



Weekly Update

399 El Camino Real, Tustin, CA 92780

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www.tustinchamber.org

Mission Statement

"To preserve the free enterprise system; to preserve and expand the potential of all business and professional enterprises; and to promote the civic, cultural and social well-being of the City of Tustin and surrounding community."



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Judy L. Mina
714.393.9270
judy@hrnow.us

2009-2010 Ambassadors Committee

Jillian Browne, Civic Member

Josephine Cortez, Union Bank/
Tustin Ranch Branch

Norm Katnik, IBE Digital

Pamla Manazer, Chamber Staff

Judy Mina, HR Now!

Marco Moncayo, Comerica Bank

Rosalie Morris/Chair, CR&R, Inc.

Linda Todoroff, I-5 Self Storage

Dennis Tortora, Print Mgt. Group

Kim Tucker, Signs Now OC

Chuck Tyler, Farmers & Merchants
Bank

Pat Welch, Tustin Police Dept.

Interested in becoming an ambassador? Ask us how!

CALENDAR

TUESDAY, AUGUST 25

5:00 p.m. - Joint ribbon cutting at Barrhomes Real Estate (Suite A-125) and State Farm Insurance/Chris Barr (Suite A-121). The address is 17802 Irvine Boulevard, Tustin.

WEDNESDAY, AUGUST 26

7:30 a.m. - Governmental Affairs Council (GAC) meeting, Tustin Chamber Board Room.

THURSDAY, AUGUST 27

5:30 - 7:30 pm. - Joint Mixer hosted by the Tustin, Santa Ana and Anaheim Chambers of Commerce at the Hilton Anaheim/Poolside (777 Convention Way, Anaheim). Join us for an excellent opportunity to network and to reach up to 100 potential contacts. The cost is \$10.00/per person. No reservations required.

WEDNESDAY, SEPTEMBER 2

7:30 a.m. - Ambassadors Committee meeting, Tustin Chamber Board Room.

THURSDAY & FRIDAY, SEPTEMBER 3 & 4

Our offices will be moving to our new location.

MONDAY, SEPTEMBER 7

Labor Day/Federal Holiday. The chamber office will be closed in observance of this holiday. We are dark for the Power Lunch meeting.

WEDNESDAY, SEPTEMBER 9

7:15 a.m. - Monthly Membership Breakfast and Police Officer of the Month Program at Tustin Ranch Golf Club. Reservations due by 12:00 p.m. on Tuesday, September 8. Note new rates effective immediately: \$16.00/members with reservations, \$20.00/door; \$20.00/first time guests

MONDAY, SEPTEMBER 21

11:45 a.m. - Power Lunch meeting at Tustin Ranch Golf Club. The cost is \$20.00/ members with reservations and \$22.00/at door and for first-time guests. To receive discounted rate, RSVP by Thursday before the luncheon.

Guest Speaker: Maralys Willis, Author

Topic: How to Improve Corporate Communication

Black Marble Jackpot: \$155.00

Members who donate a raffle prize valued at \$20.00 or more will be recognized and spotlighted at the meeting.

CITY COUNCIL/PLANNING COMMISSION

City Council - Meetings are on the first and third Tuesdays of each month.

Planning Commission - Meetings are on the second and fourth Tuesdays of the month. All meetings are held at the council chambers at city hall, 300 Centennial Way, Tustin.

(Meetings subject to cancellation without notice.)



“It Pays to Shop With Members”

With our Member-to-Member Discount Program, everytime you call or visit a Chamber member for products or services, you are promoting member-to-member business.

It's that easy! And it really does pay to shop with members. Merchants are rewarded by increased business and visibility. Members and their employees save money by shopping with you or using your services. To start taking advantage of this program, view our most current Member-to-Member Discount Directory on our website at www.tustinchamber.org. under Programs & Services.



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Pillar Sponsors

The “Pillars of the Chamber” sponsorship program is for active chamber members who take pride in being identified as general sponsors for all chamber events and activities conducted throughout the year. Special on-going recognition and additional benefits are received in return for this all-inclusive subscription. Thank you to our Pillar Sponsors:

- ◆ AT&T California
- ◆ CR&R, Inc.
- ◆ Farmers & Merchants Bank
- ◆ Kimbrell Insurance Agency
- ◆ Patriots Federal Credit Union
- ◆ Sky Lending Group
- ◆ The Market Place/The Irvine Co.
- ◆ Tustin Ranch Golf Club
- ◆ Union Bank of California
Tustin Ranch Branch
- ◆ Vestar Development/The District
at Tustin Legacy

ADVERTISING OPPORTUNITIES

BANNER ADVERTISING

A banner ad is a form of advertising on the World Wide Web. All the advantages of a printed publication, a banner ad has the ability to bring a potential customer directly to the advertiser's website. For banner ad rates, please call the chamber office.

WEEKLY UPDATE ADVERTISING

Maximize your company's exposure, expand your marketing and have your important message reach thousands every week! Display ad commitment, minimum of 4 weeks.

Up to 2 Column Inch = \$25.00/weekly;

Between 2-4 Column Inch = \$50.00/weekly.

Call today to reserve your space!

“ADVOCATE” NEWSLETTER ADVERTISING - Advertise in our monthly newsletter, The Business Advocate. Published monthly, electronically mailed to over 2,000 businesses throughout Orange County, and posted on our website for one (1) year. How's that for maximizing your advertising dollars! Advertising space is limited so reserve your space today.

“ADVOCATE” NEWSLETTER INSERTS - Advertising in The Advocate makes sense and it works! Just ask those members who have tried it. For only \$100.00, your promotional fliers will be a part of our newsletter and posted on our website for thirty (30) days. Inserts are due by the 20th of the month on a PDF format.

DIGITAL ADVERTISING IS HERE!

The impact of digital advertising is sensational! It allows multiple clients to share valuable advertising space at a reduced cost per exposure. Your digital ad will be displayed on a 42" flat screen located in our Information Center and viewed by hundreds of people each day. 3-month minimum commitment.

Digital Ad Rates:

3 Months/Minimum - \$300 (payable at \$100/Month)

6 Months - \$510 (payable \$85/Month)

12 Months - \$600 (payable \$50/Month)

TESTIMONIALS FOR PUBLICATION

Share your positive experiences as a Tustin Chamber member. Let other members know your successes and the advantages of being a chamber member. Others are also interested in your “feel good” experiences with the Tustin Chamber. E-mail your testimonials directly to mcharette@tustinchamber.org.

TUSTIN INFORMATION CENTER

Located in the chamber offices, the Tustin Information Center receives hundreds of visitors each month. Chamber members may include their brochures and resource materials for distribution to Tustin visitors, businesses and residents. This service is free to chamber members.

TUSTIN CHAMBER STAFF

Marisa Charette, President/CEO

mcharette@tustinchamber.org

SALES & MARKETING

Pamla Manazer, Director of Sales & Marketing - pamanaz@aol.com

Jillian Browne, Account Executive - browne.jillian@sbcglobal.net

Lyn Walker, Account Executive - lyn@graphicprod.com

ADMINISTRATION

Maryann Griffin

Jennifer Nguyen - jnguyen@tustinchamber.org

Tiffany Ramirez - tramirez@tustinchamber.org

714-544-5341



Got news about your business and would like to share it with other members?

Send your information via e-mail approximately two weeks before your special event and we will include it in the Weekly Update ("News from Our Members" Section), space permitting.

Due to limited space and a large volume of requests, items printed on the Weekly Update will be on a first-come, first-serve basis, will run for one week only (please, no ongoing articles), and final entries will be at the discretion of the Tustin Chamber of Commerce.

Articles submitted with events more than two weeks away may/may not be published, depending on date sensitive materials from others.

This FREE SERVICE is available to chamber members only.

Pillar Sponsor and sponsor of the Quarterly New Member Reception



IMPORTANT INFORMATION REGARDING SPECIAL EVENT FLIERS

Due to the high demand for requests to attach special event fliers to our Weekly Update, we are limiting these attachments to a total of 5 per week on a first-come, first-serve basis only.

NEWS FROM OUR MEMBERS

ATEP COMMUNITY FORUM ON AUGUST 31

The Advanced Technology & Education Park (ATEP) is ready to expand and would like the public to attend a community forum where they will provide details on its first major expansion from one acre to 30 acres. The forum is on Monday, August 31 at Saddleback College Health Sciences Building (28000 Marguerite Parkway, Mission Viejo), 3:30 - 5:00 p.m., Ronald Reagan Board of Trustees Room.

BOYS & GIRLS CLUBS OF TUSTIN OPEN HOUSE ON AUGUST 25

Hosting the World's Fair Open House on Tuesday, August 25th from 5 - 7 p.m. They will be unveiling their new "Black Top Diner" at 6:30 p.m. The evening will include art, cultural displays, drama and dance demonstrations. Please RSVP to Trina at 714-838-5223, Ext. 100.

ENDERLE CENTER'S 11TH ANNUAL CAR SHOW ON AUGUST 23

Open to all pre-1975 and specialty vehicles, the event is on August 23 from 9:00 a.m. to 3:00 p.m. Proceeds from this event to benefit the Boys & Girls Clubs of Tustin. Enderle Center is located near the 55 Fwy. and East 17th Street, Tustin. For more information, call Pam Milliken at 714-315-0642 or Gary Oustad at 714-838-5223, Ext. 104

FOOD DRIVE FOR O.C. RESCUE MISSION AND BLIND CHILDREN'S LEARNING CENTER BEGINS MAY 1 THROUGH AUGUST 31

Only one week remaining for donations to our food drive that will benefit O.C. Rescue Mission and Blind Children's Learning Center. Please deliver your donations to the chamber office.

ORANGE COUNTY CELEBRATES ITS 120TH ANNIVERSARY

On the week of August 10th, the Board of Supervisors celebrated the 120th anniversary of the founding of Orange County. The Board received a presentation by the Orange County Clerk Recorder detailing the history of the County's founding and biographies of the first Orange County Board of Supervisors in 1889.

ORANGE COUNTY ONE-STOP CENTER WILL HOST 3RD ANNUAL SENIOR JOB FAIR

This event will be hosted at the Irvine Lakeview Senior Center on Saturday, September 12th from 9:00 a.m. to 12:30 p.m. The Senior Job Fair will offer all job seekers the opportunity to interview with local employers and organizations. This event is free. For more information, call Isabelle Krasney at 949-341-8055.

STATER BROS. RAISES \$266,429 FOR THE LEUKEMIA & LYMPHOMA SOCIETY

During the month of June, Stater Bros.' customers and employees at all 166 supermarkets were given the opportunity to donate by purchasing \$1 paper balloons, which were available at each check-in counter. Their efforts raised over \$266,000. Congratulations Stater Bros!

TUSTIN AUTO CENTER LAUNCHES "HELP OUR SCHOOLS" PROMOTION

On August 4th, the Tustin Auto Center announced that it will donate \$50 for each new or used car sold at one of its dealerships. The car buyer can choose from any established public or private education school or center located in Orange County. For more information, visit the car dealerships that are chamber members: DCH Tustin Acura, Tustin Cadillac, Tustin Lexus, Tustin Mazda, Tustin Nissan and Tustin Toyota.

TUSTIN POLICE DEPARTMENT'S TOP OFFICERS RETIRING; TWO PROMOTED

Tustin Police Department recently announced the retirement of Lt. Joe Stickles and Captain Joe Garcia--each had 30 years of service in law enforcement! To celebrate their long careers, a special dinner was held on August 19th at the City of Tustin Community Center.



MORE CHAMBER NEWS

Ambassadors Committee

Is It For You?

Our Ambassadors Committee is comprised of active Tustin Chamber members who made a conscious decision to help their business grow through their involvement in chamber events. The opportunities to meet and interact with other chamber members and businesses in the community have proven to be an excellent networking tool.

Our ambassadors are also conscientious individuals who believe in our Mission Statement. They volunteer their time for our many events by supporting the chamber staff in the implementation of these programs.

What Are The Rewards?

The rewards will be dependent on the level of service provided throughout the 2009-2010 year such as:

- ◆ Two greeters on a rotation basis will receive complimentary admission to the monthly breakfasts;
- ◆ Reserved seating at the monthly breakfasts;
- ◆ Ambassador of the Month acknowledged at the monthly breakfasts;
- ◆ Ambassador photo published in our monthly newsletter;
- ◆ Free admission to the monthly mixers;
- ◆ Acknowledgement at the monthly mixers;
- ◆ Ambassador Roster posted on our website;
- ◆ Ambassador List on our Weekly Update;
- ◆ Ambassador name badge available at all events;
- ◆ Invitation to the ribbon cuttings, grand openings and special community events as well as acknowledgement at chamber ceremonies; and
- ◆ The coveted Ambassador of the Year recipient announced at the Chamber Gala in June.

When Are The Meetings?

The Ambassadors Committee meets on the first Wednesday of each month, 7:30 a.m., Tustin Chamber Board Room.

THE TUSTIN CHAMBER IS MOVING!

After more than 30 years at the same location in Old Town Tustin, we are moving to a bigger and better facility. Effective September 15, our new address will be 700 W. First Street, Suite 5, Tustin. Phone and fax numbers will remain the same.

TUSTIN TILLER DAYS PANCAKE BREAKFAST AT COLUMBUS TUSTIN PARK

The Tustin Chamber board members and staff will be serving a hearty pancake breakfast to over 1,000 hungry parade goers on Saturday, October 3rd from 7:30 - 10:30 a.m. For a donation of \$5.00 breakfast includes pancakes, scrambled eggs, sausages, orange juice and hot coffee. Come early and stay for the parade starting at 10:00 a.m. We welcome volunteers!

TUSTIN CHAMBER WILL SELLING ROASTED CORN AT TILLER DAYS ON OCTOBER 2, 3 AND 4

Proceeds from this fundraising event will benefit the Tustin Chamber's ongoing community service projects such as the Business Outreach Program, Business Workshops, Food Drive on behalf of Orange County Rescue Mission & Blind Children's Learning Center, Job Shadowing Program for high school students and school supply kit drive for elementary school students. Volunteers needed!

HOLIDAY BOUTIQUE ON SATURDAY, NOVEMBER 7

Seeking quality crafters and vendors for our first annual Holiday Boutique at the Tustin Area Senior Center (200 South "C Street, Tustin). In addition to a great day of shopping for unique holiday gifts, the event will include a hot and hearty breakfast for a small donation, photo opportunity with Santa's helpers, baked goods for sale, and raffle giveaways throughout the day.

BUSINESS TOUR TO ITALY 2010/DEPARTING MARCH 8-17, 2010

We're halfway to our goal of 100 delegates! Our second and final pre-tour briefing has been scheduled for Friday, September 25, 5:00 p.m. at our new office location. Deposits are due at that time. If you have friends that would like to travel with you, a \$450.00/ deposit per person must be received by the due date to guarantee this request. Full payment is due by December 15.

WIN A FREE TRIP TO ITALY VALUED AT \$2850!

Tickets are available at the chamber office until November 30th. The cost is 1 ticket for \$25.00, 5 tickets for \$100.00, or 12 tickets for \$200.00. The grand prize will be a tour package for one (1) to our business tour to Italy in 2010 valued at \$2850, OR \$2000 in cash. Drawing of the winning raffle ticket will be on December 9th and you need not be present to win.

001 BUSINESS TOUR TO ITALY 2010 Name _____ Address _____ Phone No. _____ Sold By _____ Drawing will be on December 9, 2009	Presented by TUSTIN CHAMBER OF COMMERCE WIN AN ALL-EXPENSE PAID TRIP* TO ITALY - MARCH 2010 TICKET COST: 1 Ticket for \$25.00 5 Tickets for \$100.00 12 Tickets for \$200.00 Winner(s) will be selected by random drawing at the Tustin Chamber Membership Breakfast on December 9, 2009 starting at 7:15 a.m. at Tustin Ranch Golf Club
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Chamber Councils

Chamber Councils are the outreach, advocacy, service and communication platforms for the Chamber. The councils gather their members from and have involvement beyond the boundaries of Chamber membership. The Councils provide value to the community that is made possible through the support of the chamber's fundraising events.

BUSINESS & ECONOMIC DEVELOPMENT COUNCIL (BEDC)

- ◆ Monitors and supports growth and development of businesses in Tustin.
- ◆ Develops programs, in cooperation with other stakeholders, to encourage development of business opportunities.
- ◆ Assists to improve the competitiveness of local companies.
- ◆ Monitors that the needs of existing businesses are met.

Open to members, BEDC meets on the second Thursday of each month, 8:00 a.m. in the Tustin Chamber Board Room.

GOVERNMENTAL AFFAIRS COUNCIL (GAC)

- ◆ Focuses on issues related to government at all levels and raises awareness of the affects of government action on the well-being of the Tustin area communities and businesses.
- ◆ Meets regularly with representatives from the city, county, state and federal government.
- ◆ Monitors legislation at all levels of government and makes recommendations to oppose or support legislation that impacts businesses.
- ◆ Sponsors and hosts the City Council Candidates Forum during an election year.

Open to members, GAC meets on the fourth Wednesday of each month, 7:30 a.m. in the Tustin Chamber Board Room.

CHAMBER BENEFITS & SERVICES

RIBBON CUTTING & GRAND OPENING CEREMONIES - This is a great way to promote your business to the entire community. A benefit of your chamber membership, ribbon cuttings are held on Mondays, Wednesday and Thursdays.

TUSTIN INFORMATION CENTER - Located in the chamber offices, we receive numerous visitors and handle hundreds of calls each month regarding businesses and things to do in Tustin. Why not further promote your business by displaying your brochures in the Tustin Information Center. Better yet, come visit us and see what this is all about.

- ◆ Digital Advertising on 47" Monitor Strategically Located for Maximum Visibility
- ◆ Community Calendar displayed on 42" Monitor

OTHER PROGRAMS & SERVICES

- ◆ Free listing in our annual Membership Directory and Community Resource Guide
- ◆ Free listing on our website and links to your business
- ◆ Monthly Membership Breakfasts
- ◆ Police Officer of the Month Program
- ◆ Monthly Mixers hosted by various chamber members
- ◆ Joint Mixers & Workshops With Other Chambers of Commerce
- ◆ Members Power Lunch on the first and third Mondays of each month (except holidays)
- ◆ Quarterly New Member Reception
- ◆ Business Outreach Program for Large Employers
- ◆ Business Workshops
- ◆ Business Management & Training Seminars
- ◆ Certificates of Origin
- ◆ Membership Mailing Labels
- ◆ Member-to-Member Discount Program
- ◆ Educational business tours, open to the community, to exotic countries like China and Italy

ADDITIONAL PARTNERSHIP PROGRAMS FOR "MEMBERS ONLY"

Patriots Federal Credit Union/949-362-7202 - Special to chamber members only, an 'instant benefit' of \$110. First, become a PFCU member and they'll pay your \$10.00 membership fee. Second, sign up for direct deposit upon joining and after the first three months of active direct deposits PFCU will put \$100 in your account. You receive \$110 of value for doing something good for yourself!

T-Mobile/Westven Wireless/949-295-9415 - Available to chamber members only, sign up for phone service for a minimum of 24 months with T-Mobile/Westven Wireless and receive a mobile phone valued up to \$400.00 absolutely FREE.

Tustin Ranch Golf Club/714-734-1611 - The Community Partner Program (CPP) offers special golf membership to our members only. This program was designed to offer our members significant price reduction on membership, golf throughout the week on green fees, and discounts throughout the facility for a period of twelve (12) months from the date of enrollment.