



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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Weekly Update
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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**

SUNDAY, MAY 10

Happy Mother's Day!

MONDAY, MAY 11

11:30 a.m. - Executive Committee meeting, Tustin Chamber Board Room.

TUESDAY, MAY 12

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

WEDNESDAY, MAY 13

7:15 a.m. - Monthly Membership Breakfast and Police Officer of the Month Program at Tustin Ranch Golf Club. RSVPs recommended.

Guest Speaker: Chris Crompton, Orange County Public Works

Topic: New Challenges for Improving Stormwater Runoff Quality in O.C.

THURSDAY, MAY 14

8:00 a.m. - BEDC meeting, Tustin Chamber Board Room.

MONDAY, MAY 18

11:45 a.m. - Power Lunch meeting at Tustin Ranch Golf Club. Keynote speaker to be announced.

TUESDAY, MAY 19

Special Election Day. Don't forget to vote. The Tustin Chamber's positions are as follows:

Proposition 1A - Oppose

Proposition 1B - Oppose

Proposition 1C - Oppose

Proposition 1D - Oppose

Proposition 1E - Support

Proposition 1F - Support

For detailed information on the above, see the May Advocate on our website.

THURSDAY, MAY 28 - BUSINESS EXPO

1:00 - 7:00 p.m. - At Straub Distributing, 2701 Dow Avenue, Tustin. The Tustin Chamber' 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: Sam's Club, Tustin Ranch Golf Club, Traffik



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. 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

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“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

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.

IRVINE VALLEY COLLEGE (IVC) LONG-TIME EMPLOYEES ESTABLISH ENDOWMENT FUND

The IVC Foundation announced that two long-time IVC employees, Steve and Joanie Woodard, have generously established a \$7000 endowment in loving memory of their family. This endowment will provide annual scholarships, in perpetuity, to assist low-income students at the college. At this year's scholarship ceremony on May 14, IVC will award more than \$137,000 to deserving students. For information on how to donate to IVC's scholarship program, call the IVC Foundation office at 949-451-5290.

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 or send an e-mail to pythianyouthcamp@earthlink.net.

THE WINERY RESTAURANT WISHING ALL MOTHERS A "HAPPY MOTHER'S DAY"

The Winery's Mother's Day Special is on Sunday, May 10th, from noon until 8:30 p.m. and offers live contemporary jazz, Winery chocolate truffles for all mothers, and featuring a full dinner menu and specials. For reservations or more information, call 714-258-7600 or go to www.thewineryrestaurant.net.

TUSTIN AREA MAN & WOMAN OF THE YEAR AWARDS DINNER

The awards dinner is on Friday, May 29th, 6:00 p.m. at Tustin Ranch Golf Club. The cost is \$60.00/person and reservations are required. For reservations and more information, call Patti Winter at 714-921-9402.

TUSTIN LODGE #241 WILL PRESENT 50-YEAR PIN TO VIC GORHAM

On Thursday, May 14, the Grand Lodge of California Masons from Tustin Lodge #241 will be presenting a special 50-year pin to Vic Gorham. Family and friends are invited to attend this ceremony that begins at 7:00 p.m. at the Knights of Pythias building (second floor, right above the chamber office). Congratulations to Vic!

TUSD NEWS

Barbara Benson Elementary School will hold a Recycle Fest and Beautification Day from 8:00 a.m. to 2:00 p.m. on Saturday, May 16. Individuals can recycle their cell phones, computers, digital cameras, DVDs, iPods, monitors, printers, radios, TVs, video games and other items. The school is located at 12712 Elizabeth Way, Tustin. For more information, call 714-730-7531.

TUSD is holding its Measure G and Measure L Citizens' Oversight Committee meetings on Tuesday, May 14 at 6:00 p.m. and 7:15 p.m., respectively, at the District Administration Center, 300 South C Street. Both meetings are open to the public. For more information, visit www.tusdmeasureg.org, www.tusdmeasurel.org, or call 714-730-7301, Ext. 302.



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.

A MESSAGE TO OUR PAST/PRESENT AMBASSADORS - 2ND REMINDER

We are making some exciting new changes to the Ambassadors Committee for the 2009-2010 starting July 1, and we'd like to invite you to submit your application by May 1 for consideration by the Selection Committee. If you would like to know more about the changes for the coming year, please attend our Ambassadors Committee meeting on Wednesday, May 6, 7:30 a.m., Tustin Chamber Board Room.

If you are no longer an ambassador and still possess our official name badge, please return this to the chamber office. These name badges are the property of the Tustin Chamber and should not be worn because they are now obsolete. New badges will be provided on July 1.

BUSINESS EXPO EXHIBITORS AND RESTAURANTS WANTED

This year's Bustin' Loose Business Expo is on Thursday, May 28th, 1:00 - 7:00 p.m. at Straub Distributing Auditorium (2701 Dow Avenue, Tustin). Exhibitors and restaurants, don't miss the opportunity to exhibit at this year's biggest business event. Last year's attendance exceeded 500 and we expect that to double this year because the event is FREE TO THE PUBLIC! We have a few spaces remaining so sign up today.

Volunteers Wanted for Business Expo - Shift hours are from 9:00 a.m. - 12:30 p.m., 12:30 - 4:00 p.m., and 4:00 - 7:30 p.m. Volunteers will receive food ticket, drink ticket and 5 raffle tickets.

BUSINESS TOUR TO ITALY 2010



Buon Giorno! We just completed our business tour to China in March and our delegation had the time of their lives! We are now planning for our Business Tour to Italy 2010 and a detailed announcement will be made in the next week or two. If you're interested in joining us for this exciting European trip, please send us your name, address, telephone and e-mail information.

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

This community outreach program is sponsored by the Tustin Chamber of Commerce and the Tustin Host Lions Club, in collaboration with the City of Tustin. Food items needed include canned meats (tuna, chicken, stew, corned beef), canned vegetables, canned fruits, peanut butter, cereal, powdered baby formula, dried soup mixes, crackers, dried beans, boxed pastas and rice. Non-foot items may be blankets, diapers, toothpaste, toothbrushes, soap, shampoo, toilet paper, facial tissues and paper towels.

These items may be dropped off at the chamber office during office hours. Additional drop-off locations include:

- Barrhomes Real Estate - 160 Centennial Way, #2, Tustin***
- Blind Children's Center - 18542-B Vanderlip, Santa Ana***
- Boys & Girls Club of Tustin - 580 W. 6th Street, Tustin***
- CR&R, Inc. - 250 El Camino Real, #118, Tustin***
- Francis Chiropractic Offices - 1131 E. Main Street, #106, Tustin***



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