



VALLEJO BUSINESS

www.vallejochamber.com



Athena Award Recipient Judi Salvadori of Minuteman Press at the 134th Installation surrounded by previous Athena honorees.

Dave Kilby, President and CEO, Western Association of Chamber Executives (W.A.C.E), presented the 2008 W.A.C.E Honorable Mention Award in the Newsletter Category for *Vallejo Business* to Chamber Staff Member Jenny Klimisch



Chamber Honors Outstanding Businesses and Individuals

The 2008 Vallejo Chamber of Commerce Business of the Year awards were presented to seven outstanding member businesses at the Chamber's 134th Installation Event on January 16th at the Foley Cultural Center.

1st Pacific Credit Union, Brooks Street, Kaiser Permanente, Six Flags Discovery Kingdom, Touro University-California, Vallejo Garbage Service, and Vallejo Insurance Associates were honored for their creativity, innovation and investment in their business, socially responsible business practices, and commitment to the Vallejo Community. Enterprise Wireless Solutions was honored as the New Member of the Year and Fighting Back

Partnership was named the Community Organization of the Year.

A number of special awards were also given out at the event: The Athena Award, co-sponsored by the Vallejo Chamber and Avery Greene Motors, went to Judi Salvadori of Minuteman Press. The Vallejo Chamber Man of the Year Bud Butler Award was presented to former Chamber Board Member Russ Barnes of Cooper Crane & Rigging. Andrew Birnbryer of US Bank was named 2008 Ambassador of the Year. Board Chair Freda Dill presented three Chairman's Awards to Russ Barnes, former Board Member Wanda Chihak and Peggy Dean of US Bank for their outstanding contributions to the Chamber and the community.

In addition to the presentation of awards, the Chamber installed its 2009 officers at the event. Freda Dill was sworn in as 2009 Board Chair and John Feldman of Concierge Coverings as Treasurer. David Jones of Foster Lumber Yard, Inc. is the Divisional Vice Chairman of Political Advocacy, Jerry Wilkerson of Umpqua Bank is the Vice Chairman of Economic Development and Barbara Chavez of Mustico Realty is the Vice Chair of Member Services. Peter Wilson of the Benicia Vallejo Humane Society is the Vice Chairman of Community Promotion.

The chamber's 2009 Board of Directors was also sworn in at the event. Returning board members include: Larry Asera,

the Asera Group; Tom Atwood, Vallejo Insurance Associates; John Bustamante, Enterprise Wireless Solutions; Phil Elfstrom of Skyview Memorial Lawn; Norbert Frost, Law Offices of Norbert Frost; Terry Glubka, Sutter Solano Medical Center; Richard Hassel, past Chairman, Touro University California; Tony LoForte, Zio Fraedo's of Vallejo; Verna Mustico, Past Chair, Mustico Realty; Paul Nannar of Round Table Pizza; and Kenny Ross of Team Superstores.

New to the board in 2009 are Clark Blasdell of Suburban Alternatives Land Trust, Dr. Mary Bull of the Vallejo City Unified School District, and Eric Gilbert of Six Flags Discovery Kingdom. **50**

2009 PINNACLE CORNERSTONE SPONSORS



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2009 Vallejo
Chamber of Commerce
Officers

Freda Dill Board Chair
US Bank

John Feldman Treasurer
Nationwide Floor & Window Coverings

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Richard (Dick) Hassel Director
Touro University - California

Verna Mustico Director
Mustico Realty

Divisional Vice Chairmen

David Jones Political Advocacy
Foster Lumber Yard, Inc

Jerry Wilkerson Economic Development
Umpqua Bank

Peter Wilson Community Promotion
Benicia Vallejo Humane Society

Barbara Chavez Member Services
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Asera Group, LLC

Tom Atwood Director
Vallejo Insurance Associates, LLC

Clark Blasdel Director
Suburban Alternatives Land Trust (SALT)

Mary Bull Director
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John Bustamante Director
Enterprise Wireless Solutions

Phil Elfstrom Director
Skyview Memorial Lawn

Norbert Frost Director
Law Offices of Norbert Frost

Eric Gilbert Director
Six Flags Discovery Kingdom

Terry Glubka Director
Sutter Solano Medical Center

Tony LoForte Director
Zio Fraedo's of Vallejo

Paul Nannar Director
Round Table Pizza

Kenny Ross Director
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Vallejo Chamber of Commerce

427 York Street
Vallejo, CA 94590
(707)644-5551

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REPORT FROM 2009 BOARD CHAIR FREDA DILL

A Strong Plan To Move Vallejo Forward



I am very honored to have been asked to serve a second term as Chamber Board Chair. I only hope that I can continue to help the Chamber during these challenging economic times. As I reflected on 2008 and thought of our challenges for 2009, I began to assemble a team of Business Professionals to continue to take the tasks at hand and find new approaches to our challenges. I plan to continue to work closely with our Executive Board to build a stronger Chamber and Business Community in Vallejo.

At our November Board Planning Conference, our Board identified and discussed many of the significant challenges that our community is facing. We have chosen to focus on a few areas where the Chamber can have the most significant impact -- our small businesses, our schools and our students, and the City's economic development.

Our goals for 2009 include:

The continued development of the Shop Vallejo 1st program, our multi-year marketing and economic development program to support retail and business-to-business local shopping. We will develop this into a year-long strategy to promote Buy Vallejo.

We will continue to work to develop services, programs and seminars for small business educa-

tion and involvement, particularly looking for programs that will help our small business members survive in this tough economy.

Our Education Initiative calls for us to further develop our partnership with the Vallejo City Unified School District by establishing a business education service team (BEST) with the goal of placing as many as 50 Mentors in schools in 2009. We will also work to place at least one Chamber Member on each of the school district's future career pathways

goals and objectives in 2009, I strongly encourage all members of the Chamber to participate and help us to make a difference.

At this critical time, we must work together to shape the Economic Future of our City. We need Business Leaders to continue to become engaged and work with us. Get involved in our committees, join a commission or task force or run for city council. Tough decisions will need to be made for Vallejo to move forward... both within our Businesses and within City Hall.

Thank you for your continued support and efforts to make our Vallejo community a great place to do business.

At this critical time, we must work together to shape the Economic Future of our City.

design teams.

In 2009 we will also play a role as a catalyst in the development of a long-term economic vision for the City and we have established an Economic Development Vision subcommittee to work on this important issue.

And for you, our members, we – our board, our staff, and our ambassadors - will hit the phones and the streets, and get in closer contact with all of you to see how we best can work for you.

To accomplish each of these

Education Roundtable
Now Part of Economic
Development Committee

As many of you may already be aware, we have merged the Education Roundtable with the Economic Development Committee. Under the leadership of Division Vice Chairman for Economic Development Jerry Wilkerson, we expect that this committee will be able to best serve our members and the community in promoting our new Education Initiative. The combined committee will have access to more members and more resources than before and will be establishing a subcommittee for the development and implementation of the Education Initiative.

CONNECTING THE COMMUNITY

Former Board Member Russ Barnes of Cooper Crane & Rigging, who was honored as the Vallejo Chamber Bud Butler Man of the Year, connected with previous recipients of the award, at the 134th Installation.



Marketing Your Business through the Vallejo Chamber of Commerce New 2009 Electronic/Online Advertising Program



Vallejo BusinessWire

Twice-monthly summary of Chamber business and local issues that reaches more than 700 targeted emails of Chamber member representatives.

Three types of affordable advertising are now available:
THE FRONT PAGE SPONSOR

Premium space for the period of a month to a quarter and is on a first come - first served basis; includes hyperlink to member website. Limited to two (2) members per month.

SPECIAL OFFERS FOR MEMBERS ONLY

Online Coupons/Special Offers for Dining; Golf, Fitness & Recreation; Hotels & Entertainment and Other Products/Services. Includes Pop-Up Coupon linked to Vallejo BusinessWire and www.vallejochamber.com.

CHAMBER CLASSIFIEDS

Each listing (employment opportunity, residential/commercial property listing, etc.) is considered a separate listing.

Vallejo Chamber Website www.vallejochamber.com

The Vallejo Chamber of Commerce website is the most comprehensive portal to business and community in Vallejo. The site contains headlines on issues of importance to Chamber members and Vallejo businesses, links to the City of Vallejo and other important Vallejo organizations, a directory of Chamber member businesses, a community calendar, marketing opportunities and much more. Various opportunities are available.

Vallejo Business Newsletter

The Chamber's print newsletter, will be published quarterly beginning the 2nd Quarter of 2009.

The schedule for publication is as follows:

- 2nd Quarter 2009** – Mail Date April 20th, Ad Materials Deadline – April 10th
- 3rd Quarter 2009** – Mail Date July 20th, Ad Materials Deadline – July 10th
- 4th Quarter 2009** – Mail Date October 19th, Ad Materials Deadline – October 9th

For affordable pricing or additional information contact Rich Geist at (707)644-5551 or richgeist@vallejochamber.com.

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- Minuteman Press
- M Technologies

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- Cooper Crane & Rigging
- Jeffco/ABC Painting
- Sutter Health
- (SRMF/SSMC)
- Solano County Fair
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- M2 Mail

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MEMBER NEWS


Touro Receives Approval for Changes in Cancer Center

Touro University California has received unanimous approval from the City of Vallejo Planning Commission for changes to development plans for its proposed cancer treatment and research center to be located on the north end of Mare Island.

At the same time, Touro announced that it is finalizing agreements with clinical operator UCSF and technology provider Compact Particle Acceleration Corporation (CPAC), which specializes in proton therapy.

The project changes include reducing the size of a parking garage, adding a surface parking lot and breaking the center into two smaller buildings instead of an initially planned 125,000-square-foot building. The first building, a one-

story, 40,000-square-foot building with four treatment rooms, could be opened as early as 2010. The 85,000-square-foot second building and its attached parking garage would come later, and serve as an “incubator” housing seminars and likely medical conventions.

In using its planned cancer treatment technology, Touro’s center will be the world’s first carbon treatment center with real-time imaging. Cancer center work is tentatively slated to begin in late this spring or early summer, starting with the razing of existing buildings, and the whole project is expected to take four years to complete. The center could be treating its first patients up to two years earlier than originally planned. ☞

City Bus Advertising Awarded Vallejo Transit Ad Contract

The City of Vallejo has awarded its advertising contracts for city buses, Baylink buses and Baylink ferries to new Chamber member City Bus Advertising of Santa Rosa. City Bus Advertising will now be responsible for advertising sales, graphic production and sign installation and maintenance on all city owned and operated buses and ferries.

All transit signage for advertisers will be produced, installed and maintained by City Bus Advertising. Also, all transit signage is inspected 2-4 times per month. If any of the signage is damaged or needs replacement, the company makes new signage and installs it at “no charge” to clients..

City Bus Advertising was founded in 1990. The company’s first transit advertising service contract was awarded by the City of Petaluma and the second advertising contract was with the City of Napa (VINE) in 1991. City Bus Advertising also provides transit and bus advertising services for the cities of Benicia, Rio Vista, Vacaville, South Lake Tahoe and now Vallejo.

Robert and Luda Stowe operate City Bus Advertising with help from MD Graphics & Marketing and Callbox Sales and Marketing Solutions. For more information on advertising with City Bus Advertising, call 544-2115 or www.citybusads.com. ☞



La Clinica North Vallejo Urgent Care Clinic Now Open

The November 3rd, 2008, opening of La Clinica’s North Vallejo Urgent Care Clinic represents a great step forward in the provision of both urgent and primary care for Vallejo’s low-income, uninsured and under-insured populations. Located adjacent to Sutter Solano Medical Center (SSMC), the facility receives both walk-in patients and those deemed non-urgent by the hospital’s Emergency Department (ED) personnel.

The clinic serves the community in a number of ways, providing high-level care from physicians, nurses and medical assistants with up to 30 years of experience. The clinic offers procedures that are beyond those usually found at primary care clinics and provides shorter wait times for non-emergency patients.

“The early feedback we’ve had has been fantastic, and we’re working closely with the Sutter team to research protocols and review the data on avoidable ED visits, which currently take up about 50 percent of the ED’s time,” Site Manager Monique Sims says. “This pilot program will be studied by organizations like the University of Southern California, through a California Health Foundation grant, to determine the efficacy of operat-

ing urgent care facilities next to emergency rooms.”

In addition to assisting from a medical standpoint, SSMC secured a \$100,000 grant for La Clinica De La Raza, which operates three other health care facilities in Vallejo. Those funds are just part of the \$2.5 million that Sutter Health awarded recently to 26 medical and dental care centers across Northern California that serve large percentages of low-income, uninsured and underinsured patients. The hospital has also made a financial commitment to provide \$100,000 annually to La Clinica de la Raza over the next three years.

“This is a critical need for the Vallejo community and I’m proud of the partnership we’ve formed with La Clinica,” said SSMC CEO Terry Glubka, a Vallejo Chamber Board member. “The new clinic will serve Vallejo’s more vulnerable population.”

La Clinica North Vallejo, located at 220 Hospital Drive, is operating for 20 hours a week (5 to 8 p.m., Monday through Friday and 9 a.m. to 2 p.m., Saturday) until it receives full licensing from the state. When that occurs, the hours will be increased, to ensure as many patients as possible can be served. ☞

IN THE NEWS

Six Flags Discovery Kingdom Summer Concert Series

Guests to Six Flags Discovery Kingdom this summer will be groovin' to the songs and musicality of some of the most popular acts around when the Starburst Summer Concert Series runs from mid-July through mid-August. Among the stars scheduled to perform are Miranda Cosgrove, known for her starring role in the series *iCarly*, and Raven Symone, star of the popular *That's So Raven* television series and *Cheetah Girls* soundtrack.

"The concert series has had

great success in other Six Flags parks across the country," said Kirk Smith, director of marketing and entertainment. "We look forward to making the concerts a regular part of our summer offerings, and given the breadth of talented performers on our slate, our guests will not have to look elsewhere for their live entertainment needs."

The summer concert series will take place once a week on select Mondays through Thursdays, with the dates to be released in the coming weeks. Because seating is limited at the outdoor Chabot Stadium venue located on the south side of the park, only individuals wearing a valid colored wristband obtained the day of the concert will be allowed into the stadium.

The free concerts are included with paid park admission or a Six Flags Season Pass. The 2009 Season Pass can be

purchased for a limited time for \$49.99 plus city fee to enjoy unlimited visits to the park all year long and special Season Passholder events and benefits.

For more information and updates on the concert series, or to purchase Season Passes, visit www.sixflags.com/discoverykingdom. The 2009 season starts on Saturday, February 28th. ☞



BUSINESS ADVOCACY CORNER

Chamber Political Advocacy Your Business Advocate

The Chamber Board of Directors has taken the following advocacy positions recently:

1. The Chamber Board voted at its February board meeting to support Brooks Street's efforts to work cooperatively with the County, the City, and the Vallejo community to pursue a new vision for the Solano County Fairgrounds property.

Pending Issues:

1. The Chamber has asked the City to take immediate action to review the activities of Municipal Auditing Services (MAS) and make necessary changes to this process. The Chamber has suggested a public meeting be scheduled where the City Council and the general public has the opportunity to review the performance of MAS. (November 2008)

City Action: No Action Taken Yet by City Council

2. Supported the Adoption of a Business Preference Policy for City of Vallejo Contracts and Purchases (October 2008)

City Action: No Action Taken Yet by City Council

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MEMBER NEWS



Small Business
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Transform Your Business Using Technology

If you are like most business owners, staying on top of the day-to-day needs of your company keeps you very busy. For most small businesses, you can run a sizable and sophisticated small company without ever hiring an IT manager, and deploy technology solutions at a fraction of the cost of just five years ago. This means you can spend your money on “transformative technology”, rather than just “nuts’n’bolts” applications such as email and file servers. Here are five ways that new technology can transform your small business:

Blogs allow you to start real conversations with your customers. Email marketing, leveraging web analytics, and Customer Relationship Management systems allow you to extend these conversations and deepen the value of the relationship for your customer.

Web-based **collaboration technology** allows small businesses to hire and work with people you may never meet.

New web-based **on-demand business management systems** provide the ability to manage every facet of your business online at a fraction of the cost of traditional in-house systems.

New technology allows you to increase productivity. Now there is little need to spend \$2,000 on productivity applications for your 5-person small business. For example, “Google Docs” has 80% functionality that you really use, and it’s free.

Mobilized Technology is transforming the 9 to 5 office. If you provide an employee with a \$500 laptop, an iPhone, and a unified messaging system like GrandCentral or Ring Central, there is really no reason for them

to set foot in the office again, they can be out making sales.

The challenge for business owners is learning how to use lower-cost technologies in order to make their venture more productive and profitable. One program to assist small businesses is the Technology Assistance Program (TAP) offered through the SBDC network. For more information on TAP services, contact the Solano College SBDC at 864-3382 or visit www.solanosbdc.org.

Board of Equalization Going Paperless

Paying your taxes just got easier since the Board of Equalization (BOE) is going paperless for reporting and depositing sales and use taxes. The BOE has begun implementation of its Electronic Transition Plan (ETP). Under the plan, sales and use taxpayers will be transitioned from paper to electronic filing (e-filing).

Over the next two years, the majority of sales and use tax accounts will transition from paper to e-filing one group at a time based on their account type and reporting basis. Taxpayers will be notified well in advance of the effective date of the transition of their account.

There are several e-filing options available on the BOE website. The BOE offers a free option called BOE-file. In addition, taxpayers may also choose from two fee-based electronic service providers. To learn about e-filing options, visit <http://www.boe.ca.gov>.

Additionally, the SBDC offers free one-on-one counseling including help with general requirements for tax compliance. For more info, call the SBDC at 864-3382. ☞

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MEMBERS IN THE NEWS

**Hiddenbrooke Golf
Receives 4 ½ Stars**

Hiddenbrooke Golf Club, an Arnold Palmer Signature course, was recently awarded 4 ½ out of 5 stars in Golf Digest's annual "Places to Play" rating. The ranking was judged according to golf course conditions, design and customer service. Hiddenbrooke is the only golf course in Solano, Contra Costa and Marin Counties to receive the 4 ½ stars rating. Pebble Beach Golf Club and Spyglass Hill Golf Course are the only facilities in California to receive the highest five star rating. To make reservations or for more information, call 558-0330 or visit www.hiddenbrookegolf.com

**Barkitecture
A Visit to Hollywoof**

The Benicia Vallejo Humane Society is inviting businesses, community groups and individuals to build a domicile or donate products or services for auction at Barkitecture - "A Visit to Hollywoof". The festivities include music, catered cuisine, a premium raffle and a grand silent & live auction of items created exclusively for Barkitecture. The "People's Choice" Voting and Preview Party will be held Friday, March 27, at 5:30 p.m. at Team Superstores, 301 Auto Mall Parkway. Barkitecture Gala festivities are on April 3rd beginning at 7:00 p.m. (business casual attire) at the Solano County Fairgrounds, McCormack Hall. Entry packets and donation letters are available on line at www.bvhumane.org or from Director of Humane Services,

Peter Wilson at 645-7905 ext 113. Tickets can be charged by phone at 645-7905 ext 102 or at www.barkitecture.net

**Travis CU Recognized
for Youth Programs**

Travis Credit Union recently received a 2008 Beacon Award from the Richard Myles Johnson (RMJ) Foundation, the state foundation for credit unions in California and Nevada. Travis Credit Union received its award in the larger organization category. The credit union was honored for its financial literacy program, which reaches youth through financial literacy workshops at Travis Air Force Base, as well as its program on Cal Grants and Cash for College. The Beacon Award, the Foundation's highest honor, recognizes promising or exemplary financial education programs or projects that provide information to the broader credit union community and the general public

**Rush Ranch
Facilities for Rent**

New and improved facilities are available to the public to rent at the 2,070-acre Rush Ranch site. A meeting room with partial kitchen for up to 80 persons in the new Nature Center looks out on grassy hills, horse paddocks, eucalyptus groves and the beautiful Suisun Marsh. A 13,750 square-foot outdoor picnic area can also be rented for dining, classes, overnight camping and meetings. This large shaded area includes twelve moveable wooden picnic tables with attached benches. Call 432-0150 for more info. ☎

UPCOMING EVENTS

MEETINGS

Executive Committee	March 3 rd - noon
Ambassadors	March 3 rd - 5:30 p.m.
Political Advocacy	March 4 th - 9:00 a.m.
Vallejo Business Alliance	March 10 th - 9:00 a.m.
Economic Development	March 11 th - noon
Board of Directors	March 17 th - noon
ValNet	Every Wednesday - 1:30 p.m.
Political Advocacy	April 1 st - 9:00 a.m.
Executive Committee	April 7 th - noon
Ambassadors	April 7 th - 5:30 p.m.
Economic Development	April 8 th - noon
Vallejo Business Alliance	April 14 th - 9:00 a.m.
Board of Directors	April 21 st - noon

AROUND THE CORNER


March Business Mixer

Touro University – California
1750 Club Drive (Farragut Inn)
Thursday, March 26 from 5:30 - 7:30 p.m.

April Business Mixer

Merrill Gardens Vallejo and Leadership Vallejo
350 Locust Drive
Thursday, April 23 from 5:30 - 7:30 p.m.

For an updated listing of all Chamber and Community events please check out www.vallejochamber.com



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Did You Know...

Pi Day - March 14, 2009

Pi Day and Pi Approximation Day are two holidays held to celebrate the mathematical constant π (pi). Pi Day is observed on March 14 (3/14 in American date format), due to π being roughly equal to 3.14. Pi Approximation Day is observed on July 22, due to π being roughly equal to 22/7.

Pi Day is also sometimes celebrated on March 14 at 1:59 p.m. If π is truncated to seven decimal places, it becomes 3.1415926, making March 14 at 1:59:26 p.m., Pi Second (or sometimes March 14, 1592 at 6:53:58 a.m.).

The first Pi Day celebration was held at the San Francisco Exploratorium in 1988, with staff and public marching around one of its circular spaces, and then consuming fruit pies; the museum has since added pizza pies to its Pi Day menu. The founder of Pi Day, the "Prince of Pi", is Larry Shaw, now retired from the Exploratorium, but still helping out with the celebrations. They have also recently added the first Pi Day celebrations in Second Life.

The Massachusetts Institute of Technology often mails out its acceptance letters to be delivered to prospective students on Pi Day.

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Mark Lobdell President

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Mark Lobdell has been providing Financial Planning Services since 1978 and, with his wealth of experience, will guide you and help you achieve your goals. As your Financial Advisor, Mark's goal is to help you pursue your financial objectives and live your dreams.

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