



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."



hrnow.us

Protecting Employers through Effective HR Solutions.

Judy L. Mina
714.993.9270
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

MONDAY, AUGUST 17

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: Eileen Padberg & Sarah Swensson, OCTA

Topic: Focus on Railroad Grade Crossing Upgrade

Black Marble Jackpot: \$151.00

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

WEDNESDAY, AUGUST 19

7:30 a.m. - Board of Directors meeting, Tustin Chamber Board Room.

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.

CITY COUNCIL/PLANNING COMM. MEETINGS

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.)

RIBBON CUTTING & GRAND OPENING

TUESDAY, AUGUST 18

Starting at 5:30 p.m. - Join us in welcoming the newest business at Prospect Village in Old Town Tustin, Marc Weisberg, Marc Weisberg Studio. Address is 284 "A" South Prospect, Tustin.

TUESDAY, AUGUST 25

Starting at 5:00 p.m. - To celebrate their brand new facilities, join us for a joint ribbon cutting at Barrhomes Real Estate and State Farm Insurance-Chris Barr. Their new address is 17802 Irvine Boulevard, Suite A125, 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 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 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

Congratulations to Reva Renz/Pineapple Hill Saloon & Grill on her new baby boy and future star for the Anaheim Angels! Born August 12th, 6 lbs. 4 ozs., 17-3/4" long.

ENDERLE CENTER'S 11TH ANNUAL CAR SHOW

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

Drop-Off Locations:

Barrhomes Real Estate - 17802 Irvine Boulevard, Suite A125, Tustin
Blind Children's Center - 18542-B Vanderlip, Santa Ana
Blue Buoy Swim School - 100 W. Main Street, Suite 4, Tustin
City of Tustin Parks & Recs Department - 300 Centennial Way, Tustin
CR&R, Inc. - 250 El Camino Real, #118, Tustin
Farmers & Merchants Bank - 2691 Park Avenue, Tustin
Francis Chiropractic Offices - 1131 E. Main Street, #106, Tustin
Seven Gables Real Estate - 12651 Newport Avenue, Tustin

IRVINE VALLEY COLLEGE FOUNDATION INSTALLS NEW OFFICERS ON JULY 24

David Robinson has been elected to serve as its Chairman for 2009-2010 academic year. Other officers are Julie Davis/First Vice Chairman, William Woollett, Jr./Second Vice Chairman, Dr. Richard Nelson/Treasurer, Beccie Dawson/Secretary and Mark Cheung/Immediate Past Chairman.

MARCONI AUTOMOTIVE MUSEUM WILL CELEBRATE 15TH ANNIVERSARY

To celebrate their 15th year anniversary, Marconi Automotive Museum will be holding an open house on Saturday, August 15th from 10:00 a.m. to 2:00 p.m. Admission is free and open to the public. For more information, call 714-258-3001. The museum is at 1302 Industrial Drive, Tustin.

TUSTIN AREA COUNCIL FOR FINE ARTS (TACFA) PRESENTS BROADWAY IN THE PARK

TACFA has announced their 2009 family-friendly Broadway in the Park production of "Anything Goes" from August 18-22 at Peppertree Park. Get your tickets early and save on admission. For tickets or more information, call 714-518-5519 or visit www.tacfa.org.

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 has been planned for Wednesday, August 19th, 5:00 p.m. at the City of Tustin Community Center. The cost is \$30.00/person and reservations may be made through Penni Foley, 714-573-3306 or email her at pfoley@tustinca.org.

Congratulations to Pat Welch for his recent promotion to Lieutenant, and Steve Lewis to Captain.

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. Two concerts remaining are on August 20 and September 17.

TUSD NEWS

Columbus Tustin and Pioneer Middle Schools are among six Orange County schools and 92 schools statewide that have been named finalists in the Council's 2009 Governor's Challenge Competition--a contest that promotes increased physical activity and better health among California's youth. Each of the six finalists are now under consideration for one of the competition's three state-wide grand prizes, brand new fitness centers valued at \$100,000.



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

25TH ANNUAL GOLF CLASSIC TOURNAMENT AT TUSTIN RANCH GOLF CLUB

Scheduled for Tuesday, September 15th at Tustin Ranch Golf Club, the cost for tournament play is \$195.00/player and includes range balls, souvenir tee bags, lunch tournament play, on course beverage and gourmet dinner. For reservations and/or sponsorship opportunities, call the chamber office at 714-544-5341 or visit our website at www.tustinchamber.org.

MAIN EVENT SPONSOR - \$10,000

- ◆ The one and only Event Sponsor
- ◆ Special "Main Event Sponsor" banner in registration area
- ◆ Name on all printed materials subsequent to commitment
- ◆ Exposure in all tournament advertising and acknowledgements
- ◆ Complimentary tournament entry for 16 golfers
- ◆ Specific promotional privileges at tournament and banquet
- ◆ Reserved 2 sponsor tables, seating for 16, at banquet
- ◆ Special recognition trophy at banquet

PLATINUM SPONSOR - \$5000

- ◆ Special banner in registration area
- ◆ Name on all printed materials subsequent to commitment
- ◆ Exposure in all tournament advertising and acknowledgements
- ◆ Complimentary tournament entry for 8 golfers
- ◆ Promotional privileges at tournament and banquet
- ◆ Reserved 1 sponsor table, seating for 8, at banquet
- ◆ Special recognition trophy at banquet

GOLD SPONSOR - \$2500

- ◆ Name on banner in registration area
- ◆ Name on all printed materials subsequent to commitment
- ◆ Exposure in all tournament advertising and acknowledgements
- ◆ Complimentary tournament entry for 4 golfers
- ◆ Promotional privileges (passive) at tournament and banquet
- ◆ Reserved seating for 4 at banquet
- ◆ Special recognition trophy at banquet

SILVER SPONSOR - \$1000

- ◆ Name on all printed materials subsequent to commitment
- ◆ Exposure in all tournament advertising and acknowledgements
- ◆ Complimentary tournament entry for 2 golfers
- ◆ Promotional privileges (passive) at tournament and banquet
- ◆ Reserved seating for 2 at banquet
- ◆ Special recognition trophy at banquet

BRONZE SPONSOR - \$500

- ◆ Name on all printed materials subsequent to commitment
- ◆ Exposure in all tournament advertising and acknowledgements
- ◆ Promotional privileges (passive) at tournament and banquet
- ◆ Reserved seating for 2 at banquet
- ◆ Special recognition trophy at banquet

For additional sponsorship information, volunteer opportunities and reservations, call the chamber office at 714-544-5341.

SAVE THE DATE

LEAGUE OF CALIFORNIA CITIES INSTALLATION OF NEW PRESIDENT AMANTE

Thursday, September 10 - Mayor Pro Tem Jerry Amante will be installed as president of the Orange County Division of League of California Cities. The event is from 6:00 - 8:00 p.m. More information to follow.



CHAMBER BENEFITS & SERVICES

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.

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.

Following Update
Boys & Girls Club
The Winery
The District