

BUSINESS_{AND}FINANCE

Business Briefs

LOCAL STORE DEBUTS RECYCLING PROGRAM WITH RE-SOURCE NATURAL SPRING WATER

Residents can make a more eco-friendly impact in the city...*re-source*TM natural spring water, is a new brand of premium natural spring water that is focused on directly engaging consumers about the importance of recycling. Sold exclusively at Whole Food Markets nationwide, the El Segundo store (760 S. Sepulveda Blvd) is one of the first to receive *re-source*'s innovative pilot recycling program, before it rolls-out across the country this fall. How else is *re-source* engaging consumers about recycling?

re-source's crisp, clean water is packaged in a bottle made of 25 percent recycled plastic to demonstrate that the material can be used over and over again.

For every plastic bottle recycled with the *re-source* program, we will donate 5 cents to Keep America Beautiful (up to \$200,000) between now and Earth Day 2010.

Consumers can view and track their recycling habits online to see the difference they're making in reducing waste. You can also learn more by visiting www.re-sourcespringwater.com *re-source*TM was designed to directly engage consumers in the importance of recycling. By increasing consumer education, participating in the pilot of an incentive-based recycling program at retail and demonstrating the valuable uses for recycled plastics, *re-source* is taking an important first step toward changing consumer

behavior and increasing U.S. recycling rates.

TERMINAL ACCESS ADVISORY: RENOVATION WORK BRINGS PARTIAL CLOSURE TO ARRIVALS LEVEL AT TOM BRADLEY INTERNATIONAL TERMINAL AT LAX

Los Angeles International Airport announced the partial closure of the north side lower arrivals level of the Tom Bradley International Terminal (TBIT). The closure is effective September 13 to January 21, 2010, and is due to the scheduled renovation of the "Meet and Greet" area. Travelers will not have access to both the north patio door and the elevators in this area.

For further information on this and other construction projects at LAX visit: http://www.lawa.org/welcome_LAX.aspx?id=502.

NEW SPECIALTY BOUTIQUE OPENS IN PLAZA EL SEGUNDO

Shoppers can accessorize themselves from head to toe in exclusive looks from designers and artists at Ya Ya's, a new specialty boutique at Plaza El Segundo.

Carrying a, Ya Ya's stands out by specializing in one-of-a-kind handmade jewelry from well-known artists Charlene K. and Cossama and an array of designer handbags from everyone's favorites including Francesco Biasia, Tarah Smith and Besso. The jewelry artists will custom-design pieces for clients who yearn for something truly special. The boutique also features Havainas exclusive Sugar Toes line of sandals and wallets by Hobo.

Be Cautious Posting Personal Information Online

By Jason Alderman

I have friends who swear by online social and professional networks like Facebook, MySpace and LinkedIn. Where else can you reconnect with long-lost former classmates, post vacation photos for friends around the world, share your resume with potential employers and perhaps even find love – all, without leaving your couch?

Although the Internet has made reaching out easier than ever, whenever you share personal information, a few cautions are in order. With your kids preparing for a new school year, this might be a good time to have a quick Privacy 101 discussion. And, since people over 30 are the fastest-growing social networking demographic, parents might benefit as well.

Keep in mind:

Email is forever. Deleting an email from your computer doesn't mean it no longer exists. Chances are your email provider – or employer, if sent from work – will retain a record for years to come. Plus, recipients won't necessarily delete the email and may in fact forward it to others. Worst case: Your words could even be used as evidence against you in court; so think twice before posting derogatory comments about people or employers.

Haunting photos. You've read about people who posted photos on their homepages they

later regretted. It's one thing for parents to learn about youthful indiscretions this way, but colleges and employers increasingly conduct online searches of potential candidates and use such information to rule them out for consideration.

Not to instill paranoia, but even photos or information about you that someone else has posted can turn up in such searches. My rule of thumb: If you wouldn't want your grandmother to see it, don't do or say it.

Too much information. Many people post personal or nostalgic information about themselves on their profiles – first pet's name, childhood addresses, favorite pizza topping, etc. Keep in mind that many websites where you do business (like banks) ask these kinds of security questions to ascertain your identity before you can log in.

Identity thieves have been known to mine this information and combine it with a stolen credit card or Social Security number to open bogus accounts or even forge passports.

Avoid posting:

Current and past addresses
Phone numbers and email addresses
Birth date
Personal information like the above examples that might be asked for security questions
Upcoming vacation schedules (you could

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Bank of Manhattan's 2nd Annual Celebration of Entrepreneurship

Nominate Now!

Join us as we celebrate the entrepreneurial spirit throughout our community and proudly recognize our exceptional local business leaders.



BANK OF MANHATTAN's 2nd Annual **Celebration of Entrepreneurship** is open for your nominations at **BankManhattan.com**. Your 2009 award categories include:

- ▶ Outstanding Entrepreneur of the Year
- ▶ Outstanding Young Entrepreneur
- ▶ Entrepreneur of a Distinguished Biz for Kids
- ▶ Outstanding New Business
- ▶ Distinguished Philanthropic Event
- ▶ Outstanding Real Estate Entrepreneur
- ▶ Lifetime Achievement

Nominations Deadline: October 14
Finalist Voting: November 1-10

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