

# Business Report



Pictured above: Owner Steve Ives operating a printing press machine.

## Norwalk Printing Celebrates 72 Years of Successful Business

Norwalk Printing opened its doors in 1937. Just eight years after the beginning of *The Great Depression*, some historians associate "the beginning" with the stock market crash in 1929, also known as *Black Tuesday*. Norwalk Printing took the risk in opening their doors during the depression and it has paid off. Norwalk Printing has continued its legacy for 72 years. Owner, Steve Ives was born and raised in the printing business.

Norwalk Printing has survived multiple economy fluctuations. As a small family business Steve had to learn how to ride out the ripples in a dynamic economy. We had the opportunity to talk with Steve regarding his experience of getting through these tough times. What is the main thing that has kept you afloat all these years Steve? "One key that worked for us was to not over expand. We stayed away from large debt. Some companies' focus on becoming a big business too soon, they get into buying bigger, faster equipment when they experience an increase in business. The problem with moving too soon in that direction is most customers you add end up filtering out to other providers or businesses.

You have a core of customers and those are the ones that keep you going. If you start ordering new machines, and start expanding the building when the decline requires you to service high bills with less money coming in. Worst case, is when one has to start paying out of pocket and that's when you get in real trouble.



What works for me is to take on more hours, I would work a lot during those times, late nights and long weekends were a regular for me. Utilizing inexpensive marketing such as word of mouth has always been a great way to get your name out there. Customer service has to be above and beyond what the competition is providing. I have developed great relationships with our core customers and I believe that is what keeps them coming back."



## EVERY DROP COUNTS!

In June, Governor Arnold Schwarzenegger declared a statewide drought in California. He didn't declare a water emergency, which would have put mandatory conservation measures in place, but he did warn that all Californians needed to take action to conserve water resources.

On July 15, 2008, the Norwalk City Council passed Resolution No. 08-45, requesting and encouraging water conservation practices by all water users within the City of Norwalk. Please help conserve water-our most precious resource. Here are some simple actions, as well as the volume of water that you can save with each:

- 💧 Turn off the water when you brush your teeth.  
Savings: 3 gallons per day.
- 💧 Wash only full loads of laundry.  
Savings: 15 to 50 gallons per load.
- 💧 Fix leaky faucets.  
Savings: 20 gallons per day.
- 💧 Shorten your showers by two minutes.  
Savings: 5 gallons per day.
- 💧 Don't rinse dishes before loading the dishwasher.  
Savings: 20 gallons per day.
- 💧 Water your yard before 8 a.m.  
Savings: 25 gallons per day.

Norwalk City Council

Mayor MICHAEL MENDEZ    Vice Mayor CHERI KELLEY  
 Councilmember JESSE M. LUERA    Councilmember RICK RAMIREZ    Councilmember GORDON STEFENHAGEN

# Know, Plan, And Take Action!

## How do business owners remain optimistic during tough economic times?

**Know Your Numbers:** It is difficult to manage what you don't measure. This means paying attention to the internal numbers -quarterly, monthly, weekly, even daily, if necessary. These internal indicators are tools that help identify areas that need improvement.

**Incorporate Better Methods for Planning and Adapting to Change:** Know what is going on in the local, national, and global community helps a business owner to plan and better adapt to changes that may impact their business.

**Take Action!** Business owner find it increasingly important to manage their time wisely and take action during tough times.

### Here are a few tips:

- **Put a Business Plan In Place Or Revisit Your Plan**
- **Manage to the Plan**
- **Talk to Your Customers-Specifically your best customers.**
- **Get focused-Stay connected-with the business community and informed on issues facing other business owners. Utilize these shared experiences to stay ahead. Take time out (at least once a month) to connect with your peers: attend a chamber meeting; enhance your company's web presence and stay in front of your customers through e-newsletters or be a speaker at a local or industry meeting.**

Small business owners know how to persist and adapt to the challenges of growth and tough times. Don't go it alone, there are many resources to assist you and your business.

The Long Beach Small Business Development Center provides training and one-on-one consulting services in business planning, marketing, access to funding, legal, accounting, technology, web development, and other business specialty areas. Bilingual consultants (Spanish speaking) are also available. To make an appointment call: (562) 570-4574. Most services are free or low-cost.



Pictured from left to right, are Norwalk Chamber of Commerce Membership Services Director Bryana Mason and Executive Director Vivian Hansen.

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