



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

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Up to 2 Column Inch = \$25.00  
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Call today to reserve your space!

## CALENDAR

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

### **MONDAY, JUNE 1**

**11:45 a.m. - 1:30 p.m.** - Power Lunch at Tustin Ranch Golf Club. The cost is \$20.00/reservations; \$22.00/at door or non-chamber members.

Keynote Speaker: Johnny Johnson, Blue Buoy Swim School

Topic: Swim for Life Challenge, Drowning Prevention, and Health & Fitness

Informercial Winner: Sonnie Carlton, Conrey Insurance Brokers

Black Marble Jackpot: \$68.00

### **WEDNESDAY, JUNE 3**

**7:30 a.m.** - 2009-2010 Ambassadors Orientation meeting, Tustin Chamber Board Room. A member in good standing with an interest to be a part of this dynamic committee is invited to join us.

### **THURSDAY, JUNE 4**

**5:30 p.m.** - New Member Reception, Tustin Chamber office. Sponsored by Patriots Federal Credit Union, snacks and beverages will be provided. All new members are invited to attend this reception.

### **FRIDAY, JUNE 5**

**11:00 a.m.** - State of the City Luncheon, Clifton C. Miller Community Center, 300 Centennial Way, Tustin. The cost is \$50.00 and advance reservations required.

### **SUNDAY, JUNE 7**

**11:00 a.m. - 6:00 p.m.** - City of Tustin's Chili Cookoff in Old Town Tustin. The Tustin Chamber will once again be selling spare ribs provided by Beach Pit BBQ. Our booth will be located right in front of the chamber office.

### **MONDAY, JUNE 8**

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

### **WEDNESDAY, JUNE 9**

**7:15 a.m.** - Monthly Membership Breakfast and Police Officer of the Month Program at Tustin Ranch Golf Club. The cost is \$16.00/members with reservations; \$18.00/door and for non-members. Reservations are recommended before 12:00 p.m. on Tuesday. Nominees for "Business of the Year" will be introduced and acknowledged at this breakfast.



**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

**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.

**TUESDAY, SEPTEMBER 15 - 25TH ANNUAL GOLF CLASSIC & BANQUET DINNER AT TUSTIN RANCH GOLF CLUB**

Entry fee is \$195.00/person. Registration begins at 10:30 a.m., shotgun start/scramble format at 12:00 p.m. Starting at 5:00 p.m. will be the Helicopter 50/50 Ball Drop, dinner/silent & live auction, and awards presentation.

**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*



**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**

**FREE TICKETS TO TUSTIN NIGHT AT THE ORANGE COUNTY FLYERS ON JUNE 10TH**

Offered by the City of Tustin Parks & Recs Department, June 10th is "Tustin Night at Goodwin Field" in Fullerton. Come out with your friends and family to see the Independent minor League Orange County Flyers play the Victoria Seals in a summer night double header baseball game. The first game is at 5:05 p.m.; the second game will start at approximately 7:30 p.m. Tickets are FREE! Stop by the Parks & Recs Department for your tickets at 300 Centennial Way, Tustin. Or call 714-573-3326 for more information.

**BLIND CHILDREN'S LEARNING CENTER**

Destination...Independence 5th Annual 5K Walk is on Saturday, June 6th. Post-walk festivities include food, games, music and more at Blind Children's Learning Center, 18542-B Vanderlip Avenue, Santa Ana. Register online at [www.blindkids.org](http://www.blindkids.org). Or for more information, call 714-573-8888, Ext. 118.

**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).

**THE WINERY'S WINE TASTING**

Wednesdays at The Winery, there will be an informal wine tasting event held every month starting at 6:30 p.m. The cost is \$25.00 (excludes tax). For reservations, call 714-258-7600 or email [Rochelle@thewineryrestaurant.net](mailto:Rochelle@thewineryrestaurant.net).

**2008 TUSTIN AREA MAN & WOMAN OF THE YEAR**

Congratulations to Al Enderle and Kim Bass, recipients of this prestigious award. They were selected for their many years of volunteer service in the Tustin community. The announcement was made last Friday (May 29) at the annual dinner at Tustin Ranch Golf Club.

**TUSTIN RANCH GOLF CLUB'S MUSIC UNDER THE STARS CONCERT**

Summer is just around the corner and so is Tustin Ranch Golf Club's popular summer concert series. These concerts will be at the Greenside Patio, starts at 6:00 p.m. and is open to the public: June 18, July 16, August 20 and September 27



## 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.

## MORE CHAMBER NEWS

### CONGRATULATIONS TO THE 2009 BUSINESS OF THE YEAR NOMINEES

The following businesses were nominated for this year's prestigious Business of the Year. The nominees for the three categories are:

Large Business Category - CR&R, Inc., The Winery, and Union Bank/Tustin Ranch  
Small Business Category - Aloha Graphics, Beach Pit BBQ, Conrey Insurance, Enderle Center, Extreme Boot Camp, HKA, Inc., Optimum Property Management, and Tustin Brewing

Rookie of the Year (Obtained a new business license in the City of Tustin in 2008) - Barrhomes Real Estate and HR Now!

Nominees will be recognized at the June 10th Membership Breakfast, 7:15 a.m., at Tustin Ranch Golf Club. The winner of each category will be announced at the Chamber Gala on Friday, June 26th, at Tustin Ranch Golf Club.

### BUSINESS TOUR TO ITALY 2010

The tour will be departing March 8-17, 2010. Open to the Tustin community and their friends and families, this 10-day journey to Tuscany and Rome will include Italy's top destinations--Siena, Pisa, Florence, Carrara, Portofino, San Gimignano, Montecatini and Venice. The cost is \$2849/per person. For more information, visit our website at [www.tustinchamber.org](http://www.tustinchamber.org) under "Calendar of Events."

### CHILI COOKOFF VOLUNTEERS NEEDED

The Tustin Chamber will be selling BBQ ribs at the Chili Cookoff on Sunday, June 7th from 11:00 a.m. - 6:00 p.m. We still need volunteers for the Chili Cookoff on Sunday, June 7. If you can spare a couple of hours between 11:00a.m. - 6:00 p.m., please give us a call.

### 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***

***Blue Buoy Swim School - 100 W. Main Street, Suite 4, Tustin***

***Boys & Girls Club of Tustin - 580 W. 6th Street, Tustin***

***City of Tustin Parks & Recs Department - 300 Centennial Way, 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.

## TUSTIN CHAMBER STAFF

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

### STAFF

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

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