



Chamber Fall 2005 Business Expo Coming Soon

Once again local businesses, exhibitors, and guests are welcome to join the Business Expo hosted by the Norwalk Chamber of Commerce. This year's Norwalk Chamber R & R Fall Business Expo (Reflect on the Past and Reach for the Future) is scheduled for Thursday, November 3 from 4 to 7 p.m. at the Norwalk Marriott Hotel located at 13111 Sycamore Dr.

This once-a-year event is a table-top exhibitor showcase that exposes businesses and their products and services to other local businesses and residents. Companies from every industry are expected to participate including professional services, retail, manufacturing, technology, and auto dealers.

Some of the businesses and associations that exhibited at last year's expo

were Togo's, Taco Fresh, Cold Stone Creamery, Outback Steak House, Norwalk Teachers Association, Norwalk Travel, Aloha Woman's Fitness Center, Coast Plaza Hospital, Bank of Orange, Flowers by Allan/Norwalk Florist, and Norwalk Toyota.

The public is invited to attend the expo free of charge.



Sue Arthur, Norwalk Toyota's Public Relations Manager and the Chamber of Commerce's Vice Chair of Events, greets attendees.

Additional expo information concerning exhibitors and attendees will be provided as it is made available.

The Norwalk Chamber of Commerce is a voluntary business organization dedicated to improving business and building a better community. Its mission is to promote and maintain a profitable business environment that produces a quality lifestyle in Norwalk. To accomplish this, it builds and nurtures working partnerships with public and private organizations to create a network of resources from which businesses can draw from.

The Norwalk Chamber of Commerce is located at 12040 Foster Rd. For information, please call (562) 864-7785.

McDonald's Grand Re-opening



McDonald's celebrated its official Re-grand Opening Ceremony on July 22. Construction of the restaurant, which is located at 11053 Rosecrans Ave., took almost five months to complete and ended July 7. The restaurant is equipped with new grills, fryers, walk-in freezer, and french fry dispenser and features a functional seating area as well as a large playground area. The size of the restaurant increased substantially resulting in a 20 percent increase of employees, 90 percent of whom are Norwalk residents.

Discount Store Philosophy



The Mayor of Norwalk and city staff visited the discount store Tok & Stok on July 22. The visit was part of the City's Business Visitation Program, which arranges face-to-face meetings between business owners and city officials. The meetings are used to discuss problems and solutions that can help businesses further prosper in the city while fostering a strong positive relationship between the two parties.

Tok & Stok is a \$0.99 discount store that opened in June 2004. It is owned by Daniel Kong, who moved to the United States from Brazil two years ago. During his time in Brazil, Kong gained valuable business experience, specifically in the textile industry, that has helped in Tok & Stok's operation.

Kong scouted possible store locations and decided on the Norwalk location because of space availability, the City's customer base, and acceptable level of competition from surrounding discount stores.



The 3,125 sq. ft. store carries a variety of products from kitchenware to toys and beauty supplies to gardening tools. It specializes in stationary and gift items. Eighty to 90 percent of the items are \$0.99 but larger items such as backpacks, piñatas, and large picture frames have a greater yet still affordable price.

Tok & Stok is able to offer customers low prices because of its business philosophy. Lower prices attract a greater number of customers and they, in turn, buy more. Customers who buy more help keep prices low, which is one of the reasons they shop at Tok & Stok. Another reason is the product selection. Many products carried by the store were requested or suggested by customers, making for a unique store-customer relationship that works.

Tok & Stok is located at 11762 Firestone Blvd. It is open Monday through Saturday from 9 a.m. to 8 p.m. and closed on Sunday. For more information, call Tok & Stok at (562) 863-5550.



Pictured above are Miriam Lopez and Daniel Kong, owner of Tok & Stok. The store opened last year and has found a niche in the discount market by carrying products recommended and requested by customers.

City of Norwalk
12700 Norwalk Blvd.
P.O. Box 1030
Norwalk, CA 90651-1030

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