

Manhattan Beach, El Segundo Chambers Join Forces for Business Expo

By Brian Simon

Dozens of local companies and organizations representing a diverse array of categories and industries will showcase their products and services next Thursday afternoon at the first-ever joint business expo and mixer co-sponsored by the El Segundo and Manhattan Beach Chambers of Commerce. Expo 2009 will take place at El Segundo's Hacienda Hotel between 4:30 and 7:30 p.m. on September 17 and is open to the general public. Officials from both chambers hope the expanded Expo will maximize exposure for their members, provide great networking and socializing opportunities, and increase awareness of the many quality businesses in both communities. "Bringing both chambers together increases attendance and gives people more bang for their buck," said El Segundo Chamber Executive Director Marsha Hansen, who noted that the response has been very positive so far. "It's a great way for businesses to promote themselves during these tough times." Hansen added that during this year's Expo, exhibitors will also be able to sell products for the first time. Food sales are prohibited, though free food samples are permitted. Admission to the Expo is free to attendees. The Hacienda Hotel will provide various appetizers as well as a no-host bar. The festivities will then continue with an after party running from 7 to 9 p.m. in the hotel's large courtyard. The brainchild of the Hacienda staff and the first event of its kind to follow a business expo in either El Segundo or Manhattan Beach, the after party will feature wine tastings, dessert and a coffee bar. Wines will be provided by Battaglini Estate

Winery (based in Santa Rosa, California and specializing in old vine Zinfandels as well as other varietals) and four prominent local restaurants each well known for their wine lists: Il Fornaio, McCormick & Schmick's, Paul Martin's American Bistro, and Second City Bistro. Desserts will be provided by Bristol Farms and Godiva Chocolatier. Performance artist Bill Patterson will also be on-hand to entertain guests. Admission for the after party is open to the general public and is complimentary for the first 150 who RSVP. "We're really excited about this event and feel it's a great opportunity for face-to-face marketing and to showcase businesses, particularly the smaller ones, for a reasonable price," said Manhattan Beach Chamber Vice President Kathe Reiken. The fee for exhibitors is only \$100 for a three foot by six foot table where they can display their wares. Electricity is an additional \$25, and businesses must provide their own backdrops. Due to heavy demand and given the ample size of the venue, the chambers have extended the deadline for businesses to sign up for booths. "This is a rare opportunity to bring the best of our business communities together in one place," said Manhattan Beach Chamber President/CEO Helen Duncan. "The list of exhibitors runs the gamut and includes some of the area's finest restaurants, hotels, health and wellness professionals, financial experts, retailers, non-profit groups and other services. It's an event not to be missed." The following businesses were scheduled to have tables at the Expo as of press time: Alliant Credit Union; Armored Credit

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How Well Do You Know Your Town's History?



Members of the Manhattan Beach Badminton Club promote a USO dance at the Badminton Club, doing their part for the war effort.

Abridged from *A Walk Beside the Sea*
By Jan Dennis

During World War II, community progress slowed down considerably. Residents were consumed with the war effort; having little time, money or materials for the development of the land, schools or homes. Much of the land in the Soil Section as well as other parts of town were planted with victory gardens, supplying residents with fresh vegetables and fruit. If a contractor could get supplies he had to build rental units for the defense workers, and homeowners had a \$200 cap on improvements. The rental shortage was so

acute that garages and storage buildings were converted into military families and defense worker dwellings. This undertaking is one of the reasons for the "bootleg" problem occurring today. In 1943, due to the lack of housing, the Federal Housing Authority approved a subdivision project on a tract comprised of 20 acres, located adjoining Gould Lane, one-quarter mile east of Sepulveda Boulevard. The homes were designed to have two bedrooms and 750 square feet of floor space, on a 50 by 135 foot lot. Another FHA project was given the go-ahead in 1944, located in the

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