



Get Your Monthlies!

The Radium is proud to announce that all monthly spaces have been reduced! Save up to \$25.00 per space! Not only will you save valuable time and money, you get first choice of the map before Daily Presale Reservation vendors. This is the next step in the success of your business.



Mark Your Calendar

» UPCOMING EVENTS

This year we have had a positive response to our promotion events and we have more exciting promos lined up. Make sure your business is a part of the celebrations. Highlights to come in our next issue of Radium Reporter and on Facebook.

- Back to School Promo:** Take advantage of this promo and get your "Back to School" merchandise on display!
- El Camino Students FREE:** College students will be looking for fun fashion and school supplies.
- Labor Day Celebration:** Sept 4 Get ready for the crowd of shoppers.
- Mexican Independence:** Sept 16
- Costume Contest:** October 28 & 29



Father's Day Celebration

The love and care of a good father ripples for generation to come. On Sunday, June 18th we had a fun day celebrating and honoring Dads.

Allison Car and **Alex Mansour** won a large gift basket because their families submitted the winning "favorite father memory."

To learn more check out www.facebook.com/Radium



Torrance Police Explorer of the Year

Congratulations to our Radium employee **Amanda Applegate!** After 2 ½ years of dedicated volunteer service to the Torrance Police and local community, she won the honor of Torrance Explorer of the Year Award. On May 16th the Gardena Optimus Club recognized her outstanding achievement and gave her a scholarship towards her goal of one day serving her community as a Peace Officer. Amanda is known for her enthusiastic hard work and commitment to excellence here at the Radium. It is a pleasure to work with her. We are so proud of you Amanda!



We hope all of you enjoyed last weekend's celebration. Not only did our customers and neighbors get free passes to come and shop, the band "Suave" did a live concert. The kids loved the water balloon toss and the watermelon spitting contest was hilarious. We look forward to more family fun events this year.

Safety First

The safety of our customers and vendors is of vital importance. We all need to work together to keep aisle clear of merchandise, boxes, trash, clutter and vehicles. Please keep your merchandise behind the painted lines. Let management know when there is trash or slippery messes. Thanks for working with us.

Manager's Minute

Dear Radium vendors
I wanted to take this time to thank all of our long time vendors and to welcome all of our new vendors to the Radium. My staff and I have been working diligently to improve our culture by better serving the needs of our vendors who are the life blood of our business. The Radium's staff have been making various improvements to make it easier for vendors to buy and reserve spaces. We are planning more events to promote customer growth and make the Radium a great place to shop!
Thank you for your continued business
- **Paul Hengehold**
Paul@Radium.com



NEVER LOSE HOPE

“Tragedy should be utilized as a source of strength.

No matter what sort of difficulties, How painful the experience is, If we lose our hope, That's our real disaster.”

Mr. Kenneth Ho (Roadium ID# 3) has kept that hope in the midst of a life-time of set-backs, tragedies and undying heartache. In 1983 he left his successful business of selling residential propane in Taiwan, sold his properties, packed up his lovely wife, Sharon, and 3 children and joined the rest of his family members who had already settled in America. This was a huge life changing experience. In Taiwan Mr. Ho was renowned and famous for his fishing skills. He was featured and published in many magazines and other media forums. He was looking forward to continuing his art and skill here in America.

From the beginning, life in America was a challenge and there were many business set-backs, but by 1984 Mr. Ho had successfully set up one of his business here at the Roadium and had other business ventures going on as well. In December of 1986 the Ho family suffered the devastating loss of their youngest daughter, 7 year old Phoebe. Never to recover from the tragedy, catastrophe stuck again six years later.

During the Thanksgiving day season of 1992 while he and his wife were transporting merchandise to a warehouse, they were robbed, brutally beaten, and then abandoned on the streets of Hollywood.

In the midst of the horrific chaos, hospitalizations, and recovery, their 17-year old high school son, Damon, heroically stepped in and kept the business a float, paid bills, and moved inventory while consecutively staying committed to pursuing excellence in school. Mr. Ho's distraught wife wanted to go back to Taiwan, but the vision of their children having opportunity to achieve the "American Dream" kept them here in California.

To protect his family and business, he became a Roadium Container vendor and has been at AA22 ever since. His brother, **Thomas Ho**, joined him and now assists with sales and meeting the needs of their Roadium customers.

Damon became a successful architect and teacher, and his oldest daughter, Jennifer, joined Mr. Ho as a business entrepreneur and manages their other business ventures. In 2009 his beloved Sharon passed away. His greatest pleasure is his family, the success of his children and the joy of his grandchildren.

Mr. Ho and his family are an icon of bravery, courage and hope. They are a symbol of perseverance and dedication. It is an honor to have his family as a part of the fabric that makes up the Roadium Open Air Market. If you see Mr. Ho and his brother Thomas, say "hello."

If you would like to be featured in the Roadium Reporter contact Paul@roadium.com

History of Roadium Container Vendors



The Roadium Open Air Market offers vendors a variety of ways to promote and establish their business.

- Office Presales Reservations
- On-line Reservations
- Monthlies Reservations
- Stand-by (same day sale)
- Annual Lease program
- Container Rental

This allows our diverse and unique small business vendors to find the program that works best for them and the goals they have for the success of their business.

Our Container Rental program began in the early 1990's. There was a jewelry vendor who needed to grow his business by giving his customers the confidence that his business would always be at the Roadium, at the same space, every day of the week. He desired a permanent space where he could set-up glass display cases and have electricity for his jewelry equipment and tools. He envisioned lighting that would show the brilliance of his merchandise. He shared his dream with the Roadium business managers and owners and they were thrilled to help his vision become reality. Soon other vendors wanted the same convenience, security and success and by 1992 the Roadium container program was up and growing.

If you would like to learn more about renting a container, the business office up-stairs will be pleased to help you.