



# Weekly Update

399 El Camino Real, Tustin, CA 92780

TEL (714) 544-5341

FAX (714) 544-2083

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."*



*Your Display Ad  
Can Now Be  
Advertised in the  
Weekly Update  
Now Available*

**ADVERTISE IN THE  
WEEKLY UPDATE FOR AS  
LITTLE AS \$25 WEEK.**

Maximize your company's exposure, expand your marketing and have your important message reach thousands!

Display ad commitment, minimum of 4 weeks.

Up to 2 Column Inch = \$25.00  
Between 2-4 Column Inch = \$50.00  
Call today to reserve your space!

## CALENDAR

**Effective January 2, 2009**  
**the chamber office will be closed on Fridays**

### **TUESDAY, APRIL 28**

**8:30 a.m.** - Business Expo Committee meeting, Tustin Chamber Board Room.

### **WEDNESDAY, APRIL 29**

**1:00 p.m. - 3:00 p.m.** - Ambassadors Quarterly Business Walk. Meet at the chamber office for a briefing and assignment. Business Walk will be followed by a wrap-up meeting; snacks and beverages will be provided.

**5:30 p.m.** - Ribbon cutting at Bistro West located at The District at Tustin Legacy (2601 Park Avenue). RSVPs required for this event.

### **THURSDAY, APRIL 30**

**4:30 p.m.** - Ribbon cutting at I-5 Self Storage, 2631 Michelle Drive, Tustin.

### **MONDAY, MAY 4**

**11:45 a.m. - 1:30 p.m.** - Power Lunch at Tustin Ranch Golf Club. The cost is \$20.00/ members with reservations, \$22.00 for first-time guests and members with no reservations.

Program: Speed Networking

Infomercial: Rosalie Morris, CR&R, Inc.

Black Marble Jackpot: \$34.00

Don't miss this fast-paced, action packed program!

### **TUESDAY, MAY 5**

**8:30 a.m.** - Business Expo Committee meeting, Tustin Chamber Board Room.

### **WEDNESDAY, MAY 6**

**7:30 a.m.** - Ambassadors Committee meeting, Tustin Chamber Board Room. Members interested in serving on this committee for the 2009-2010 year beginning July 1st are encouraged to attend this meeting.

## RIBBON CUTTING

### **WEDNESDAY, APRIL 29**

**Starting at 5:30 p.m.** - Bistro West at The District at Tustin Legacy (2601 Park Avenue, Tustin). Bistro West is a new concept that features an extensive menu of chef-driven Contemporary Comfort Food. **RSVPs required.**

### **THURSDAY, APRIL 30**

**Starting at 4:30 p.m.** - I-5 Self Storage located at 2631 Michelle Drive, Tustin.



## Electronic Advertising *Now Available at the Tustin Information Center.*

Stop by and see what this is all about. For more information and rates, call the chamber office at 714-544-5341.

## "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](http://www.tustinchamber.org). under Programs & Services.

## 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

Maximize your company's exposure, expand your marketing and have your important message reach thousands! 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)

# SAVE THESE DATES

## THURSDAY, MAY 28 - BUSINESS EXPO

1:00 - 7:00 p.m. at Straub Distributing, 2701 Dow Avenue, Tustin. The Tustin Chamber's contribution to the Stimulus Package--this year's event is OPEN AND FREE TO THE PUBLIC with over 60 exhibitors and 10 restaurants..

**Thank you to our sponsors to date:**

**Event Sponsor - Straub Distributing**

**Other Sponsors: Tustin Ranch Golf Club, Traffik**

## SUNDAY, JUNE 7 - CHILI COOKOFF

All day in Old Town Tustin. The Tustin Chamber will once again be selling BBQ ribs from The Beach Pit BBQ.

## FRIDAY, JUNE 5 - 14TH ANNUAL STATE OF THE CITY LUNCHEON

11:00 a.m. - 1:00 p.m. at the Clifton C. Miller Community Center. Invitations will be mailed out next week. Sponsorship opportunities are available!

## FRIDAY, JUNE 26 - 52ND ANNUAL CHAMBER GALA & INSTALLATION OF OFFICERS

Starting at 6:00 p.m. - Tustin Ranch Golf Club

Also, recipients of the 2009 Business of the Year will be announced that evening. Invitations will be mailed out mid-May.

## SATURDAY, NOVEMBER 7 - 1ST ANNUAL HOLIDAY BOUTIQUE

From 9:00 a.m. to 5:00 p.m. at the Tustin Area Senior Center, the public can enjoy and purchase handmade crafts from over 30 crafters and vendors. If you are a crafter/vendor and would like to register for this event, call the chamber office at 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*



*Your Display Ad Can Now Be Advertised in the Weekly Update. Call us today to reserve this space!*

# NEWS FROM OUR MEMBERS

.....  
**TUSTIN CHAMBER IS SEEKING TOP NOTCH ACCOUNT EXECUTIVES**

**Wanted:** Dynamic and marketing-savvy individuals/independent contractors looking for a second career working for the Tustin Chamber in our Sales & Marketing Department. Interested parties are asked to call the chamber office at 714-544-5341 and ask for Pamla Manazer, Director of Sales & Marketing.

.....

**BUSINESS OF THE YEAR APPLICATIONS NOW AVAILABLE**

Applications are now available on our website at [www.tustinchamber.org](http://www.tustinchamber.org) or at the chamber office. Any for-profit business performing services or manufacturing goods and active in the Tustin community is eligible. The three categories are (1) Large Business of the Year, (2) Small Business of the Year, and (3) Rookie of the Year. The winners will be announced at the Chamber Gala on Friday, June 26th at Tustin Ranch Golf Club.

**ENDERLE CENTER & TPSF TO STAGE FUNDRAISER FOR GRAD NIGHT**

Tustin Public Schools Foundation (TPSF) and Ender Center will be hosting a fundraiser to raise money supporting Tustin and Foothill High School Grad Nights from 10 a.m. to 8 p.m. on Tuesday, April 28th at Enderle Center. 10% of all monies raised that day from every Enderle Center store and restaurant will be split equally between Tustin and Foothill High School Grad Night committees. For more information on this event, call 714-317-9291.

**KNIGHTS OF PYTHIAS SEEKING DONATIONS TO SEND KIDS TO CAMP**

For the past 26 years, children from Tustin have attended the Pythian Youth Camp in Fresno. The Pythian Youth Foundation, which operates the camp, is a 501(c)(3) corporation with a single purpose--sending at-risk children between the ages of 9 and 11 to summer camp regardless of their race, religion, or cultural background. For donations or more information, go to [www.pythianyouthfoundation.com/Mission.html](http://www.pythianyouthfoundation.com/Mission.html) or send an e-mail to [pythianyouthcamp@earthlink.net](mailto:pythianyouthcamp@earthlink.net).

**LETIP OF TUSTIN WELCOMES TWO NEW MEMBERS**

The organization recently inducted Josephine Cortez with Union Bank/Tustin Ranch Branch and Bob Olovsson with Yellow Book Advertising. Congratulations to both. For more information on LeTip, call Judy Mina at 714-393-9270.

**STATE OF THE CITY LUNCHEON ON JUNE 5TH AT CLIFTON C. MILLER COMMUNITY CENTER**

Hosted by the City of Tustin and Tustin Chamber of Commerce, please save the date for this must-attend community event. Invitations will be mailed out by the end of April and early reservations are recommended. Sponsorship opportunities are available. For more information, contact the chamber office at 714-544-5341.

**TUSTIN AREA HISTORICAL SOCIETY & MUSEUM PRESENTS ITS ANNUAL HOME & GARDEN TOUR**

The historical parade of homes is on Saturday, May 2nd, 9:00 a.m. - 4:00 p.m. This year's tour will feature five homes with some interesting Old Town histories. Reserved pre-sale tickets are available at the museum during its regular working hours, and also everyday during the week leading up to the tour. For more information, call the museum at 714-731-5701 or visit their website at [www.tustinhistory.com](http://www.tustinhistory.com)

**TUSD NEWS**

Currently seeking applicants for its Measure G Citizens' Oversight Committee. The oversight committee meets bi-monthly to review expenditure reports and current projects relating to Measure G funds. Members serve two-year terms with a maximum of two terms. For more information, call 714-730-7301, Extension 302. Or visit the Measure G website at [www.tusdmeasureg.org](http://www.tusdmeasureg.org).



## 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. Hear more about this program at our May 20th Mixer at Tustin Ranch Golf Club.

## TUSTIN CHAMBER STAFF

**Marisa Charette, President/CEO**  
mcharette@tustinchamber.org

### STAFF

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

**Maryann Griffin, Administration**

**Jennifer Nguyen, Administration** - jnguyen@tustinchamber.org

**Tiffany Ramirez, Administration** - tramirez@tustinchamber.org

**714-544-5341**

**... SAVE THESE DATES ...**



**FRIDAY, JUNE 5, 2009**

The Tustin Chamber of Commerce and the City of Tustin  
request your presence at the

***14th Annual State of the City Luncheon***

Clifton C. Miller Community Center- 300 Centennial Way, Tustin  
\$50.00/Person - Reservations Required  
Sponsorship Opportunities Available - See Attached  
Begins at 11:00 a.m.

**FRIDAY, JUNE 26, 2009**

***Tustin Chamber Gala & Installation of Officers  
Announcement of 2009 Businesses of the Year***

Tustin Ranch Golf Club- 12442 Tustin Ranch Road, Tustin  
\$75.00/Person - Reservations Required

Reception/No Host Bar at 6:00 p.m.  
Dinner at 7:00 p.m.

***SPONSORSHIP OPPORTUNITIES FOR EACH EVENT:***

***Platinum Event Sponsor - \$10,000***

***Gold Sponsor - \$5,000 ♦ Silver Sponsor - \$2,500***

***Bronze Sponsor - \$1,000***

***For more information, please call the Chamber office at 714-544-5341***