p.m. (see page___).

August 15: Pocketbook Tour Workshop:
Paramount City Hall, 9:30 a.m.-1 p.m.

August 16: Open House: Assemblymember José Luis Solache, Jr.: New District Office grand opening, 7300 Alondra Blvd., 9 a.m.-1 p.m.

August 27: Paramount Women's Club Fundraiser: Red Robin, Lakewood (see page 15).

August 28: Exclusively Sicily Tours & Retreats Lunch & Learn: Paramount Chamber Office (15357 Paramount Blvd), 3-4:30 p.m.

September 26: Annual Poker Tournament:
Progress Park, 6–10 p.m. *Save the date!*



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Party animals took over Paramount Park on the afternoon of July 16 for play, photo ops, vendors, vaccinations and microchipping.



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Membership Renewals

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| Athens Services58 years <i>P.O. Box 2137, Paramount CA 90723</i> | 369 MKTG3 years <i>Call for more information: 323-839-4444</i> |
| Aerocraft Heat Treating Co.40 years <i>15701 Minnesota Ave., Paramount CA 90723</i> | Cate's Corner3 years <i>8400 Alondra Blvd., Paramount CA 90723</i> |
| Hunt Industrial Properties26 years <i>10001 Artesia Blvd., Bellflower CA 90706</i> | Trepanning Specialties3 years <i>16201 Illinois Ave., Paramount CA 90723</i> |
| S&S Auto Registration Services25 years <i>15731 Paramount Blvd. Suite B, Paramount CA 90723</i> | El Sanguchetto2 years <i>8133 Alondra Blvd., Paramount CA 90723</i> |
| Bodycote Thermal Processing15 years <i>9921 Romandel Ave., Santa Fe Springs CA 90670</i> | KFC (RBD California)2 years <i>15750 Vermont Ave., Paramount CA 90723</i> |
| Optica Vision Centers (Inside Northgate Mkt)12 years <i>16259 Paramount Blvd., Suite B, Paramount, CA 90723</i> | Snap Trap2 years <i>Call for more information: 562-277-5497</i> |
| American Legion Post #1348 years <i>7550 E. Somerset Blvd., Paramount CA 90723</i> | Armas Home Group1 year <i>Call for more information: 323-629-5457</i> |
| La Espiga6 years <i>7351 Rosecrans Ave. Suite C, Paramount CA 90723</i> | AM/PM Insurance Agency Inc.1 year <i>15317 Paramount Blvd., Suite 202, Paramount CA 90723</i> |
| The Comeback Barbershop6 years <i>8008 Jackson St., Paramount CA 90723</i> | Metro Plywood & Hardware1 year <i>15733 Colorado Ave., Paramount CA 90723</i> |

Paramount Chamber of Commerce Member-to-Member Discounts

As a Paramount Chamber of Commerce member, you receive these discounts from your fellow members:

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Herald's Garage (562-633-2136):
15% discount on labor and a free engine light reset.

Communications

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(562-630-1200, ext. 221): 10% off equipment (business phone services).

Financial Services

SG Tax Services (562-630-4004):
\$25 off tax preparation for Chamber members and their employees.

Vicky Professional Services
(562-634-1178): 20% off bookkeeping and accounting service.

Flowers

Diana's Flowers (562-529-5045): Free local delivery and free balloons.

Health & Wellness

Enagic (562-833-3823):
Free ionized alkaline water.

Exclusive Sicily Tours & Retreats
(310-428-1193): 11% off services.

Plumbing & Heating

Downey Plumbing, Heating & Air Conditioning
(562-861-1234): 10% off Hydrojet service and/or 10% off material.

Premier Plumbing (562-955-0001): 10% off any call, any time.

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GM Properties (562-696-0200): Call Matt. 5% of gross commissions on closed deals will be sent to the charity of our choice in your name.

Penta Pacific Properties (562-699-1922):
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Alas Kitchen (562/633-1348) • 10% off on food purchases • 15% off to Law Enforcement.

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Casa Adelita (562-408-2360):
10% off (not combined with any other specials).

Casa Gamino (562-634-6225):
10% off on food purchases.

El Peri Sushi Restaurant (562-408-0459):
10% off on food purchases over \$10.

Fatima's Grill Catering (323-549-2576):
10% off food purchases.

Gus's Deli, BBQ & Grill (562-630-2802):
10% off all food purchases over \$10.

La Casa Sol y Mar (562-633-1348):
10% off on food purchases.

Mariscos El Perihuate (562-408-1661):
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Smoke & Fire Social Eatery (562-363-3109):
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Rayvern Lighting Supply, Inc. (562-634-7020):
5% off fixtures and ballast orders (commercial distributor of lighting and fixtures).

To add your business to this list, please call the
Paramount Chamber of Commerce at

562-634-3980





Coffee at the Chamber

On the *second Tuesday* of every month from **8:30 to 9:30 a.m.**

Join us **August 12!**



Paramount Chamber of Commerce
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562-634-3980

PARAMOUNT Women's Club



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Paramount Women's Club**

Red Robin at 112 Lakewood
Center Mall, Lakewood CA

August 27, 2025

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CityScape

August 2025

The City of Paramount is proud to share an update on new and ongoing programs designed to uplift and energize our local business community. From grants and scholarships to creative marketing initiatives, these efforts reflect our commitment to economic growth and small business success.

Business Security Camera Rebate Program

We offer a safety-focused rebate initiative to help businesses offset the cost of installing or upgrading their security camera systems. Businesses can get up to \$1,000 for installing security devices like cameras, lights and alarms. Numerous businesses have taken advantage of this program, creating a safer environment for all.



Business Scholarship Fund for Chamber Membership

To make Chamber of Commerce membership more accessible, the City created a \$2,500 scholarship fund to cover membership dues for up to 10 businesses facing financial hardship. Businesses that have been awarded such scholarships can now benefit from Chamber resources and networking.



Shopping Under the Lights with Santa



Last year, we launched a magical new holiday tradition: *Shopping Under the Lights with Santa*. Downtown Paramount was transformed into a sparkling winter wonderland, where visitors strolled beneath festive lights, enjoyed holiday shopping from local shops joined by visits with Santa, entered exciting raffles, and sang along with cheerful carolers. The event drew crowds and showcased the warmth and charm of

Paramount's small business community.

Small Business Spotlight Video Contest

This first-of-its-kind contest invited residents, students, and entrepreneurs to highlight local businesses and show off what makes them special—on camera! The results were fun and inspiring, highlighting creativity and entrepreneurial spirit. Check out the videos at [ExploreParamount.com!](https://www.exploreparamount.com)



Business Boost Grant Program



Marketing matters, so the City stepped in to support our small business through our new Business Boost Grant Program. Qualified businesses applied for grants up to \$5,000 to use on signage, promo videos, menus, printed and digital ads, and more—gaining a powerful marketing boost.

These initiatives are just the beginning. Paramount continues to invest in its business community—because when local businesses thrive, so does the entire city. For more information about any of these initiatives, please call 562-220-2027.